

CITIZEN'S SUMMARY 2016

Interreg - IPA CBC 
Bulgaria - Turkey

PARTNERSHIP



Programme co-funded by the
EUROPEAN UNION



ABOUT THE SUMMARY

The Summary aims to describe in a concise and informal language the main achievements of the Interreg-IPA CBC Bulgaria-Turkey Programme 2014– 2020 in the 2016. The full Annual Implementation Report for 2016 is available at the Programme website: <http://www.ipacbc-bgtr.eu>.

The Summary is focused on the following topics:

- * Brief information about the Programme
- * Launch of the 1st Call for proposals
- * Main events in 2016/European Cooperation Day
- * Programme website and social media pages
- * Public awareness activities

THE PROGRAMME

Programme goal

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

Programme Budget

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

Programme area



Priority Axes and specific objectives



Priority Axis 1: Environment:

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



Priority axis 2: Sustainable tourism

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

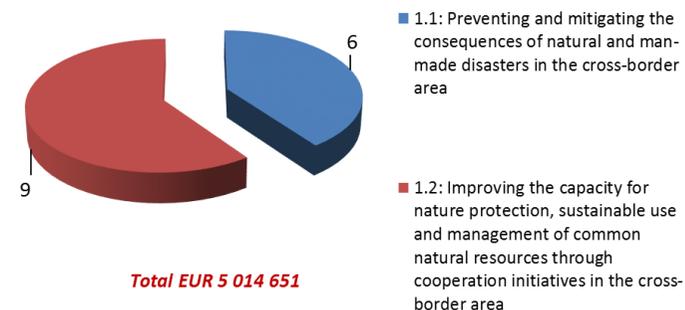
LAUNCH OF the 1st CALL FOR PROPOSALS

EUR 11 028 255 is the total amount allocated to the 1st Call for proposals.

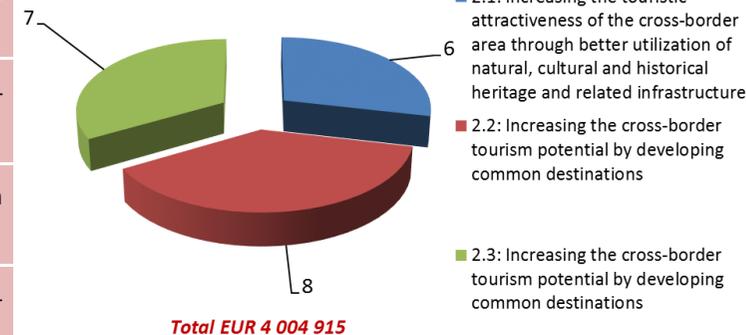
1	the 1st Call was open for both priority axes—PA 1 Environment and PA 2 Sustainable tourism
4	events in year 2016 took place for promoting the Call: 3 Info days in Haskovo, Burgas and Yambol and a “Partner Search Forum” in Edirne
195	project proposals were received within the deadline
116	applications passed the administrative compliance and eligibility check and were proposed for technical evaluation
39	project proposals successfully passed the technical and quality assessment
36	projects were provisionally selected for financing under the 1st Call for Proposals at total amount of EUR 9 019 565 out of which: PA 1 “Environment” – 15 project proposals and PA 2 “Sustainable Tourism” – 21 project proposals.
16	Investment projects aiming at preventing and mitigating the consequences of natural and man-made disasters, improving the capacity for nature protection and increasing the touristic attractiveness in the cross-border area.
20	Soft measure projects aiming at improving the capacity for nature protection, increasing the tourism potential and Increasing networking for development of sustainable tourism in the CB region.
21	The biggest number of the project partners in the projects proposed for financing are from Edirne region (21 partners) in Turkey and Burgas region in Bulgaria (21) partners.
40	The distribution of project partners per country is equal (40 from Bulgaria and 40 from Turkey) as the majority of the lead partners are Bulgarian - 26 out of 36 in total.

Distribution of project proposals by Priority axis and Specific objectives

Priority Axis 1 - Environment



Priority Axis 2 - Sustainable Tourism



MAIN EVENTS ORGANISED IN 2016

Public events

Following the approval and launching of the First Call for Proposals under Interreg IPA CBC Bulgaria – Turkey Programme 2014 – 2020, a series of events were held targeting potential beneficiaries from the cross-border region in order to promote the Call and to assist interested applicants in project preparation and submission. The overall aim of the events was to support the potential beneficiaries in the preparation of good quality project proposals.

