



Bulgaria – Serbia IPA Cross-border Programme,

CCI Number 2007CB16IPO006



" Bridge over the mountain - the development of local cultural
institutions in the border region Chuprene - Pirot "

Medium-term strategy for cross-border cultural interaction Chuprene-Pirot 2014 -2016, the



Project № 2007CB161PO006-2011-2-197

The project is co-financed by the European Union through the CBC IPA Bulgaria – Serbia



project:

**"Bridge over the mountain - the development of local cultural institutions
in the border region Chuprene - Pirot"**

Project Number:

2007CB161PO006-2011-2-197

program:

IPA CBC Bulgaria - Serbia

Financial resource

CCI Number 2007 CB16IPO006

Lead Partner: Municipality Chuprene, Bulgaria

Partner 2: House of Culture, Pirot, Serbia

Title of action:

**Preparation of Medium-term strategy for cross-border cultural interaction
Chuprene-Pirot**





TABLE OF CONTENTS:

PROLOGUE 3

INTRODUCTION 9

I. STRATEGIC INITIATIVES FOR DEVELOPMENT OF CROSS-BORDER CULTURAL INTERACTION Chuprene Municipality and Pirot WITHIN FDT BULGARIA-SERBIA 10

1.1. GENERAL DEVELOPMENT OF CROSS-BORDER COMMUNICATION STRATEGY legacy of developing European cultural cooperation Chuprene - Pins 9

1.1.1. 9 Reasons

1.1.2. A framework 11

1.1.3. Documentary resources for the benefit of European cultural cooperation 14

1.1.4. "Bridge over the mountain and the river" - open doors for Heritage 17

1.1.5. "On the one hand" off limits 25

1.2. INTERDISCIPLINARY HORIZONTAL APPROACH 27

II. PLATFORM FOR PILOT preservation, maintenance and valorization of shared tangible and intangible cultural values CHUPRENE- PIROT 28

2.1. INDICATIVE PROGRAMME OF EUROPEAN CULTURAL COOPERATION CHUPRUNE- PIROT 28

2.1.1 Heritage conservation

2.1.2. The digitization and 3D MODELING OF CULTURAL HERITAGE





2.1.3. Database of cross-border cultural heritage

2.2. LOOK AT unification CULTURE AND TOURISM

2.2.1. Diversification of cross-border cultural CONTENTS

2.3. Policies for sustainable development

2.4. MUNICIPAL POLICY FOR CONSERVATION AND COMMUNICATION heritage

2.4.1. Conceptual apparatus - mechanisms and instruments

2.4.2. Key competences of local authorities

2.4.3. Support for municipal cultural infrastructure

2.5. LEGISLATIVE BASIS AND PROGRAMMES

2.6. LOOK AT EVROPEYSITE POLICIES

III. GOOD PRACTICE Building good neighborly VZAIMODEISTVIE AND SUPPORT

□ Established European tools: resource practices

1 / - Marking "European Heritage" (ZEN)

2 / - "European Cultural Routes"

3 / - "European Heritage Days"

4 / - "European heritage class"

5 / - EU Prize for Cultural Heritage / awards of "Europa Nostra"

6 / program "Creative Europe" European Commission

□ Chuprene- Unity in diversity

1 / Local Media: Newspaper "Torlatsite"

2 / Torlak Fair "Cada godfather pig and you vrech"

□ Good practices of good neighbors

"Undiscovered secret of the Western Balkan"





☐ Culture and Education in Action

From project design

☐ Young in the present

Original to the original

☐ Culture of consumption

Eco-agriculture

☐ Live treasure UNESCO

"Song of the bread"

☐ The power of inheritance

First National Festival of the walnut

☐ The Tree of Life

At a meeting with tribal memory

☐ Between the earth and sky

In the world of folk beliefs, astronomy and meteorology

☐ traditions alive

Festival "Living Heritage 2014", c. Sofia

☐ Interdisciplinary work

"Monster" - "Chudo- See" Pancharevo





□ How to bring the world to us ..

:

Magical heritage of the small village hidden in the QR code for small and large

□ Small in great cultural prostrantvo

"Muzeiko" -the largest children's science and interactive museum in Eastern Europe

□ Intelligent migration

First IT village in Bulgaria

□ Territorial marketing with interactive communication

Thousands of kilometers are "at hand"

□ European cultural cooperation

Calendar of cultural events in Gotse Delchev region transganichen Gevgelija

CONCLUSION

INTERNET LINKS

List of Tables

TABLE 1 MAP AND LOG ON "European Cultural Routes"

List of schemes

SCHEME 1 SCHEME OF APPROACH

SCHEME 2 CYCLE OF CREATION OF CULTURAL TOURISM PRODUCT





List of photos

Photo DANUBE 23

PHOTO MARK "European heritage" / EDU /

Photo THIRD ISSUE OF NEWSPAPER "Torlatsite"

List of cards

mAP 1

MAP 2 MAP OF DEVELOPMENT checkpoints with neighboring countries / 2001-2005 D. / 20

MAP 3 DANUBE - water mirror EUROPEAN CULTURE AND HISTORY 22

4 MAP MAP OF THE DANUBE Black Forest in Germany (from the German "Montenegro") to the Black Sea / over 2'900 KM. IN EUROPE / 23





PROLOGUE

"Our new national cause should start from culture and education."

"I think long ago in Bulgaria on the agenda is the transformation of small "policies" big "- seemingly" small "policies such as education, culture, such as demography, family policies, policies for children - this is the new themes for Bulgaria, especially in the phase in which it is destined to evolve. "

Minister of Culture Dr. Peter Stojanovic at the opening of the Ninth World Meeting of Bulgarian Media in Sofia, on the theme: "The Media and national causes."





INSTEAD OF INTRODUCTION

... What is a "strategy" ...?

- .. "Art of War" is not an ordinary manual warfare. Poetically written ingenious piece of old Chinese general and philosopher Sun Tzu is the most important military treatise of all time. Model topical label text exceeds specific frames and covers the whole life success in all areas of life. The lessons in strategy and tactics are meant for man to direct his destiny.

- "...before twenty-five centuries Sun Tzu is expressed as many truths, which are still in force. His short book today clearly shows what and how to do wrong. If he had applied the skill of Sun Tzu, we might not lose the war in Korea, the British Empire might not fall apart and probably would avoid the two world wars. "

James Clavell

- Today for managing a public institution "strategy is a choice of fundamental options charter optimal inclusion of the organization in the external environment, these features ensure its existence, development and prosperity."

Corporate strategy, I. Ansoff - 1965



Institutional strategy is the relationship of the organization with the external environment, tools to change the present and the future ADMINISTRATION





I. STRATEGIC INITIATIVES FOR DEVELOPMENT OF CROSS- BORDER CULTURAL INTERACTION CHUPRENE MUNICIPALITY AND PIROT WITHIN FDT BULGARIA-SERBIA

1.1. GENERAL DEVELOPMENT OF CROSS-BORDER COMMUNICATION STRATEGY LEGACY OF DEVELOPING EUROPEAN CULTURAL COOPERATION CHUPRENE-PIROT

1.1.1. grounds

It would be difficult to imagine the preservation and maintenance of general, specific and diverse cultural heritage in the municipalities Chuprene and Pirot in the FDT Bulgaria-Serbia without the development of modern strategic instrumentarium- cross-border communication strategy of inheritance development of European cultural cooperation.

The first step in this initiative inter-directional, it is to be presented for discussion and adoption by the municipal councils of Chuprene and Pirot. The concerted support for its project development aims:

- Creation of new and sustainable work environment for the protection, maintenance, enhancement and utilization, general and specific cultural activities, including traditional means of livelihood, crafts, shared experiences, best practices;

- Software identification of cross-border model of decentralized European cultural cooperation with the participation of cultural institutions, local communities and other stakeholders in problem solving and support for public causes related to the protection, transfer and promotion of cross-border cultural heritage.





Each region in the country has always been practical dilemma: whether to be a generator of new ideas, products and services, and actively develop the processes and activities related to their position in favor of territorial development or to be a major user of the final products or just set of overlapping project results. In no small measure, cultural heritage falls into this strategic dilemma. Joint initiation of pilot initiatives is of particular importance for North sadly familiar in Bulgaria, the most poor region in institutional Europe.

Lack of communication vision prioritize what is important processes related to awareness and representativeness of available cross-border inheritances project area difficult and hinders the processes of storage, protection and maintenance in local, regional, the frontier, cross-border and European context.

Build lasting bilateral relationship and predictable sustainable partnerships based on intercultural dialogue in the Northwest external border of the EU, is always more promising strategy in the long term than short-term project in the cross-border exchange space Chuprene - Pirot.

All this requires general and specific cultural heritage of municipalities Chuprene and Pirot and be subject to the development of a communication strategy of inheritance for the purpose of sustainable development of cross-border project area.

The first step in this issue is implemented for this project, with infrastructure renewal of NS «Hr.Botev» village of Chuprene, ns «New Life» Gorni Lom and Cultural Center Pirot. Good results are the starting point for the upgrade them to upgrade content and strategic activities in favor of inter-institutional cross-border cultural interaction. This project lays the foundations for an indicative framework for subsequent initiative and imenno- initiating partnership project to develop cross-border communication strategy of inheritance for European cultural cooperation.





1.1.2. operating framework

- Developing communication strategies of inheritance needs public recognition of the need to engage in intercultural dialogue with particular working format and focus. In the medium term / 2015- 2016. /, This means carrying out cross-border Forum process with a clear vision and specific goals. The Forum should seek answers to questions of mutual interest in the conservation and development of new forms of cultural cooperation and approaches to promote diverse cultural and natural heritage of the municipalities Chuprene and Pirot. As a result, the Forum should develop a pilot model of a common communication strategy of inheritances indicative action plan to 2020. Among Themes that can be met by a discussion forum for developing a common communication strategy of inheritance can be:
- • What cultural activities and a variety of cross-border interactions in the small project area, the frontier city?
- • Live tradition and folk culture in cross-border cultural space, contemporary art, historical memory and cultural heritage, which other intangible and / or tangible assets are subject to communication categories?
- • Support and priority development of professional art and / or unprofessional work?
- • What research on communication aspects of available cultural heritage-identification, the representative, informative, interpretative or dialogical between different, but common areas of inheritance? (is strategy aims "presentation" of authentic forms and traditional examples of local culture abroad or aims rather conduct a local dialogue, establishing new contacts and what support is needed for the traditionally good and lasting relationships with next culture?



- • *Twinning between municipalities and / or expert exchange of inter-municipal level as a working model of interaction in the implementation of local and / or cross-border cultural policy?;*
- • *What synergies between tangible and intangible cultural values, in partnership with whom?;*
- • *Which forms of creativity are a priority for the strategy? For known products or preparation of media-oriented projects? / As developing common virtual map of the cross on which each visitor alone to work out their own cultural tourist route /*
- • *The strategy of inheritance should advocate the development of both the virtual and the illustrated maps, for instance, traditional crafts, local culinary heritage, the literary heritage or living human practices, etc. /;*
- • *Which products, services, resources, activities or processes support priority? - Disposable s short cultural events, new products and services cultrial or medium-term planning of cultural and educational, tourist or media project partnerships?*
- • *Do we need a process of surveillance / monitoring and evaluation / the state of inheritance in the border region Chuprene- Pirot ("Blitz control" over the objects and practices of inheritance from both sides) and "opening" of this type of observations to civil society on both sides of the border?;*
- • *Who are the target groups, intergenerational audiences and new audiences regional culture abroad: Bulgarian communities abroad, foreign tourists unfamiliar supporters, young people or others. ?*
- • *Culture as a basis for ethnic integration. What are socializing practices for cultural integration?*





- • What are the strategic partners of the process of cultural development in municipalities Chuprene and Pirot in the FDT Bulgaria-Serbia and how they should be involved?
- • Development of new skills and competencies for the preparation of projects for utilization of funds under EU programs / 2014- 2020 /
- • Support for establishment of "resource persons" and development of "human factor", as guardian, follower, engine, mediator and operator of the traditions and values of total cross-border relevance and interest;
- • Create common mechanisms for identifying municipal and public independent regulatory systems / as discussion and adoption of cross-border Charter for the protection and promotion of heritage Chuprene - Pirot /;
- • Create a clear action plan with specific commitments for its implementation, including / Development of joint promotional materials, participation in common products in international sites, creating new services, conducting direct marketing, etc. ./;
- • The regular exchange of information between the two communities on various topics is a prerequisite for the increase of short visits and weekend trips, including and professional contacts in order to attend cultural events on the cultural calendar of the Municipality or as / development of a common cross-border cultural calendar for the two municipalities - see good practice /;
- • Identify opportunities for equal or priority development of various types of tourism such as ecotourism, cultural, adventure, sports, hunting and more. including / Develop new services and products combined offering of thematic routes in the form of cross-cultural corridors related to natural and cultural attractions / churches, monasteries, archaeological sites, joint celebration of religious festivals, conducting folklore events or presentation of crafts, etc. ., - see good practice /





-
- Identify key areas of communication and information / cultural institutions besides / to conduct direct territorial marketing / railway and bus stations, gas stations and banks, roadside billboards, etc /;
 - Development of media design of the Strategy for public comment, press, electronic media, interviews, reports summaries of the process of local media or in partnership with neighboring larger municipalities, at regional level, etc ..
 - The range of subject areas of strategy and forms of cultural interaction should be representative of the volume and importance of existing inheritance and related practices, taking into account the need to link them with modern communication and information technologies, databases and partner networks.
-

1.1.3. Documentary reserve favor of European cultural cooperation

- Framework Convention on the Value of Cultural Heritage for Society (Faro, 2005). Strategic tool is built on the idea of "common European heritage", which by its nature and comprehensiveness build spiritual and physical space with a new dimension of "shared source of remembrance, understanding, identity, cohesion and creativity". On this basis the communication of heritage is considered priority,

- The right of access of everyone "to take advantage of the heritage and contribute to its enrichment", including be actively involved in

- "The process of identifying, testing, documentation, interpretation, preservation and presentation of cultural heritage", with a strong focus on the access of young people to heritage. Convention focuses on "the use of information technology to improve access to cultural heritage."





- "Communication of Heritage" (Opatija, 2006). Within the Forum, the process of communication is defined as "the exchange of knowledge about the heritage" - an expression of our common European responsibility for its preservation for future generations.

Displays the argument that in a globalizing market, the average person feels tangibly need to find touch and try to reach the roots and consciously detect zhiznenoopredelyashtata cultural environment of others. This is not a one-way desire for accumulation of factual knowledge, and touch to the unique identity of people as agents of communication and cultural values, reflecting varying degrees own history and heritage. As the subject of communication itself inheritance materialize more open and rich dialogue and cross-border cultural cooperation By way interaction design.

- In the "Varna Declaration" (2005) Heads of State of South East Europe was sought engaging responsibility, cultural heritage and cultural corridors in Southeastern Europe, to be the subject of promotion through the use of modern information technology.

- General Assembly of the Association "Regional Centre for Safeguarding of Intangible Cultural Heritage in Southeastern Europe under the auspices of YUESKO", 04.01.2014, Sofia Bulgaria

The representative of Serbia, Miroslav Lukic-Krstanovich expressed support for the plan activity, which it is ambitious and raises many questions and topics. The three main levels of this plan are cooperation, interaction and exchange of information. Cooperation is expressed in projects that rely on partnership projects involving various stakeholders and institutions. Interaction is not only important in the system of training and seminars, and is important to have more workshops with stakeholders and institutions. The exchange of information social networks are very useful. Another issue is what is the definition of ICH. Basic words used are human community, but always it comes to national heritage, for Member States to state commissions, ie humanistic principle of the Convention is changing its way of implementation and it is a problem of methodology.





- Danube Strategy and Regional Development

Third Annual Forum on the EU Strategy for the Danube Region 26-27 June in Vienna with the title "grow together - together we grow - Strong for a thriving and inclusive Danube region" focus on economic development, social inclusion and good governance.

The important thing for Bulgaria and especially for the development of regions along is that the new operational programs are set funding opportunities for projects related to the objectives of the Danube Strategy.

In parallel to Autry these opportunities for the new programming period European, Bulgarian side stressed the need, non-EU countries included in the strategy to participate on equal terms in activities related to the development of the Danube region, and to promote the development and convergence between countries within the region, through intensive use of the opportunities for cross-border and transnational cooperation and priority investment in integrated projects. Provides, they have a real effect on the economic growth of the region. In this context, particular importance is the organization of information days in the communication strategy of inheritance for the opportunities associated with the preparation and financing of projects in the Danube Strategy.

- Annual meeting of the Council of Ministers of Culture of the countries in Southeast Europe / 27 and June 28, 2014 / g. Ohrid, Republic of Macedonia.

The Forum discussed various possibilities for further cooperation in the field of culture and cultural heritage of regional and bilateral level, as well as future opportunities for expansion of cooperation in these areas of international governmental organizations, foremost among which UNESCO and the Council of Europe. It is expected that ministers and heads of delegations to assuming joint declaration related to the subject of the discussion.

Current and thematic supporting cultural interactions across borders are also other important European legislative acts for the development of strategic options, such as:

- European Parliament resolution of 12 March 2014 the European gastronomic heritage, cultural and educational aspects (2013/2181 (INI))





- Communication from the Commission of 7 April 2014. to optimize the impact of cultural diplomacy within the foreign policy of the EU (IP-14-382_FR) and others.

1.1.4. "Bridge over the mountain and the river" - open doors for inheritance

For the purpose of joint planning of cultural cooperation and the thematic communication between different types of inheritance, the infrastructure access between Chuprene and Pirot is crucial, as a factor in conservation and their future for intelligent spatial development of the region. Joint solutions to common problems and priority areas of intervention for sustainable cooperation through efficient utilization of regional resources and achieve added value for different objects of material and intangible cultural heritage, are prerequisites for the development of supportive media environment of inheritance as a subject of active cross-border dialogue. As an integral part of the expectations of the local population in Chuprene and Pirot is the need to build more direct transport link across the border.

Chuprene municipality is located in the northern and northwestern slopes of Stara Planina, near the border with Serbia. The distance from the village of Chuprene to Sofia is 160 km., To Montana is 60 km., And Vidin is 75 km. It is the most remote community in Vidin district and is close to Montana and Lom. Today Chuprene is kraynina. Once there is old Roman road that connected the ancient city of Nis Ratsiaria and continued to Rome. Pass through the mountains - called "St. Nicholas" and now there, like it was deliberately overgrown bushes in order to "protect his own" unexplored remains of a military outpost or small castle which was seen important for the Roman road or ... to "hide" existed here until 1917 regular road link and customs. Since then track the gangway is abandoned. According to experts, this relationship is vital. It shortens the road to Sofia than passing through the Iskar Gorge. Reconstruction in the context of the development of opportunities for multi-functional cross-border relations with Serbia is crucial for enhancing the cultural, historical and natural resources, and the economic prospects of tourist- mountain and benefits for the local population as part of the European cultural cooperation between municipalities Chuprene and Pirot. Not accidentally, again specialists found that Bulgaria has 18 times less road links to





neighbors and Europe in comparison with countries such as Belgium, the Netherlands and Switzerland / see:

[http://www.vestnikataka.com/?module=displaystory&story_id=7409&format=print & edition_id = 103 /](http://www.vestnikataka.com/?module=displaystory&story_id=7409&format=print&edition_id=103/)

Chuprene is 20 km from Belogradchik and borders the municipalities of Dimovo Ruzhitsi, Chiprovtsi and Serbia Knyazhevtsi municipality is 15km. West boundary of the municipality with Serbia is 25 km long. The terrain is mountainous, with large variations in altitude. The highest point is Mount "Midzhur" -2186 m, and the lowest point is near the hamlet «Falkovets» - 320 m. Picturesque area (from the Latin falco - Falcon hawk) collected three flows of the river. Lom. In Chuprene as networking are intertwined 10 trails of varying length, crossing mountainous terrain and attract many tourists. 4 of them pass through the hilly karst formations called "Glami" as cover Varbovo, Targovishte and Replyana. 16 km from Chuprene is paradise Forest hut with 38 beds. To keep her five trails. After 5 hours and leads to the top. Natural beauties are really ... Only in the biosphere reserve "Chuprene" under the auspices of UNESCO since 1977., 174 species of birds nest and protect the only one in Bulgaria natural population of capercaillie, protected green areas, caves, rivers, even the route: Falkovets - Chuprene - hut "Forest paradise" - Replyana are "trademark" of the region.

Chuprene is "Green Paper" with landscapes of the soul, the peace and tranquility of nature and magic of legends that man himself must seek and read. See "Whisper of the centuries. Legends of Vidin region "Popov, Krusty DZHONOV /
[http://www.promacedonia.org/gp_kd/gp_kd_09.html /](http://www.promacedonia.org/gp_kd/gp_kd_09.html/)





Map 1 route: Falkovets - Chuprene - hut "Forest paradise" - Replyana



Source map:: <http://www.mtb-bg.com/index.php/trails/travel/2784-travel081-belogradchik-april-2014>

Checkpoint at the beautiful mountain pass "Kada Boaz" near. Salas, Belogradchik Municipality and Novo bed (Serbia) is closed from the '40 start of works was given in July 2014 during International gathering of good neighborliness and friendship, who 2000. has been held every year in the passage. and in time with breaks in the years distant 1925To be open post should build infrastructure for the pass - 5 km from the village. Salash the border and 1 km. the Serbian side. And not only after the opening of the border between salad and new bed, the hope of the citizens of the region, be placed 3-ton stone block, that says: "To endure centuries friendly relations between the two peoples." This point has not only economic importance but also purely human, social and cultural. He is the door to the common Transfrontier memory of generations, at least, they will collect after many years of separation relatives and friends, followers, partnyori..i course institutions. Contemporary European cultural cooperation is unthinkable without their interaction!





MAP 2 MAP OF DEVELOPMENT CHECKPOINTS WITH NEIGHBORING COUNTRIES / 2001-2005 D.



At present, the distance is about 200 km because all pass through Kalotina or in Vrazhka chuka and city of Pirot is located only 35 km from Kalotina (international road E-80).

The new checkpoint shortens the 120 km Danube ports to Nis and Belgrade. Bulgarians from the northern part of the country will be more direct route to Central and Western Europe, the Serbs - the Danube and the Black Sea. It is a bridge over the mountain for the residents of the municipalities of Belogradchik, Chuprene, smokes, Makresh and Serbian Knjazevac, Zajecar, Bor, Negotin, Pirot ...

Development of cross-border communication strategy of inheritance should identify the practical benefits of better infrastructure connections among them, municipalities naturally prioritize development and organic farming in a clean area, favorable for vegetable and fruit growing.

Strategic communications practice and the development of adequate information resources and services in favor of conservation of the different types of cultural and natural heritage in the project area Chuprene- Pirot is crucial for unrealized opportunities in the





cultural, ecological, pilgrim, health, hunting, culinary .. and from North and river tourism. Moreover, our country is second only to Italy in the places that most often visit the neighbors of Romania.

Outside any strategic logic is to "forget" the great importance of the river. River by river communication system for the introduction of European culture in the Danube cities and the formation of their architectural appearance during the Renaissance, and consistently ignore its importance for the whole of North-West respectively for the project area Chuprene - Pirot.

Danube by t. Pomegranate. "European channel" is related to the Main and Rhine rivers and connects the North Sea with the Black Sea. ..Someone said that in clear weather from the ancient "Glami", located east of the picturesque Chuprene can see all the way to the other end of the Danube ...





MAP 3 DANUBE - WATER MIRROR EUROPEAN CULTURE AND HISTORY



Along its famous "Danube Road" is a leading international cultural corridor of Bulgaria, Serbia. With them, the European Danube passes through ten countries on the continent of Europe - Germany, Austria, Slovakia, Hungary, Croatia, Romania, Moldova and Ukraine. It is the only navigable river in Europe, which flows from the west to the east. This determines its exclusive importance of the relationship between Western Europe and the Black Sea for centuries. The banks of the river Europe Cultural Corridor has pursued for centuries cultural exchange. In the Roman era on the water artery, called once Danubius (lat.) Occurred a number of strategic towns - Neoplanta (Novi Sad), Singidunum (Belgrade), Bononia (Vidin) Istrum Nicopolis (Nikopol) Sexaginta Prista (Rousse) Durostorum (District). In the 19th century., The river is a real conductor of Western cultural values and scientific and technical achievements to Southeast Europe. Therefore historical towns along the Danube route, have

a common history of continuity. Roman settlements, medieval castles, urban ensembles of 20th century masterpieces influenced by European architecture.

Dialogue between Western stilove- Art Nouveau, Classic, neo-baroque, romanticism ... the remains of ancient cities along the river create a genuine sense of dialogue between civilizations and centuries. Certificates of these legacies alive in Bulgaria and Serbia.





4 MAP MAP OF THE DANUBE BLACK FOREST IN GERMANY (FROM THE GERMAN "MONTENEGRO") TO THE BLACK SEA / OVER 2'900 KM. IN EUROPE



**PHOTO 1
DANUBE**



Danube carries its waters memory and little known facts ...: - When the news of events in Bulgaria famous French weekly "L'Illustration" - "Ilyustrasion" founded in Paris in 1842 with a huge time for 20 thousand. Drawing sends team of journalists in the Balkans in June 1876 military journalist Louis Rigondeaux both artist and Kaufmann Petrovich start of Vidin







on the Danube from Vienna to the Austrian steamer "Karl Josef" and in Orshova be transferred to the "Radetzky"! Even then they tread in the steps of Botev and detachment, as published illustrated stories about their exploits.

Vidin arrest them, but placed on trust with no guarantee of their security. They visit villages and Dunavtsi Chuprene everywhere visible traces of torture and mistreatment of Bulgarian population. Convinced that the danger they face in ruin and decided to go to Serbia in Pirot and Nis ...

Published a series of reports titled "Voyage a travers l'insurrection Orientale" ("On the trail of the uprising in the Orient") from July 15 until the end of October 1876 In describing his trip with "Radetzky" naming it "this famous ship was expropriated by the rebels ... took part in the Bulgarian riots transfer on the bank "so even then heroism of Hristo Botev and his detachment were" traveled along the Danube "and reached Europe ... / on materials: [http: // bolgari. net / botev_v_okoto_na_franciia-h-654.html](http://bolgari.net/botev_v_okoto_na_franciia-h-654.html) /





<p>Probably, this is one of the first images Botev printed by gravure in the newspaper "Ilyustrasion" and distributed in France and Central Europe.</p>	<p>Header option page of the newspaper "L'Illustration" - "Ilyustrasion" [No 1743] of 22/07/1876, Bulgarian uprisings with the Vidin fortress</p>
	

1.1.5. "On the one hand" off limits

If we focus only on a fraction of the project area between municipalities Chuprene and Pirot will imperceptibly closer to lying on both sides of the border, cultural and architectural monuments, traces of prehistoric settlements, medieval castles and churches in the vicinity .. - unique monasteries Klisurski , Lopushanski, Chiprovski, Dobridol. Remarkable Clock Tower on the central square in Chuprene proudly raised its shape from 1899 g.- monument. "St.. John the Baptist "- with. Varbovo, monument or church" St. Nicholas "- with. Targovishte, monument, 1870 - 1878, the architecture of the period of church autonomy. 3 km from the village. Dolni Lom is one of the oldest churches in the country - was built in 1340 - 1365 Set by whom and who are painters, people say that they were invited monks from Mount Athos. Dug into the ground, a church is a monument of culture since 1973. And again in Dolni Lom today centuries standing fountain with inscriptions from Roman times, which is not dry. While awaiting the village in the cave "Right dry seals" are traces of prehistoric man and cave bear and cave "Levy dry seals" found coins and ceramics from ancient time. One cave water - "Water twist" and can be seen only by boat. Long is 1300 meters. There are many examples ..



On the other side to Pirot Church "Sv. Petka "of the 13th century monastery of St.." John the Theologian "by the end of the XIV century, a specimen of Serbian medieval architecture," St.. Mary "in. Lower Kamenica. Famous since antiquity healing water "Zvonichka Bathroom" resort known throughout Serbia, twists-Poganovo Monastery. In Medieval church "St. Nicholas "- Staničenje and about 113 are wiped grave. In one of them was found the skeleton of a young man. The deceased was dressed in zlatovezana robe embroidered with gold thread and silver threads, with the title of the Bulgarian Tsar Ivan Alexander: "John Alexander King Blgarom and grkom", The examples of inheritance are very ...

Taken together, all objects form a spiritual and natural necklace of rare, valuable and unique pieces of cultural and natural heritage that can attract thousands of visitors. Interaction between them form a new European pilgrimage destination in the ecological corridor of many holy places, as a kind of "Holy Mountain" of the Northwest region.

New GCP will contribute to the development of tourism, skiing, trade relations, intergenerational civil contacts and many others.

Currently, these dilemmas are unresolved. Developing communication strategies of inheritance and program of action would help to invest in certain long-term sustainable initiatives for information management and digital publicity inheritance. It is necessary to carefully consider the role and participation of stakeholders and prioritize state support at the municipal level for the development of cross-border space.

Holding of European intercultural dialogue, to identify cross-sectoral interactions and formation of integrated Community policies in the region Chuprene- Pirot content and institutional basis for developing a common communication strategy of inheritance.





1.2. INTERDISCIPLINARY HORIZONTAL APPROACH

The approach of public policies Chuprene- Pirot: Cross-border public forum process of European cultural cooperation and developing a common communication strategy of inheritance.

Conducting cross-border forum process: 3- 5 sessions per year / as required /.

Organizing thematic sessions of rotation of household participation stakeholders 2nd city, why not observers, from the nearby communities of neighboring Romania and Macedonia.

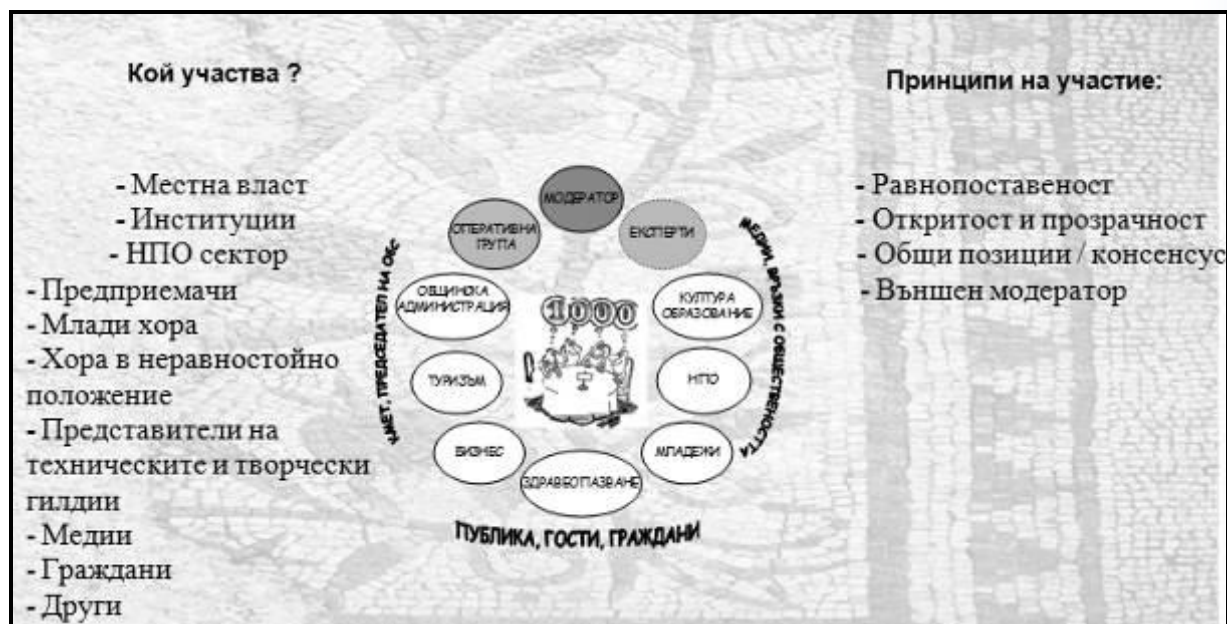
Discussions / 4-6 hours per session /

With a focus on real problems of cross-border cultural heritage and identify concrete proposals for the development of sectoral cultural and educational products and tourist services of regional importance for the conservation and enhancement of cultural heritage in the border region Chuprene-Pirot.





SCHEME 1 SCHEME OF APPROACH



The method originality

Horizontal approach combines a "bottom-up" local citizens and institutions, ideas and cultural values of both sides in a unique intercultural dialogue and working relationship for the development of a common communication strategy of inheritance in the northwestern periphery of the EU.

Result of cross-border practice Chuprene - pyrrol: - territory of pilot projects. Proposed and developed during the Forum process, project initiatives should be implemented with the support of EU financial instruments in the long term to 2020.



II. PLATFORM FOR PILOT PRESERVATION, MAINTENANCE AND VALORIZATION OF SHARED TANGIBLE AND INTANGIBLE CULTURAL VALUES CHUPRENE- PIROT

2.1. INDICATIVE PROGRAMME OF EUROPEAN CULTURAL COOPERATION CHUPRENE-PIROT

2.1.1 HERITAGE CONSERVATION

The aim of the communication strategy of the inheritance of European cultural cooperation is to modern trends, approaches and practices for conservation on both sides of the border between Chuprene and Pirot. Construction of a new vision for expanded and diversified content of cultural heritage binds the available types of tangible and intangible values in a smart interaction in the direction of:

- Application of modern IT methods and technical means for research, preservation, promotion and use of cultural heritage;
- Integration of the study and preservation of cultural heritage in the process of education and lifelong learning and the formation of cadres of local and municipal level; development of cross-border heritage education;
- Ensuring broad public access to relevant information for inheritance by new IT technologies; creating public open information systems for national belonging and cultural heritage;
- Development of international cooperation in the field of conservation and restoration, through regional cooperation with expert networks, an expression of belonging and contribution of regional cultural values to the common European cultural heritage. Key activities of the municipalities relating to integrated conservation, maintenance and enhancement of sites of cultural and historical heritage , priority can be oriented to technological tools inclusive "virtual reality."





2.1.2. Digitizing and 3D modeling of cultural heritage

Establishing an electronic system for registration and analysis of cultural monuments in municipalities Chuprene- Pirot. It will be part of a regional and cross-border in the future database that provides full information about the object, location, elements conservation features and current status.

The system should provide options to search by various criteria - location / address, historical period, category of the site and the cultural field of immovable cultural values, and found objects to visualize 3 D interactive map. The system displays the process of administration of documents relating to the object of cultural heritage and the foreseeable investment process. Electronic services for immovable cultural property must be included in the state portal for e-services and the information system of the National Institute of immovable cultural property.

2.1.3. Database of cross-border cultural heritage

The database should contain layers of current cadastral map Chuprene: property on which there are real cultural values, the outline of the group real cultural values, historical boundaries of settlements announced real cultural values of importance - national, local or ensemble matter.

They are presented in a dynamic map with zooming capabilities, moving, switching on and off layers, search by specific criteria. The method allows continuous updating and maintenance of data, access to documents for planning, opportunities for adding visual images of group and individual cultural values.

The availability of this information will support the protection of declared monuments in the municipality and the old buildings, which require a statement from the National Institute of Immovable Cultural Heritage / NIICH /.





2.2. LOOK AT UNIFICATION CULTURE AND TOURISM

In the 21st century global economy is tourism industry. In Bulgaria it generates every eighth lev of the national GDP. This industry called "Gold of the 21st Century" is a serious factor for employment, permanent and temporary, as well as social development and improving the quality of life of ordinary people in the project area of the peripheral municipalities Chuprene and Pirot.

Cultural tourism is a civilizational message of any tourist destination (country, region, town, and village history, etc.) which he made to the world through its culture, history, architecture, traditions, food, wine and many other events of civilizational presence and memory, preserving their unique identity in a globalizing world.

Cultural tourism is a civil action in education for smart growth regions. It builds and builds bridges transfers between borders, countries, regions, between civilizations, cultures and historical eras. He directs us to one another and helps us to learn more about each other and themselves. Knowledge of the other by means of cultural tourism teaches respect for own and identity, a tolerant attitude among the nations and their heritages. For this reason, it is necessary to carry out municipal policy program.

Border region municipalities Chuprene- Pirot has exceptional resources for the development of cultural tourism. Development of cultural tourism resources for enhancement of inheritance in the project area Chuprene - Pirot conceptoin requires a common cultural tourism product.

SCHEME 2 CYCLE OF CREATION OF CULTURAL TOURISM PRODUCT



Development of new concepts, would not be useful and productive, without the inclusion of the tourist. From that moment on, he should be placed in the center of our commitments. A travel agent if he wants to survive the tourist market should be open to the client. Customer- 'tourist consumer "should be placed in the limelight, he is the true starting point for the conception of tourism products. To offer a new experience / experience for tourists, you





should first ask: "Why should I create a tourism product?". The answer to this question should be based on the analysis of supply and demand, or:

- update of existing products and adapting to modern expectations;
- worthwhile past season for the inclusion of a new product for guiding the tourists who visit the region out of season;

Overall visitors to this destination are "transit nature" and tend to spend less money on the spot and who develop Offer to be reckoned with the realities of this situation.

"Green" tourism market is available, sought and future in two adjacent areas, as opposed to cultural, that at least the territory of Cheprene is "embryonic" character, but with great potential for development

For this purpose it is necessary to have more information about the market of tourism and detail to be explored potential users of tourist services in the region, as a region classified as least developed and poor in Europe.

2.2.1. DIVERSIFICATION OF CROSS-BORDER CULTURAL CONTENTS

Promotion of cross-border cultural diversity in the neighborhood Chuprene- Pirot is an important part of the overall concept of communication for the conservation and enhancement of both the intangible and the tangible heritage. Effective use is a resource that passes through citizen participation in the project development of cross-cultural environment and the preservation of authentic living condition of the different cultural practices in it.

Building adequate to the contemporary needs cross cultural environment requires a reorientation of some traditional concepts of development of the cultural sector and Putting activities that effectively mediate use of available material, human and creative resources, including development of traditional cultural practices, extend the cultural "production",





"reproduction" and diversification of cultural events in the direction of the development of contemporary art and innovation with content focus on new media and technologies.

For example, one of the target groups of public interventions related to cultural diversity and expression are informal youth formations and communication as social networks. Their activity is aimed at developing a new generation of cultural content related search yourself youth culture and its connection with entertainment, knowledge, IT technology and modern methods in cultural communication and expression. Tool with a future in this direction is the deliberate inclusion of public-private partnership to promote cultural entrepreneurship.

Crucial for processes of diversification in the methods and content of cultural interaction between municipalities within the proposed development of a communication strategy of inheritance would be the formation of the project area as a kind of cross-border IT twinned subregion. / See the good practice of the first IT village in Bulgaria. Communication strategy could multiply this otitis across borders. /

2.3. Policies for sustainable development

Municipal support for creative by nature and innovative content policies is a modern form of preservation and transmission of cultural values to the next generations and very important source for smart growth in adjacent project area.

Without dispute the place of traditional policies, support for innovative approaches is essential to create new funding opportunities for traditional and new practices.

Adopting this approach stimulates flexibility and adaptability to changing their cultural environment, in response to the specific needs of heritage conservation. In the long run, these integrative policies go far beyond the direct impact on cross-border cultural environment. Their strength is not in the accumulation of indirect effects, and in promoting new forms of preservation and transmission of cultural experience and heritage across the border.

Of newly integrative resources that identify the conditions for the development and presentation of proposals for specific cultural product or service with a strong innovative character, build traditional cultural events in the region.





In this plane position difference between conducting "policies necessary" and "policy options". "Policies of opportunity" are those with innovative character, which create the conditions for conducting the pilot cross-border communication strategy of inheritance. In turn, it must find tools for conservation, development and transmission of generations of some of the typical two neighboring cultures and specific regional authentic practices differentiate them in a protected area of heritage in sample areas, namely:

□ Cross folklore

The emphasis falls on the direct involvement of young people in the process of searching, preservation and promotion of live traditional folk forms endangered - typical rituals; typical holidays; tell - tales, legends; learning songs, dances, conducting singing competitions, organizing gatherings and evenings, learning crafts such as weaving loom, traditional embroidery patterns, knitting gloves and wool socks and more.

Project support activities related to the educational processes of interactive learning in living heritage, promotion of creative communication between generations and play authentic folk forms that time deleted from the memory of the project regions.

The conversion of the cross-border area in intelligent resource without territorial limits for concerted effort for the conservation of cultural values in their original form for future generations. For example, archaeological studies show that these lands lived border population, guarding borders and that the name "slow turn" is associated with high arrayed round pens and picket fence. Memory keeps the memory for those oldest typical housing, architecture and lifestyle of rural Tourlacs house.

Let us remember why it is important to preserve for generations alive "Tale of Torlatsite" in the Northwest .. - that tangible and intangible heritage of the region, which should be conserved for Bulgaria, Serbia, Europe.

"... Once upon a time some worthy and rebellious people call them gorlaks. The proud people of the Balkan white clothes .. Some define them survivors of the ancient Thracians and other descendants of Proto warriors. Today, as a result of migration and demographic processes are about 25,000.





Gorlaks, people closed and quaint with a clean and cheerful soul. They are Bulgarian ethnic group that inhabits the region of Vidin and Montana and villages Chiprovo, Berkovitsa, Belogradchik.

Gorlaks live beyond the Balkan region of Pirot and Knyazhevats in settlements Barlok, Dokintsi, desolate Elovitsa, Rasovtsi, Slavin, Rye, (today. Serbia) in Mariovo (today. Macedonia).

Considered torlashki speech belongs to the northwestern Bulgarian talks, described as a transition from Bulgarian to Serbian, Bulgarian but in terms of the majority of its characteristics. People with genuine humor, lined with strange dialect spoken and tutunichat. Especially stakevchani and dnis strong and bright keep awake torlashki speech Chiprovtsi maintain and promote it through the local poet and writer Georgi Kostadinov, who worked on torlashki.

"One of the earliest sources of torlashki dialect is Temska manuscript (1764). Patriarch of Bulgarian literature Ivan Vazov perpetuate Torlak in "Belimeletsat", "Gramada", although they mixed with Shoppes. Serbian humorist Stevan Sremac in his novels "Zona Zamfirova" and "Ivkova Slava" reflects the mentality and language of Torlatsi, which in turn enables dir. Zdravko Shotra make more popular Torlatsi through the screen. In literature Ivan Vazov, the author of the poem "Gramada" and the story "Belimeletsat" describes the life of Torlatsi and incorrectly equates them with Shoppes. Bulgarian writer Yordan Raditchkov writes for Northwest and Torlatsi. In the story "Verblyud" he determines the boundaries of Torla-pean: "From Timok to Teddy's dolls".

The mountains that surround and close torlashki villages, work to protect antique traits in traditional culture and art.

Torlatsite have rich spiritual peace. They talk about "karakondzhitsi" and "brobnyachi" chase zmeyove on "Mishin day" glued eyes of mice Gergjovden rituals here is with the old Thracian roots, spinning wreaths, bathing in the dew. Extremely practical, their specialty lies in reluctance to leave his native place, but you do not accept outsiders.

The traditional costume of the men is Belodreshnoto menswear shirt - "all created" pants "benevretsi" ukreni black braids. Women's traditional clothing is of two kinds, double apron and sukman type folk costume.





Aprons are bilayer or narrow, long, ednoplati with multicolored stripes woven with colorful geometric and floral motifs. Female hairstyle is about 60 pieces tiny braids, joined in a shallow "pratsak", adorned with bunches of flowers; and painted peacock feathers; beads, etc.

In folk art of Torlatsi in Western Stara Planina stand carpets. Chiprovtsi (woven Chiprovtsi and surrounding villages) and Pirot carpets bear the marks of westbulgarian weaving. Each carpet is made on a vertical loom "loom". They are smooth, double-sided, with the tapestry technique with a smooth transition of ornaments without hemstitch. The density of warp determines the quality of the carpet; Each carpet in density 23-27 pairs of strands of 10 cm, the yarn for carpets are stained with natural dyes. Scientists still argue about the beginning of the carpet for some Chiprovsko weaving the end of the XVII century. Other authors sophisticated equipment, signs, symbols and colors, are striking similarities with Asian and Caucasian tissues, roots and looking back in time.

Processing of clay occupies an important place in the life of Torlatsi in the Western Balkans. Pottery has a centuries-old tradition. For example, Berkovska ceramics supplies power villages in northwest Bulgaria, when in the late XIX and early XX century the town are working 50-60 masters. Potters Berkovitsa create various forms domestic and artistic forms - table and ritual vessels, church utensils, clay works for the farm and construction toys and musical instruments, clean shapes with perfect lines. The colors are natural color of clay or painted in earth tones - ocher, yellow, green.

Traditional folk cuisine is emblematic of meatless tasty dishes - leaves with walnuts, peppers gnyeteni with beans, potato soup with cheese, "note the Man" - appetizer drinking imposed pie with cheese and others. Turlatsite of ritual breads and sweets kolači are svetāc.

People and games Torlatsi is extremely rich and diverse. For example, Torlatsite of Chiprovo talk about their dance not as a game but as flying. Folk instruments duduk, flute, bagpipe. Experts define folk dances in the Northwest as the old.

Has studied more than 121 folk in 21 torlashki villages. (Katsarova 1958). At the end of XIX-th and early twentieth century created brass band torlashki villages. No village without such a composition, and in some villages in the 40s they were even three or four. From cradle to grave, brass music is an integral part of human life in these Bulgarian land.





Unmatched and original artist in the field of brass music is Iliev (1898 -1984 AD), Author of more than 40 makes, Daychovo, Elenin and others 17 rachenitsi 11 military march and a rhapsody. With its "Danube horo" throughout Bulgaria welcomes every new year!

Therefore, torlashki Fair "Cada best man you vrechu pig" in. Chuprene, literally: "When the best man gives the pig, be ready with the sack" or "use time" .. all together with Wind Orchestra "Trubachi" of with. Grlishte of Serbia, with formation "Torlak chants" of Language School "Petar Bogdan" Montana and many others. But because brass band Berkovska village Zamfirovo known as Gushanskata musicians, was nominated for 2014. submit Montana National system "Living Human Treasures" tray only a part of living resources.

□ **Land of tastes: "Ovo je standard!" - "Culinary Heritage Chuprene -pyrrol"**

The objectives of the direction related to the preservation, revitalization and explore little-known traditional and specific aspects of culture and cultural geography in the border region.

The emphasis falls on the culinary heritage through communication in the preparation of specific culinary dishes typical of the region, such as cooking jam, preparation of pickles, pies, salads, dried sausages, making beverages, yogurt, juices and of course home made dishes; Including support voluntary initiatives for labor participation of household - collecting hay of sown crops in the yard of the home or in the near farm garden; feeding bees or "extraction of copper." Rural areas are full of blueberries, strawberries, raspberries, mushrooms and various kinds of medicinal plants and herbs. This resource involves organizing training in the knowledge and collection (inspired by the campaigns of "Bikearea" - an organization active in the Rhodopes) or sharing experience for the formation of local entrepreneurs together with the Italian company end Borovtsi which exports strawberries across Europe and in the United States. Direction may encourage conduct tasting culinary tours tasting food, wines, visit to traditional restaurants or demonstration of specific culinary skills, including nurseries for tasting fish;

Serbian national and regional cuisine is extremely varied and delicious. For example, thick, slightly acidified soup legumes, yogurt, tomatoes or fish and vegetables, or "luzhnichka





vrda" of mushroom soup and beans, which served in the village Rakita honor host of cultural exchange of folk groups from cities and Babusnica thorn. Serbian specialty is the cream of beaten milk.

Popular dishes are pork and freshwater fish, casseroles, Sarmite, kebapchetata "dzhulbastiyata" sweet fruit in a thick sugar syrup, or KOLACH strudel, traditional salads of "chicken with tropical fruits" or "salad with boiled vegetables with pineapple ". Traditional "pleskavitza" of Serbian grill or Leskovac grilled In the past, the meat for the grill Leskovac was chopping hand. Tradition is alive among the masters chefs.

Example for conducting modern culinary practices is a culinary festival in Pirot "Pegli kolbasitsa" - "Festival of sausages." They say that the history of Pegli kolbasitsa should be looking far back in time of Turkish rule. Although only be carried out by the fourth year, it is an attraction for all. In late January 2014 winter culinary festival was visited by nearly 5,000

Bulgarians including over 80 bus from Sofia and Sofia, Plovdiv, Ruse, Montana, even Yambol and Burgas. The festival aims to catch the attractiveness of the "Feast of the grill in Leskovac in the summer. It is important to note that the most celebrated is homework.

Whatever is available is labeled "home". Homemade pie, homemade bread, homemade sausage, even homemade beer. Examples can be multiplied and outside the project territorial scope of the partner municipalities' Days of the pie "in Bela Palanka, with" Roshtiliada "- Festival of Serbian grill in Leskovac, the International Agricultural Fair in Novi Sad, or for etnohranata Fair in Belgrade. Parallel example is the Culinary Festival "thyme", as they say thyme in this region is part of the program for the celebration of Montana, which is celebrated on June 9 - the Holy Spirit. And, do not forget that:

o The food is the main focus and the most important attraction in any journey!;

o Culinary art is the only art form that combines the five human senses / vision, hearing, smell, taste, touch /;





- o Regional cuisine and local cuisine are the only attraction that is available throughout the year, in any weather, at any time of the day and on holidays;
- o Interest in the kitchen is independent of age, gender or ethnic group, it is for life;
- o As an integral part of everyday life, every kitchen has the potential to create new discovery with every meal;
- o The culinary experience is comprehensive and presents the different types of foods, beverages and experience. It is a unique and memorable no matter where and conducts;

Overriding emphasis on those culinary practices that are most at risk of extinction, including finding, documenting, studying, learning and transmission of culinary knowledge, techniques and technologies associated with traditional culinary culture of making and consumption.

2.4. MUNICIPAL POLICY FOR CONSERVATION AND COMMUNICATION HERITAGE

As for the tangible cultural heritage, it is a matter of grave financial support European project. Its location and its importance is a key character in the current Medium-term strategy for cross-border cultural interaction, including for future project development of cross-border communication strategy of inheritance for development of an active European cultural cooperation in the border region Chuprene- Pirost.

Currently, it is difficult to imagine such an initiative given the restrictive municipal budgets and not only. Bulgaria is currently in the process of negotiating the operational programs with the European institutions for the forthcoming programming period, which likely will end finally around the middle of 2015.

In this sense, the municipal management resources could prepare simulation model of a municipal policy for the protection and communication of local cultural heritage, as a pilot matrix of impending development on the basis of the Forum's approach common cross-border communication strategy of the inheritance and development of European cultural cooperation.





2.4.1. Conceptual apparatus - mechanisms and instruments

- This requires study of basic conceptual definitions specific definitions, mechanisms and instruments, in accordance with current regulatory system (domestic and international) in Bulgaria:

"cultural heritage" includes:

- - "Monuments: architectural works, sculptures or monumental painting, elements or structures of archaeological, inscriptions, cave dwellings and combinations of features of outstanding universal value from the point of view of history, art or science;
- - Buildings: groups of separate or aggregate structures which, because of its architecture, its harmonious unity or its integration into the environment are of outstanding universal value from the point of view of history, art or science;
- - Sites: works of man or the combined works of nature and man, and areas including archaeological sites of outstanding universal value from the point of view of history, aesthetic, ethnological or anthropological. "- Art. 1 of the UNESCO Convention on the Protection of the World Cultural and Natural Heritage (in force for the People's Republic / Republic of Bulgaria on 17.09.1975).
- □ "cultural heritage" includes intangible and tangible movable and immovable heritage as a set of cultural values that are carriers of the historical memory and national identity have scientific or cultural value. "- Art. 2, para. 1 of the Law on Cultural Heritage (SG. 19 / 13.03.2009g.).
- "Cultural Heritage" are:
 - 1. ground, underground and underwater archaeological sites and reserves;
 - 2. historical sites and complexes;
 - 3. architectural objects and complexes;
 - 4. ethnographic objects and complexes;





-
- 5. examples of park art and landscape architecture;
 - 6. natural values (samples);
 - 7. industrial heritage;
 - 8. works of fine and applied arts;
 - 9. folk crafts;
 - 10. documentary heritage;
 - 11. audiovisual heritage;
 - 12. oral tradition and language;
 - 13. literary and literary values;
 - 14. customs, rituals, celebrations, rituals and beliefs;
 - 15. Music, songs and dances;
 - 16. Traditional Medicine;
 - 17. culinary and oenological traditions;
 - 18. folk games and sports. "
 - Art. 6 of the Law on Cultural Heritage (SG. 19 / 13.03.2009)
 - "Cultural value" is intangible or tangible evidence of human presence and activity, natural phenomenon or phenomenon, which is important for the individual, the community or society, and there are scientific or cultural value. "- Art. 7, para. 1 of the Law on Cultural Heritage (SG. 19 / 13.03.2009).



- "immovable cultural heritage" encompasses cultural values that are permanently attached to the land and surrounding environment or are under water. "- Art. 9 of the Law on Cultural Heritage (SG. 19 / 13.03.2009)
- "movable cultural heritage" encompasses all other cultural values, including under water, with the exception of those under Art. 9 (immovable cultural heritage) and 42 (Intangible Cultural Heritage), whose significance varies depending on location. "- Art. 10 of the Law on Cultural Heritage (SG. 19 / 13.03.2009)
- The protection of cultural heritage is a systematic process of search, identification, documentation, conservation-restoration and socialization of cultural heritage, which includes the training of specialists in the field.
- "The protection of cultural heritage is a system of measures to ensure its protection in the public interest." - Art. 8, para. 1, 2 of the Law on Cultural Heritage (SG. 19 / 13.03.2009).
- Model of protection of cultural archaeological heritage is a system of measures to ensure sustainable security of cultural heritage in search, study, identification, documentation, conservation-restoration and socialization of cultural values in the public interest and respect for cultural diversity.
- Support for immovable cultural property in urban / ensemble areas of architectural and archaeological heritage / including urban conversion of old buildings, former areas and sites of industrial heritage provides
- Measures:





- Restoration and conservation of immovable cultural values of the architectural heritage in urban mid urban areas, former industrial heritage buildings to convert them into spaces for cultural events and activities for education through culture and heritage; churches and buildings with religious purpose and others.
- Develop programs for the conservation and management of the objects of cultural monuments.
- Second initiation of municipal policies to protect the cultural and historical heritage CIN requires municipal authorities to know well:
- Fundamental rights, duties and competences of local authorities in the field of protection of cultural heritage and monuments

2.4.2. Key competences of local authorities

Local authorities

Measures:

- ☐ adopt a strategy to protect the cultural heritage
- ☐ provide concessions on cultural values
- ☐ create municipal fund "Culture"
- ☐ take funding decisions
- ☐ approved plans for the protection of cultural values
- ☐ decide on the participation of the municipality in companies for joint activity, municipal foundations and associations for implementing cultural activities, including

Mayors of municipalities





Measures:

- ☐ There development of municipal documents and plans for the conservation of cultural values
- ☐ Initiate and support activities to explore, study, preservation and promotion of cultural values
- ☐ proposes setting up a public council for the protection of cultural heritage
- ☐ information and carry out coordinated action occurred in danger and risk situation for a particular object
- ☐ take action under the cultural heritage due to circumstances threatening immovable cultural property from damage or destruction.
- ☐ prepare and implement projects for the conservation and use of cultural heritage
- ☐ adopt regulations for the structure of municipal museums;

Local public and advisory councils and committees

Measures:

- ☐ members are determined by the Mayor
- ☐ opinions and estimates of the activities of the municipal cultural institutes
- ☐ proposals and views on local programming documents in the field of culture and heritage

Municipal or mixed cultural organizations

Measures:

- ☐ created by a decision of the Municipal Council;





☐ goal - the creation, dissemination and preservation of cultural values through museums.
organizations;

☐ may carry out additional activities, including business;

☐ able to collect state taxes;

Create a municipal fund "Culture"

Measures:

☐ Recruitment of revenues and earmarked funds for programs

☐ Donations, legacies, sponsorship

☐ Other sources determined by the Municipal Council

Planning protection

Measures:

☐ protection regimes set by law;

☐ development schemes and plans of protected areas for conservation and management of
immovable cultural heritage;

☐ financing and carrying out activities in the immovable cultural values and protection zones
for the purpose of their preservation and exhibition;

☐ regime for the protection of immovable cultural property shall be determined by the order
of its declaration or providing status. With the regime of protection of immovable cultural
value indicating the territorial scope and requirements for the protection of immovable
cultural heritage and its environment. The territorial scope is determined by the boundaries of
the immovable cultural heritage and its security zone;





□ Overseeing implementation and execution of measures of spatial protection of immovable cultural property is carried out by the Inspectorate of the Ministry of Culture in cooperation with the competent state and municipal authorities.

2.4.3. Support for municipal cultural infrastructure

Municipal cultural infrastructure

Measures:

□ Reconstruction and modernization of municipal cultural infrastructure - libraries, museums, libraries, storage areas and more. incl. by updating the library, permanent and traveling exhibitions, and more.

□ Preservation, digitization socialization, exposure and promotion of the immovable, movable and intangible cultural values.

□ Construction and reconstruction of infrastructure for access to Heritage incl. for disadvantaged people.

Plans for conservation and management of cultural values

□ can be made at the discretion of the municipality, as they shall determine:





Actions

1. The general characteristics of the protected area;
2. The objectives and governance arrangements;
3. The programs of activities to implement the plan;
4. finance the implementation of the plan;
5. The participation of partners in implementing the plan;
6. conditions and recommendations for implementation of activities;
7. The monitoring system of protected area emergency and urgent actions where appropriate

Protection of buildings - real cultural values threatened by damage or destruction

Actions

- ☐ due to circumstances threatening immovable cultural property from damage or destruction, the owner, concessionaire or the user is required to take immediate action in securing it. Before proceeding to the necessary persons notify the Mayor and Head of the Regional Inspectorate for Protection of Cultural heritage
- ☐ if not undertaken, the Law on Cultural Heritage regulates the procedures for enforcement action by the mayor or the competent state authorities /chl.73 - Article 77 /

Thirdly Municipal policy for the protection of cultural heritage CIN should necessarily be based and legally the main aims, principles and thematic scope enshrined in other regulations related to the protection of cultural and historical heritage.2.5.





LEGISLATIVE BASIS AND PROGRAMMES

Cultural Heritage Act

☐ Objective:

- Creating conditions for preservation and protection of cultural heritage;
- Sustainable development policy in its conservation;
- Ensuring equal access of citizens to cultural values

☐ Basic principles:

- Equality;
- Decentralized management;
- Openness and transparency in the management

☐ Thematic scope:

- The national system for protection of cultural heritage;
 - Intangible and tangible cultural heritage;
 - Tools for the protection of movable and immovable cultural heritage
-





-
- Rights and obligations of the owners or users of immovable cultural values;
 - Territorial planning protection of cultural heritage;
 - Opportunities and procedures for granting concessions on immovable cultural values;
 - Archaeological heritage;
 - Conservation, restoration, reproduction and distribution of cultural values

Law on the Protection and Promotion of Culture

☐ Objectives:

- Protection of Bulgarian cultural identity and national values;
- Designation of authorities and organizations at the state and municipal level and mode of financing.

☐ Thematic scope:

- Cultural organizations;
- Bodies and organizations for protection of culture;
- Protection of national cultural identity and spiritual values;
- Financial support of culture

Law on Spatial Planning





- ☐ The law regulates the social relations associated with planning, investment planning and construction in Bulgaria and sets restrictions on ownership for development purposes;
- ☐ Specific requirements for spatial planning are regulated in relation to the protection of cultural heritage, including Art. 13, Article 19, Article 56, Article. 62 and other

Tourism law

- ☐ Cultural tourism as a form of tourism;
- ☐ Tourist sites and their categorization, incl .: museums, public and private collections of cultural values and art galleries; immovable cultural values;
- ☐ State financing of tourist attractions based on cultural values

Law on Local Taxes and Fees

- ☐ Financing of cultural heritage through tourism tax;
- ☐ buildings - cultural values when they are not used for business purposes are exempt from property tax.

Ordinance on the scope, structure, content and methodology for the development of plans for the conservation and management of individual or group real cultural values

- ☐ Advanced regulated commitments of municipalities and procedures relating to the preparation of plans for the conservation and management of cultural values

To identify instruments necessary to trace the development of other adopted or in the process of developing national documents and European acts, including

- National Strategy for the Development of Culture 2012-2020 - a project!





-
- Strategic Plan for the development of cultural tourism in Bulgaria 2009
 - National Strategy for Sustainable Tourism Development in Bulgaria 2009 - 2013.
 - National Youth Strategy (2012 - 2020), mainly in the framework of the strategic objectives:
 - Development of young people in small towns and rural AREAS;
 - Development of intercultural and international dialogue
 - National Concept for Spatial Development of Bulgaria 2013-2025 on / NKPR / basis within the elements of the cultural heritage, NKPR identified, namely:
 - Areas rich with cultural and historical sites and monuments - archaeological reserves, historical monuments, architectural and historical parks and monuments, including cultural corridors and areas with a combination of cultural and natural heritage;

Cultural and historical heritage in the Bulgarian lands has been formed as a result of millennial interactions. Undeniable importance is recognized internationally - / over 16,000 archaeological sites, 10 cultural and natural values protected by UNESCO, 33 archaeological reserve, over 230 museums and galleries, with millions of registered cultural values, etc. /. In this sense, the conservation of this national treasure of Bulgaria as a full member of the EU is also the subject of a European support program consistent with existing mechanisms and instruments of current legal requirements for the protection of the common European cultural heritage.

2.6. LOOK AT THE EUROPEAN POLICIES

Culture is an important factor for the attractiveness of European regions and cities. [1]
It contributes to the integrated improvement of the quality of life through:





- ☐ Cultural activities and services, and cultural heritage, which are important for the authentic spirit of the urban / rural environment, they occupy an important place in the life of the community, especially in the small town;
- ☐ Tourism is an important economic factor, and culture contribute to the development of various forms of tourism;
- ☐ Integrated interaction between culture, nature and tourism create conditions for the development of local economy especially in rural areas, using its own resources;

Key strategic tools in the existing EU legislation on the protection and development of these features are: "Convention on the Conservation of European Wildlife and fauna and natural habitats" and "European Cultural Convention"

With individual European regulations govern the protection of the Archaeological Heritage (effective 1.04.1993) The (European Convention for the Protection of the Archaeological Heritage). It defines the term "archaeological heritage" - as a set of "all remains and objects and any other traces of mankind from past epochs" of conservation and study support "tracing the history of mankind and its relation with the natural environment." Main sources of information are "excavations or discoveries and other methods of research into mankind and the related environment." Archaeological heritage "includes structures, constructions, groups of buildings, developed sites, movable and other monuments, as well as their context, regardless of whether they are on land or under water."

- Architectural Heritage of Europe. (Convention for the Protection of the Architectural Heritage of Europe) Heritage of Europe (Granada, 3 October 1985).

The need for a new legal instrument that creates a comprehensive integration framework for building on existing instruments for the protection of natural and cultural heritage at European level, leading to the development of:

- ☐ "European Landscape Convention / landscape /" the Council of Europe, which outlines a specific feature of immovable cultural heritage event of its landscape features, such as:





- ☐ tool for further development of the network of cultural corridors of South East Europe, including European cultural routes;
- ☐ formation of Bulgaria specific network of cultural corridors and routes of national and transnational importance, tied with significant landscapes;
- ☐ identify the spatial possibilities for development of tourist products, integrated with cultural heritage and the designation of the specific arrangements for device protection and development;
- ☐ developing procedures for public participation in determining the significance of the landscape set in the Guiding Principles for Sustainable Spatial Development of the European continent, which outline the spatial dimension of human rights and democracy;
- ☐ integration of landscape policy planning policies at regional and urban level and in the field of culture, environment, agriculture, and any other policy that may have a direct or indirect impact on the landscape. The landscape is not only an important element of "quality of life" of the people, but also an important factor for economic development, mainly through tourism development;

At the international level, Member States shall cooperate to the inclusion of the landscape as an aspect of international policies and programs through special clause t. HELP. "Transboundary landscapes" which promote cooperation at local and regional level for preparing and implementing joint cross-border landscape programs .

☐ Framework Convention of the Council of Europe of the importance of cultural heritage for society defines "cultural heritage" as "a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. " It includes' all aspects of the environment resulting from the interaction between people and places in the course of time ". In this document for the first time attempted a clear understanding of what is actually a "common European heritage":





- "All forms of cultural heritage in Europe which together constitute a shared source of remembrance, understanding, identity, cohesion and creativity,

and

"Ideals, principles and values, derived from the experience gained through progress and past conflicts, which promote the development of a peaceful and stable society based on respect for human rights, democracy and the rule of law" (Dentchev, Vasileva 2010: 389 -394).

Similar approaches are set out in the Council Resolution of 16 November 2007 relating to the European Agenda for Culture (2007 / C 287/01), the following strategic objectives:

- Promoting cultural diversity and intercultural dialogue;
- Promotion of culture as a catalyst for creativity within the Lisbon strategy for growth, employment, innovation and competitiveness;
- Promotion of culture as a vital element in international relations;

It is useful to emphasize that the work plan for culture of the Council of the European Union for the period 2011 - 2015, focusing on cultural heritage, including mobility of collections, culture in external relations and the development of statistics of culture.

Part of the objectives set in those policies opened up new opportunities for the project idea to develop cross-border communication strategy of inheritance for European cultural cooperation Chuprene- Pirot.

III. GOOD PRACTICE BUILDING GOOD NEIGHBORLY INTERACTION AND SUPPORT

This chapter of the medium-term strategy for cross-border cultural interaction Chuprene-Pirot aims to select and present a comprehensive way practices of varied contest of local and regional sustainable development and European cooperation. Selected examples explore different meaning and functional characteristics. Own and foreign, municipal and





regional institutions national, European or cross-border, original, unique or distinctive, they meaningful support cultural institutions in maintaining and fill with new meaning neighborly interaction between the two cultures.

The variety of examples idnikativni harmony with the approach to develop communication strategies of inheritance as a strategy with an open entrance to project upgrade and capable of razrabotnane own practices. Essentially, the examples are the starting point for linking the sustainable development of cross-border area with neighborly interaction under the existing good relations between the partner municipalities. Best practices approach aims to make the connection between different cultural, educational, tourist, environmental, socioeconomic and their communication and Astec The Information and networking tool for better managing available but not sufficiently used resources transganichnoto space Chuprene- Pirot.

Their audit aims to support the neighborly interaction through identifiitsirene new approaches and resources for beneficiaries in seeking solutions to the old problem situations and missed opportunities over time. Title of individual practices are presented with targeted keyword phrases or words to the themes, content, or project promoters have successfully developed their application-initiative.

☐ Established European tools: resource practices

1 / - Marking "European Heritage" (ZEN)

Creating a character "European cultural heritage" aims to support the process of creating a common European cultural space, strengthening the European identity and the valuing of cultural diversity in the EU. At present, 64 sites have such a sign. Bulgaria has already four sites that are awarded the label "European Heritage"





Some of the sites with this sign are:

- Cultural and archeological architectural ensemble "central part", Ruse;
- To perpetuate the musical heritage of Boris Hristov and contribution to European and world culture - music center "Boris Hristov" in Sofia;
- National Archaeological Reserve "Deltum Debelt";
- Heritage and advice of Vasil Levski, the sign is placed on the memorial complex "Vasil Levski" in Karlovo.

The presence of the sign on Bulgarian sites is both distinctive institutional resources for recognition as an additional incentive for the development of regions where the sites are located, especially - after their inclusion in the European cultural routes as one of the main ideas of this initiative of the Union.

Since 2015., All EU countries have the right to broadcast selected and national applications at a European level. More important evaluation criteria in order to distinguish the title Sign "European Heritage" (ZEN) are: European significance of the site activities, this outstanding





significance and management of the site in order to attract the interest of the public. Countries can emit and joint / combined applications will be considered with caution. It is envisaged that the initiative should be open to third parties.

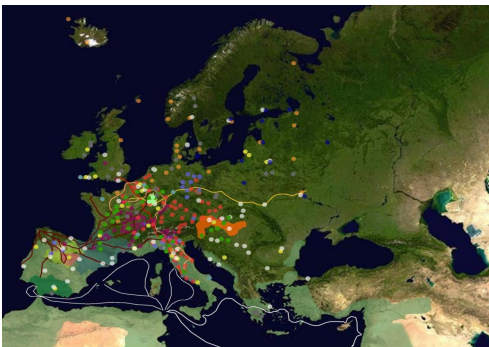

2 / - "European Cultural Routes"

Each project to create a cultural route there is a territorial matter. In this sense, it is constructed in a given territory without recreating a new identity and seeking its deep roots. Everything that exists in the present, can be omitted and not be seen, if not connected to the tradition, history, contemporary culture in a dynamic relationship.

As should be protection of cultural monuments, buildings and other objects at the same time we must understand what is the relationship of local residents with modern heritage. On the basis of these resources, you can start building project for routes in local, regional, cross-border or European level.

Each stage or part of the journey has to present the culture of the area identified at the same time to build ties with its media, to enable it to acquire a genuine European reading in each of the places on the route that combines elements: territory project , resource.

No route if there is no network to work in a democratic manner. Other key words are "identification" and "re-identify", "rediscovery of heritage", "citizenship", "knowledge", "memory", "Launching the other" cultural diversity, dialogue and exchange. "

card	logo
	





In terms of geographic coverage of the routes can be found a strong concentration of routes in Western Europe. European cultural routes represent authentic pan-European touristic product. Thanks to them could reduce excessive influx of tourists to a number of tourist destinations and to overcome seasonality by proposing a new model of tourism and give new strength to the concept of a European citizen through the discovery of the collective heritage.

The creation of a representative network for a route, means, for example to build a network of municipalities, as is the case with the "Via Francigena", managed by the Association of European municipalities.

3 / - "European Heritage Days"

The main vehicle for promoting public role and significance of the cultural heritage of Europe. Over the past 25 years the initiative has established itself as one of the most important events in the cultural calendar of Europe, attracting millions of visitors to the rich cultural heritage of the continent. 50 countries opened the doors of its little-known cultural sites in a week in September.

The idea behind the "European Heritage Days" is the story of intertwined cultures, religions and nations is what unites Europe today. Cultural heritage connects European citizens, regardless of their ethnic, religious or linguistic background. Therefore, the common heritage is an essential tool for promoting tolerance and common understanding of the continent. It helps to reflect on the history and accelerate social and economic cohesion in Europe.

In 2008 the Council of Europe and the European Commission reformulate their objectives with a clear European dimension:

- More and more Europeans to experience the cultural richness and diversity of the continent.
- The initiative is to create an environment designed to encourage intercultural dialogue, to oppose racism and xenophobia and encourage greater tolerance in Europe and beyond.





- Inform the public and the public authorities need to protect cultural heritage through legislative changes and interstate agreements.

The predictable results are associated with expectations of local initiative to capitalize on opportunities that tangible and intangible cultural heritage to provide sustainable development of regions. This is particularly important for the countries of Southeastern Europe, where the cultural heritage can accelerate economic development, job creation and social integration.

European dimension of the initiative aims to show the common heritage of the continent not only as an economic resource but also as a solid basis for mutual understanding, intercultural dialogue and European integration.

4 / - "European heritage class"

The initiative started in Spain. Students from a small town on the outskirts of Barcelona seek assistance from the French Embassy in the country for inclusion in the list of initiatives for language exchange. Subsequently, the initial idea was further developed as a language exchange add classes European cultural heritage, art and civilization.

Main objective behind the initiative is to familiarize students with European culture and to cultivate a sense of belonging to the European community. Classes should be structured in a way to provoke the interest of young people in European art and culture and to stimulate the exchange of ideas among young people in Europe.

Communication in the language of culture and cultural heritage has the potential to overcome the accumulated stereotypes and prejudices, and to reduce the importance of the existing national borders. The European approach to communication through art and culture aims to promote dialogue and pluralism in European societies by encouraging young people to be active citizens and artists.





Structure of the classes of European heritage is configured from the following elements for each hour:

1. Interdisciplinary - a topic that bypasses the traditional boundaries between academic disciplines and presents different aspects and perspectives
2. Intercultural approach - raise the awareness of young people for the common roots of European culture and heritage
3. Measures against school drop-out of young people as the main social objective of the initiative.

European Heritage classes should be implemented beyond the traditional classes, including innovative methods and encourage initiative and confidence in young people.

European heritage class "focus on clearly defined and important topic, which is selected in accordance with the wishes and interests of students. It is recommended that classes be conducted in the open, near the site of research or little-known monuments.

Learning is a process of consciously and often unconsciously absorb the temptation of material, which is why European heritage class should stimulate creativity and initiative of young people to provide them with an environment in which to freely communicate and exchange ideas with their peers.

In material edition of the Council of Europe: 'European Heritage Days: 25 years, Open doors - Open minds', March 2010

5 / - EU Prize for Cultural Heritage / awards of "Europa Nostra"

The award for cultural heritage of the EU is not only to celebrate excellence in this field, but also to promote a high quality of skills and standards in conservation.





Winners of the European Union Prize for Cultural Heritage / awards of "Europa Nostra" 2014 were selected from 160 nominated projects from 30 countries for its achievements in four areas: conservation; research; outstanding contribution; education, training and promotion.

"Europa Nostra" - the voice of cultural heritage in Europe- is growing civic movement to protect cultural and natural heritage of Europe. With its wide European network of members (organizations and individuals), associations and partners "Europa Nostra" is very influential lobby for cultural heritage. "Europa Nostra" fighting and rescue of endangered monuments, sites and landscapes in Europe. In 2013, "Europa Nostra" celebrated its 50th anniversary.

Awards ceremony in 2014 in Vienna is part of the annual Congress of the European cultural heritage "Europa Nostra", was held under the patronage of the President of Austria Heinz Fischer. The European Commission, the European Commission Representation in Austria, Federal Ministry of Arts and Culture of Austria, Foundation Fürst Liechtenstein, Erste Stiftung Foundation and the Austrian national public broadcaster ORF are among partners of Congress in 2014. This chapter of the medium-term strategy for cross-border cultural interaction Chuprene-Pirot aims to select and present a comprehensive way practices in Colorful contest of European cooperation. Selected examples explore different meaning of functional characteristics. Own and foreign, municipal or NGO sector, local, regional, national, European or cross-border, original, unique and distinctive, they support the creation of meaningful neighborly interaction and proetno upgrade.

6 / program "Creative Europe" European Commission

- On June 19, Serbia became the first country outside the EU, which officially joined the program "Creative Europe". Signed agreement opens the possibility of Serbian institutions in the field of culture to apply for funding under the directions of the subroutine "Culture". They can take part in European cultural cooperation projects, for example the translation of literature, to be included in the construction of European cultural networks and multinational cultural platforms. In order to join the subroutine "Media", Serbia and Albania should harmonize its legislation with the *acquis*.
- Serbia's accession to the program "Creative Europe" is of particular importance for conservation, maintenance and enhancement of the Intangible Cultural Heritage / ICH /





both at home and in the frontier regions and its in particular the destination of the project area Chuprene- Pirot.

- Development of a communication strategy for information and publicity of cultural heritage could be a pilot project of the municipalities under the "Creative Europe" as subject matter for practical identification of cultural platform for European cross-border cooperation with the working name "Northwest Passage cultural heritage in the frontier territory Chuprene- Pirot ".

☐ Good practices Chuprene

Local media: newspaper "Torlatsite"



- Illustration of public kamunikatsionnen approach that is evolving as a good local practice for several years in the Municipality Chuprene the monthly issue of its own newspaper - "Torlatsite".





- For several years, Chuprene municipality has its own print media - the newspaper - "Torlatsite". The monthly publication is available only in the villages of the municipality. Print media with the slogan "Torlak bend only when drinking water from a well," which is synthesized expression of the nature of the highlander - ambitious, proud and inflexible to anyone. With newspaper municipality becomes more transparent and accessible to everyone its inhabitants, who learns for example, what work counselors and staff each day. The paper presents the themes of the present, past and future development of the settlement. He informs us as to torlashki Folk Festival, the unique Torlak dialect and cuisine, and the proponents of the municipality participated in the fighting for the liberation of Bulgaria in 1878, for the sessions of the Municipal Council presented the municipal budget, the implementation of projects like this "as the competent municipal administration" or served izchernatelna information about this project: "Bridge over the mountain" ...

☐ Unity in diversity

Torlashki Fair "Kada ti kum prase a ti vrestu"





- The magic of the intangible heritage is alive in Chuprene. Traditionally, village Chuprene host and organizer of the homonymous Torlak Fair "Cada godfather pig and you vrechu". Within three days during the ninth edition of the Folklore Festival (13 - 06.15.2014) event gathers singers, dancers and storytellers of Vidin, Montana, Sofia and amateur groups of Serbian cities Pirot and Knjazevac and from the village of Great spring, Serbia. All together show, preserve and revive wealth torlashki folklore and living traditions. For the first time this year, women demonstrate carding and spinning wool show the specifics of folk costumes and traditional dishes and kitchen torlashki and ritual loaves. Craftsmen made and presented household items, and local agricultural producers offer environmentally friendly products. In 2014. the event is attended by over 2,000 participants and guests from the region and across the country. The scale of the event each year unfolds. In 2014. involving some 90 staff. The increased interest of those wishing to participate in the festival, develop a regional initiative in the form of cultural event of national importance in the cultural calendar of old. Organizers are: Municipality Chuprene, NS "Hristo Botev-1897" - with. Chuprene; Contact: 09 327/25 80, ob_chuprene@abv.bg

☑ Good practices of good neighbors

"Undiscovered secret of the Western Balkan"



- Neighboring municipality Chuprene municipalities Varshets, Berkovitsa and Godech realize common tourist product within the project "Support for the development of a regional tourist product and marketing of destinatsiya- municipalities Varshets, Berkovitsa and Godech" OP "Regional Development" 2007-2013. The main objective of the project is the creation and development of specific regional tourism product: "undiscovered secret of the Western Balkan" The project in TITS- Berkovitza supplied hardware system and





web application advice for tourists. Since its launch, Belogradchik municipality participates in the tourism fair in Varshets in conjunction with the Regional Tourism Forum on "Prospects for sustainable development of regional tourism product" undiscovered secret of the Western Balkan. "The aim of the forum is to increase the effectiveness of regional marketing and visibility the territory as an attractive tourist destination, and raising the awareness of tourists and tour operators. Tourist Information Centre / TIC / in Belogradchik present opportunities for tourism in the city and region mod with cultural heritage and cultural monuments, museums and alternative forms of tourism, cycling and wine tourism, accommodation and meals. The information is displayed in the image brochure for Belogradchik sights, accommodations and dining and cultural calendar, including flyers and Natural History museums, caves and Magura Kozarnika; brochure for two new marshruta- "By way of Roman emperors" and "wine road".

- In materials:
- <http://bnr.bg/vidin/post/100470870/belogradchik-uchastva-v-turistichesko-izlojenie-vav-varshec>
- <http://www.berkovitsa.bg/wp-content/uploads/2012/06/167.pdf>
- <http://www.vurshetz.info/2014/07/neotkritata-taina-na-zapadna-stara.html>

□ Culture and Education in Action

From project design



- In 2013. PS "Stoyu Shishkov," Taran village, Smolyan municipality received the MES for a comprehensive policy for the development of extracurricular activities with a series of several projects aimed at understanding the free time of the students. Among them: - "The Tale of Europe" - publishing a book that traces the fairytale version history of the emergence and development of the European Union, with puppet theater adaptation and





pedagogical presentation. Innovative theater attack all senses of children and support synergies in EU studies;

- - "Children's Eco Academy" - a series of outdoor learning to study natural resources of his native land, sources of pollution, habitat and locations of rare species. Interactive learning environment supports the learning process and leads to an increase of its results;
- - "Children Police Academy" - four-field sessions with specialists from various structures of the Ministry of Interior - security, border, crime, traffic, economic police. Attractive exercises with dogs, field drug tests, visits to detention in the room tel. 112 first aid to a victim, monitoring of compliance with traffic signs, shooting arms gave students complex skills for orientation in the structures of the Ministry of Interior and their functions;
- - "Cultural - educational portfolio" ancient rites and modern public practice "led to the creation of a national map of the most popular folk events in 30 cities in Bulgaria with their inherent ritual dishes and customs. The study of consumer culture in the 30 settlements outlined the types of audiences, the frequency of visits to the theater, the need for cultural entertainment, the dangers on the Internet. A brochure was issued with Rhodope products with an emphasis on the benefits of consuming them. Postcard "Healthy roots - successful future" with contact details is an aid to the exchange of visits, information cooperation;
- - "Virtual workshop of the ancient masters" finance the creation of room for weaving and tailoring school and issuing a CD with lessons in weaving. Thus sledobesniya block classes of interest students have to touch the life and employment of their ancestors and can practice the ancient crafts.
- The projects are a priority in the school "Stoyu Shishkov" because they are more attractive and informal way of learning by doing and application osmisyane of the content; no financial burden to the school; enrich the material and technical base; form moral literacy of students; leading to a variety of exercises and build quality of the individual as a citizen.
- Additional information: village Taran 4730, Smolyan municipality, e-mail: ou_taran@mail.bg; tel. 03024 2260; 087897783

☐ **Young in the present**

Orginal to the original





Two English students have a good idea- transform traditional red London phone booths in "green" plants generation of mobile phones. Due to the massive influx of mobile phones, traditional telephone booths with coins or cards are used less and less.

What to do with them when they are part of the urban landscape and distinctive cultural symbol? With the support of the Municipality of London has found an original solution - cab roof has solar panel of 150 W. On this occasion, known to every red cabins are painted in green .. The energy from the solar panel can be powered phone 100 a day . For 10 minutes the battery was born on 20% to have a minimum charge for use when needed. The cab is mounted on a small screen that run ads. By means of them, is financed preoburudvaneto and free use of the new service first 6 cabins are already working and enjoying the great interest in April 2015. will be officially opened another 6 cabins. The same fate awaits abandoned around 8000 telephone booths in London. Vizh video:

http://energie.lexpansion.com/energies-renouvelables/une-reconversion-originale-des-vieilles-cabines-telephoniques_a-33-8160.html

☐ **Culture of consumption**

eco-agriculture





Within the project "Making CAP working for Society and the Environment" (AGRI-2014-0114), "We make CAP work for society and the environment", with the financial support of the EU for the first time organized a farmers' festival in Sofia. The initiative is a good start for the pilot return of Bulgarian farmers markets in meeting directly with consumers seeking natural, local and pure produced quality food with guaranteed origin and the possibility of direct sales. For two years, initiatives Hrankoop network in Bulgaria started 4 farmers market in Plovdiv, Sofia, Bourgas, and more recently in Varna! Natural partner network includes many producers and communities in these cities, volunteers and friendly organizations. The program includes seminars / presentation of innovative ideas for direct sales and short circuits producer - consumer, culinary workshops, demonstration practices of homemade fresh cheese, homemade noodles ekorekolta, making bread with sourdough, craft and ART zone handicrafts exhibition , musical program.

☐ Live treasure UNESCO

"Song of the bread"





Bulgarian baker master Bogdan Bogdanov of Stara Zagora was declared a live treasure by UNESCO. To restore something long forgotten Bulgarian baker master Bogdan Bogdanov of Stara Zagora participated in the procedure for completing the National System "Living Human Treasures - Bulgaria" 2014 Maintenance of storage purposes the knowledge and skills of cultural expression that are important cultural, historical and artistic importance for Bulgaria and their transmission to future generations. Economist Education Bogdan Bogdanov decided to abandon work on a marketing specialist and indulge in his hobby - making bread in ancient recipes that trade deals of about four years. Subtleties in the preparation of dough quality learning in France. "The bread is made only of flour, spring water and salt, using live yeast," wild "as he called it, because it captures the nature. This is the oldest known method of preparation. Bread made with it, literally cure almost all pains in the stomach," said the baker. The working process takes about two days. Him out of the oven only 70 loaves a day. Master says that "baked bread has its own sound - the song of the bread is heard when the crust breaks. To preserve its unique flavor, finished bread turns into paper of pure cellulose. Artisan bread is healthy and is particularly sought after. Created even subscription network among users. The dream of the master is to teach many other people to make bread at home. "If next year I can show at least 1,000 people how to make bread, how to make bread at home, I'll be happy."

<http://btvnews.bg/article/bulgaria/regionalni-novini/balgarski-hlebar-zhivo-sakrovishte-na-junesko.html>

☐ The power of inheritance

First National Festival of the walnut





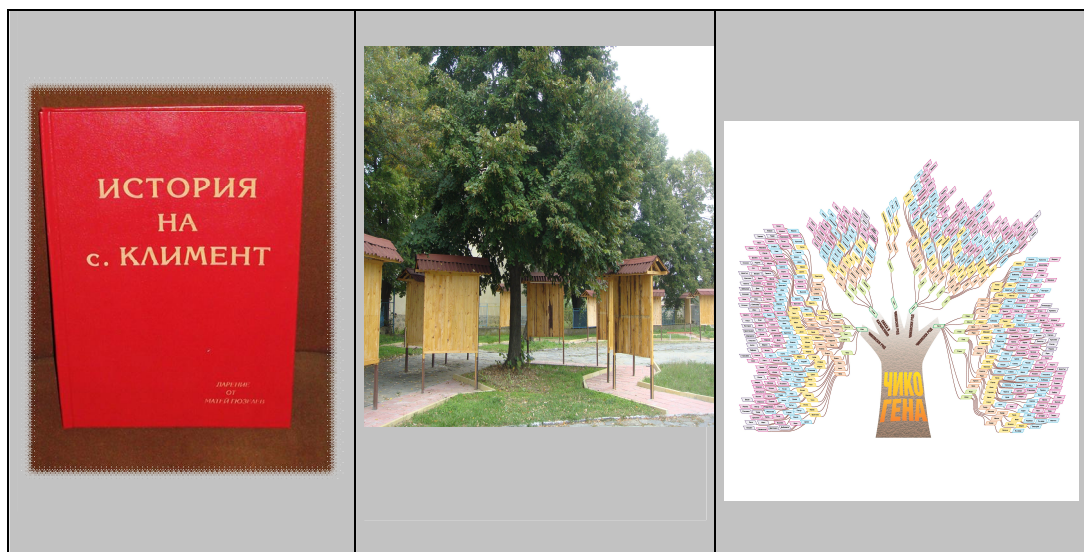
The idea for the celebration of the walnut in Bulgaria was born several years ago in the village of Chepelare Walnut. The natives of the village gather on the first Sunday of September show and the healing properties of walnuts. Among the attractions are also cooking dishes with nuts, participation of folk groups who sing in walnut cart in the village square. Competitions for dancing with nut in his mouth. Borrowing a festive event leads to organizing and conducting the First National Festival of nuts in Kazanlak village of Cherganovo. Feast linked with the livelihood of the village was organized on the initiative of the City Hall and at "Zora - 1902". In the land of the large town lies the largest walnut massif in the region with an area of 2,500 acres. In 1965 and was issued a postage stamp with the old walnut tree on the Balkans at the time, which was in great Drianovo which was then 500 years. Sadly, to 1993. Centuries walnut fell ill and had to be cut. To resurrect symbolically during the festival was planted young walnut tree. The festival program includes exhibition of bioproducts and exhibition of dishes from walnuts. Ethnographic Museum of the village is open to all visitors. Golyamodryanovskite mummers with ritual games of chase evil souls and people's homes, multimedia presentation of Cherganovo and presentation of special video to advertise the village are also part of the festival program of folk customs and traditions associated with the walnut and its importance for the local population.

<http://www.bgdnes.bg/Article.asp?Id=4365025>

☐ The Tree of Life

At a meeting with tribal memory





"To live in harmony with himself, of his person are equally needed and roots and wings." Old worldly wisdom makes sense and content of the project: "In Search of Lost ..." ns "Vasil Levski-1928" village Clement, general. Karlovo. In another project initiative for 12 months about 20 young people build successfully completed project initiative: "To preserve tradition - to DWELL" podkrepenaot NCEYPI. This project aims to track, store and forward generational knowledge of local customs, culture, memory and history. For as before and today in a globalizing world, "man without genetic memory is like a tree without roots." The project includes three main activities:

1. Search and recording of legends, stories and events published in a collection;
2. Restoration of some forgotten crafts of the past;
3. Create a family tree with the families of. Clement, who will form the "Walk of families" as both a place of honor and memory of the ancestors and place for family meetings.

Participants in the project carried out collecting activities by researching and systematize information for families in the village from the 19th century to today. They create a "family tree" of any kind. Generic root tree memory and nazhivota which is graphically presented on wooden boards exhibition. Presentation boards up "Walk of families" in the village of Kliment, as memorable and appropriate place for family meetings. To the tray placed benches, and representatives of the families will plant a tray on a young tree as a symbol of the great family tree. Project supports restoration of traditional practices associated with the rituals and customs of celebrating the holidays "Easter" and "St. George". On material included in the issued collection will study the typical songs and will write scripts for theater productions in community centers memories, stories and shared stories of the elderly. Young people will find and record stories about the living history of the village and various



commemorative events and events in the history of the village of Kliment, today. The project is in its final phase.

☐ **Between the earth and sky**

In the world of folk beliefs, astronomy and meteorology



In the interactive exhibition "National Astronomy and Meteorology" Regional Ethnographic Museum Plovdiv, from 07:10 to 15:11. 2014 will find a very different idea. We'll see venerable observations of our ancestors on the stars and constellations. Will feel the mist like a dragon that spews smoke from his nostrils and will learn and see how every drop of St. George became a gold coin. According to folk beliefs, the rainbow was tied with dragon, sucking water from the sea to pour over the ground, fertility. Again, according to them, when there was a droughty period, the dragon master the village does not do a good job and brought fertility of seas. Sun and Moon were considered as brothers, and the morning star and evening star are considered two different stars that are their sisters, says the curator of the exhibition - Stefan Minchev. Will meet with the Big Dipper and will become available very interesting methods for predicting the time in natural phenomena, plant and animal behavior; Will be absorbed in the world of enchantments and spells, uncover constellations of interactive model of the northern celestial hemisphere. Predvidenisa and games and entertainment with riddles and tales. Ilyastratsiya exhibition of folk to the starry sky, the sun, moon, stars and comets, as well as weather events such as rain, snow, lightning, lightning, arc, fog, mist, clouds, wind and others. Folk astronomy is a string of ancient observations of our ancestors on the stars and constellations, detect cosmic cycles, which have an impact on growth and life on earth. Project preparation of the exhibition was needed about half a year.

<http://tribunabg.com/zmej-instalatsiya-i-maket-na-severnata-nebesna-polusfera-predstavya-izlozhba-v-etnografskiya-muzej-v-plovdiv-93678/>

☐ **traditions alive**





Festival "Living Heritage 2014", c. Sofia



Traditions alive in the "Living Heritage" to: "Workshop for Civic Initiatives" / WCIF /. Bulgarian folk songs and dances, customs and Banat Karakachan dancing reconstruction of rituals demonstration of ancient techniques for making souvenirs from wax, metal and Beads were presented to the seventh edition of the festival "Living Heritage" in m. in September of summer scene in Central Park in Sofia. Over 400 participants from 23 organizations from across the country presented a varied and interesting program. In 17 interactive workshops visitors are introduced to Live how to knit "Cory" how to do embroidery, jewelry and dolls from corn husks, how to cast wax candles, how you create yourself a souvenir or why not to make popular photo sites for memory with 200-year-old wedding suit southwestern region of Bulgaria. Special surprises delicious Bulgarian culinary delights, prepared according to traditional recipes, mixing spelled bread and souring milk forgotten games like cracked pot and let loose tissue are part of the attractive program. Fun for everyone "Tasty culinary apron" of village Banichan- large pizza from local products decorated with distinctive patterns of geometric patterns on the model of hand-woven 200 years ago traditional prestilki. Festivalat present supported by the program "Living Heritage" WCIF initiatives that is supported by the Foundation "America for Bulgaria". The program aims to restore, preserve and transmit the folk traditions of different regions of the country.

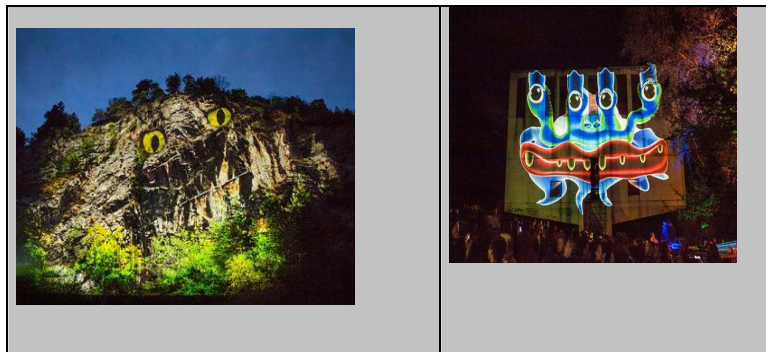
<http://zhivonasledstvo.bg/projects/%D0%B6%D0%B8%D0%B2%D0%BE-%D0%BD%D0%B0%D1%81%D0%BB%D0%B5%D0%B4%D1%81%D1%82%D0%B2%D0%BE-%D1%82%D1%80%D0%B0%D0%B4%D0%B8%D1%86%D0%B8%D0%B8%D1%82%D0%B5-%D0%BE%D0%B6%D0%B8%D0%B2%D1%8F%D0%B2%D0%B0%D1%82-47>

☐ **Interdisciplinary work**





"Monster" - "Chudo- See" Pancharevo



Interdisciplinary project mapping- 3D audio-visual arts show transformatori.net and Elektrick.Me. Second edition of the "revision" campaign, a series of clips with false monster seen in Pancharevo, over 100,000 views in social networks .. .Proektna idea in performance, creative iterpretatsii on 5-meter water screen potential life, actual and potential function of Pancharevo lake today, the ecological environment of the park around it, problems with cleanliness and maintenance of the facilities, which threaten them. Rethinking the function of neglected, but emblematic urban areas. Social ingratiya in action and in favor of the public good , citizens' initiative: collecting funds for the restoration of the famous bridge "Mushroom" in Pancharevo lake within the national campaign "Place in the heart" of the "Workshop for Civic Initiatives" ... etc Tray part of activities implemented in During the festival with Stash name: "Monster" or simply "Miracle-see"!

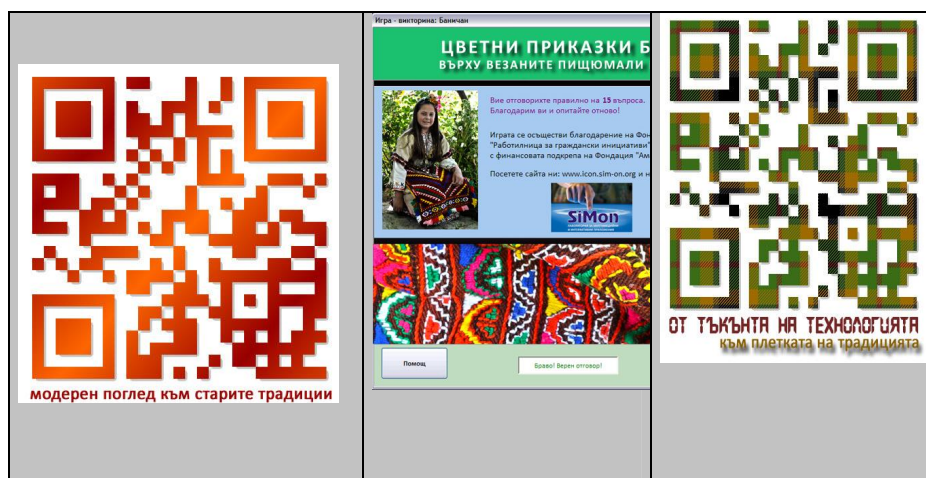
<http://www.artualno.info/chudo-vizhte-v-pancharevo>

☐ How to bring the world to us ..





Magical heritage of the small village hidden in the QR code for small and large



- Development of interactive multimedia Internet-based content for small cultural institutions in small municipalities brings many benefits. Moreover, you can get paid, they will be able to benefit from the advantage of sharing training resource with larger institutions. This is especially true where small institutions are located outside the major tourist centers and (or) do not have sufficient funds. Virtual presence allows the supply of cultural and educational services to go beyond growth and to show its uniqueness with the same professionalism and the same conditions available to larger and better funded institutions. Participation takes time and return on investment can not be seen immediately. However, their inclusion in the communities of scientists, researchers or just curious users who operate on the Internet, enabling them to benefit from the flow of knowledge coming from advanced communities at a lower cost than participation in physical networks of specialists. Very good example of this is the inclusion in the virtual world of NS "Sunrise - 1930" from the little village Banichan municipality. Gotse Delchev. "The knitted socks Banichan - magic of beauty and art" - that is catchy name proekta which it stores, an old craft - knitting, it presents a modern and attractive way of community in the region. The focus is the authentic craft and the young generation - his upbringing in adoration and respect for the traditions, customs and culture. The initiative is undoubtedly among those who encourage young people's interest in art and the shared values of genetic resources and skills. Project is an innovative approach for the entire village, with its own QR code, as a rich mosaic of authenticity and interactivity appropriate mechanism for intergenerational social cohesion in the small village. His performance brings together local authorities with business, schools, kindergartens, homes for children and people with disabilities, many NGOs from all cultural institutions, media and others. The results are presented in the original form of original and unique "Museum of the sock." Subsequently created ethnographic / mobile exhibition to the library with antique exhibits, accompanied by educational puzzles with motifs of socks for the smallest audience. All socks exist in the village can be seen only on the spot. For the first time are familiar so 50 pc. colorful books traced legends, songs, divination, chanting and beliefs of Banichan. For this wealth RTTS - Blagoevgrad creates a film of the golden fund of BNT. Project enjoys support of the Parliamentary and hence receives wide coverage in



the European Union. The project initiative is invited to present the Regional Meeting of the community centers of region, as a successful practice for lifelong learning in the context of the National Strategy for Lifelong Learning 2014-2020. There are many interesting things to check out the "Gallery", "Multimedia" and the latest "pishtyumalya of Banichan". Test your knowledge of the traditions of female festive costume of village Banichan. Download and run the game quiz (<http://icon.sim-on.org/game.htm>). Will ve sure technology that offers the smaller and perhaps less visited places, the ability to look interesting and worthy of visiting.

☐ Small in great cultural prostrantvo





"Muzeyko" - the largest children's science and interactive museum in Eastern Europe



In 2015, Stolista can be seen in opened the largest children's science center in Eastern Europe called "Muzeyko". The museum will be interactive and children can touch the exhibits and even take on the role of scientists. The first interactive museum in the world was opened 30 years ago in Boston. Its creators have designed and Sofia Museum, which will be the largest in Eastern Europe. The first floor is dedicated to the story - where children can experience the archeology, the second to know more about our lives today, the third is dedicated to the future. The connection between all this is a great tree whose roots are in history and his crown in the future. The expected visitors' Muzeyko "between 120 and 150 thousand per year. Project is worth 25 million. Lev unique façade will "landing" three small mountains of wood, textiles and ceramics. They symbolize the traditional Bulgarian crafts. With our experience, children will travel through time and space.

Source :<http://bnt.bg/news/nauka-i-tehnologii/v-sofiya-otvarya-vrati-naj-golemiyat-detski-interaktiven-muzej-v-iztochna-evropa>

☐ **Intelligent migration**





First IT village in Bulgaria



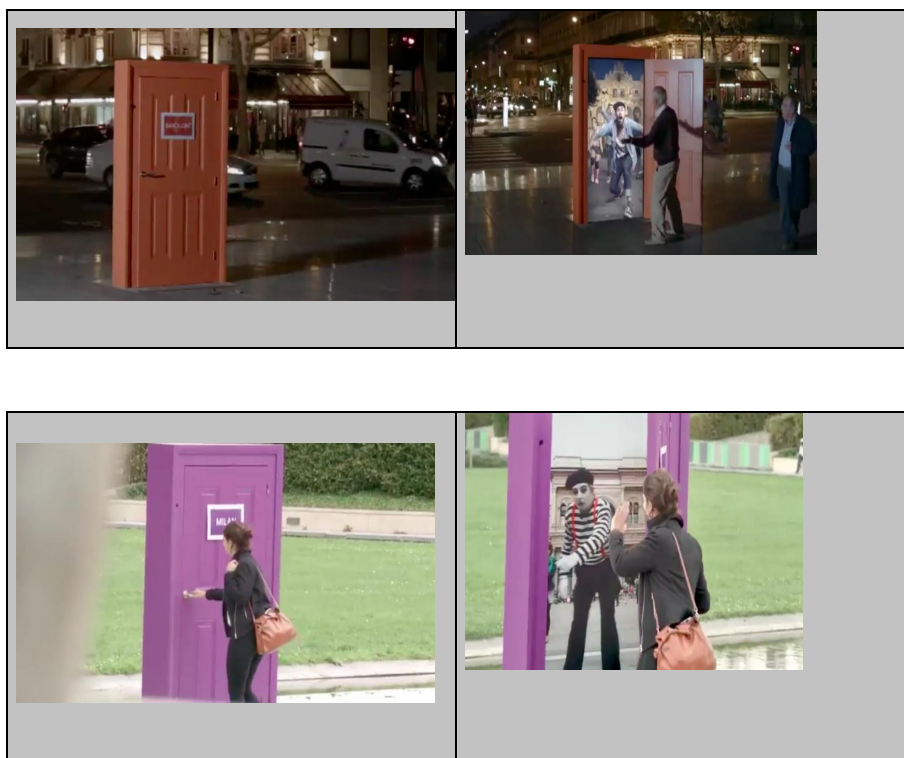
Berkovitsa village Pesochmitsa declared first IT village, inviting developers from across the country to settle and work from it. To attract interested developers, initiators of association "IT village" have provided high speed internet. 16-s locals are hospitable and warmly welcome the idea of programmer Ivan Kukov of Varna. There are accommodation options. Available to prospective settlers have free private properties and vacant municipal land. It is envisaged that a local woman to maintain a garden in their yards and to prepare delicious homemade tempted. "Headquarters" of IT village is a former barn, 8 m high. Besides working computer room, there is a scene where on Saturday playing live band. Source: <http://bnr.bg/vidin/post/100457156>

☐ Territorial marketing with interactive communication





Thousands of kilometers are "at hand"



French railways developed in 2013. unique advertising campaign communication mission of street marketing within the project "Europe is next door." The idea is simple, to show to what extent can travel quickly and conveniently by train from city to city across Europe. For this purpose, the marketing agency for culture DAN puts technologically doors in central locations in several European capitals. The doors are mounted on the door frame camera. When you open the door, you find yourself in front of a big screen that broadcasts live, what is happening on the other side of the door, and she of course is placed elsewhere! In this way, you can meet face to face with a Swiss, Italian, Portuguese, why not "Torlak" from Chuprene or nails Random people and organizers define the idea to meet face to face when opening the door with a stranger thousands of miles just to cool ... At the same time, it is regrettable that the initiative is only a specific marketing mission because we decorating your imagine a cultural project as associated real-time European squares in major cities between them and this is completely vazmozhno..da dive directly in the context European cultural specifics, differences and similarities, for example play with mime in Milan ..da you make a portrait in door cartoonist in Brussels to play with Hip Hop group in Barcelona .. to share a boat on Lake Lemman in Geneva, or simply riding a bike in Shtutgard in German youth. As a social barometer in time and space, the practice creates endless possibilities for interactive situations live and in real vreme..Te allow to build cross-cultural links between Europeans and realize all in Europe, although kilometers, it is through a door .. at your fingertips ... The event is based on double technological success: testing in real time via satellite link and concentration of the entire operation in a digital screen on the measure of a door frame. Realized by young





talented innovator Nathan Bess, with musical accompaniment by Florian Brown, the advertisement is an event on the Internet and cinemas. The overall campaign is supported by a media plan that includes mass Posters by all railway , metro and bus ... Hardly choice but to oborirame creativity ..!

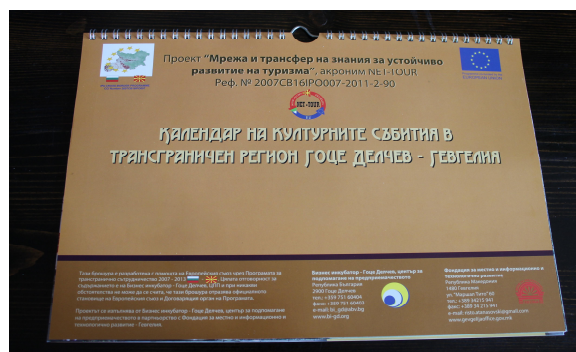
Source: <http://pubard.com/2013/10/06/sncf-leurope-cest-la-porte-a-cote/index.html>

☐ **European cultural cooperation**





Calendar of cultural events in Gotse Delchev region transganchen Gevgelija



How to develop good practice from Business Incubator - Gotse Delchev, Support Center for Entrepreneurship BI-DG ...

This is the shared experience of the undisputed success of smart entrepreneurs in Business incubator- Gotse Delchev ... The idea of considering the long calendar of the team. Meetings and trainings for representatives of community centers and NGOs discussed how interesting and specific events are made in the four municipalities of Gotse Delchev region. But every event is itself very often lack information about it and even neighboring municipalities do not know that it's done. We want to know what cultural events are held throughout the year when you are doing, who their organizatar. The variety of events is very high.

We need a concept for the calendar. Discuss objectives and different options. The main goal is the calendar of cultural events is a very important component of the promotion of the region as an attractive destination for cultural and sustainable tourism. We want to attract people from near and far to experience the cultural richness and diversity of this region: to absorb the colors of beautiful costumes, to catch the melody and rhythm of dance, to feel the pulse and living traditions of the past and future time and the strong relationship of people with nature and family.

Not an easy task because you have to be beautiful, compelling, real. Community centers and local authorities provide information and suggestions for events. Cific and look around on all sides. For each month of the year choose central leading event and hundreds of photos which will look it up the best. Who can imagine how dedicated, talented, warm and wonderful are the people of the region. Working on every detail.





Financing the development and printing of the calendar, tourist guide, interesting tourist products and routes and map be implemented in cross-border balgoro-Macedonian project "Network and transfer of knowledge for sustainable development of tourism" NET - TOUR 2012-2013

Source: [HTTP://WWW.BI-GD.ORG/BI/](http://www.bi-gd.org/bi/)

CONCLUSION

Cross-border Chuprene- Pirot has unique natural and cultural values of local, national and European scale, preserved nature, mineral springs and climatic conditions; objects of CIN, preserved traditions and customs alive. The main problems with the immovable cultural values are related to insufficient state funding of specialized activities, the lack of incentives for owners in carrying out conservation - restoration activities and more.

Implementation of European concepts related to cultural heritage, its preservation and valorisation can lead to real, predictable and lasting transformation of the existing model. Stored and socialized in a modern way heritage is both a prerequisite for the development of socially responsible "intelligent tourism" with added economic impact and guarantee institutional sustainability of cross cultural interaction.

The development of competitive tourist products and routes requires the maintenance and updating of existing resources, the creation and promotion of new, flexible, mobile, and interactive practices and products that increase the impact of tourism.

In the same context of special care, needs every kind of cultural heritage, tradition and folk culture. As a measure of cultural identity, that wealth should be developed as a living system of local institutional practices ensuring continuity and transmission in a way to create new and attractive cultural product-oriented intelligent tourist consumption. In this respect, cross-border region Chuprene- Pirot has extensive resources and opportunities for increasing tourist interest.





Cross-border cultural interaction and project financing identified indicative strategic resources can only be beneficial for the successful preservation, maintenance, use and valorization of cultural assets in the project region. Cultural and natural space Chuprene- Pirot is a destination with many possibilities.

INTERNET LINKS