- ⇒ **Info Days** were organized in Yambol and Burgas, Republic of Bulgaria, respectively on 7 January 2016 in Yambol and on 12 January 2016 Burgas.
- ⇒ **The Partnership Forum** was organized on 21 January 2016 in Edirne, Republic of Turkey. The forum was one of the most successful events in the information campaign, with more than 281 participants from both countries. The goal of the forum was to give the opportunity to all potential applicants to establish relevant partnerships in order to implement joint activities.

More than 230 Turkish and 253 Bulgarian potential applicants had the opportunity to receive detailed information about the First Call - guidelines for applicants, eligibility criteria, assessment process, etc. A special training session and workshop addressing the application package and general requirements for the projects submission took

Programme events

- ⇒ The **2nd Joint Monitoring Committee** meeting was held on 29 June 2016 in Edirne, Turkey. The main outcome from the meeting was approval of the results from the administrative compliance and eligibility check of the project proposals submitted under the First Call for Proposals. The Evaluation plan of the Programme was also approved
- ⇒ The **3rd Joint Monitoring Committee** meeting took place on 8 November 2016 in Burgas, Bulgaria.

The JMC members provisionally approved for financing 39 project proposals (out of 63 projects which received average technical scores above 65 points) at the total amount of EUR 10 750 816.



EUROPEAN COOPERATION DAY 2016

For a fifth consecutive year Interreg-IPA CBC Bulgaria – Turkey Programme celebrated the European Cooperation Day. An event under the motto “Together by air, land and water” was organized on 21 September 2016, in Burgas, Bulgaria. Representatives from all cornered stakeholders together with general public from the cross-border region took part in the celebration.

The idea of the EC Day was presented by games with the audience, quiz and team building.



The peak of the event was the balloon flights over the beach in Burgas.



The participants from Bulgaria and Turkey visited also the island of St. Anastasia, where they learned about the cultural and historical touristic sites.

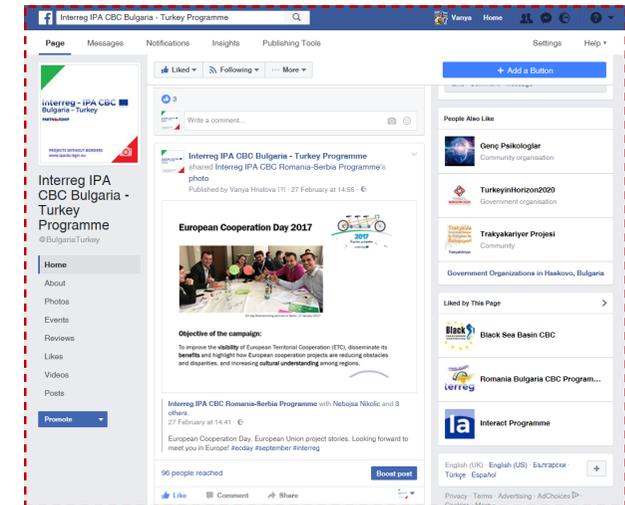


PROGRAMME WEBSITE AND SOCIAL MEDIA PAGES



The **social media pages** are used by the Programme as an additional way for Programme promotion and reaching the general public. In 2016 the official **Programme Facebook page**:

<https://www.facebook.com/BulgariaTurkey/> became a more widely used tool addressing various audience. The most attractive post in 2016 was the one concerning the Third Joint Monitoring Committee meeting on which the projects proposed for financing within the First Call for project proposals were approved.



In 2016 the **Programme website** was one of the main publicity tools used to promote the Programme and disseminate the relevant information.

The website from the previous programming period was re-designed in 2015 and it is available on the following address: www.ipacbc-bgtr.eu/. The regular maintenance during 2016 kept the content updated and accurate, providing important information about events, relevant documents and procedures at Programme and projects level.

A Partners' search facility at the Programme website provides a more user-friendly communication among potential project partners.

In 2016 the **Programme Twitter page** (https://twitter.com/BgTr_IPACBC)

was used for important Programme related messages and provided links to the official website and other media sources addressing the Programme events or specific projects.

In 2016 the Programme Twitter page received: 43 posts, 53 Likes and 23 followers.

A **Programme YouTube account**:

<https://www.youtube.com/channel/UCX8un48A5Vn1Cz2xtbDkww> was created in October 2016 with the aim to promote the EC day 2016 video.

All social media channels were used as an additional information source about the Programme, projects and stakeholders activities. The channels provided the general public with updated Programme and project related information.

PUBLIC AWARENESS ACTIVITIES

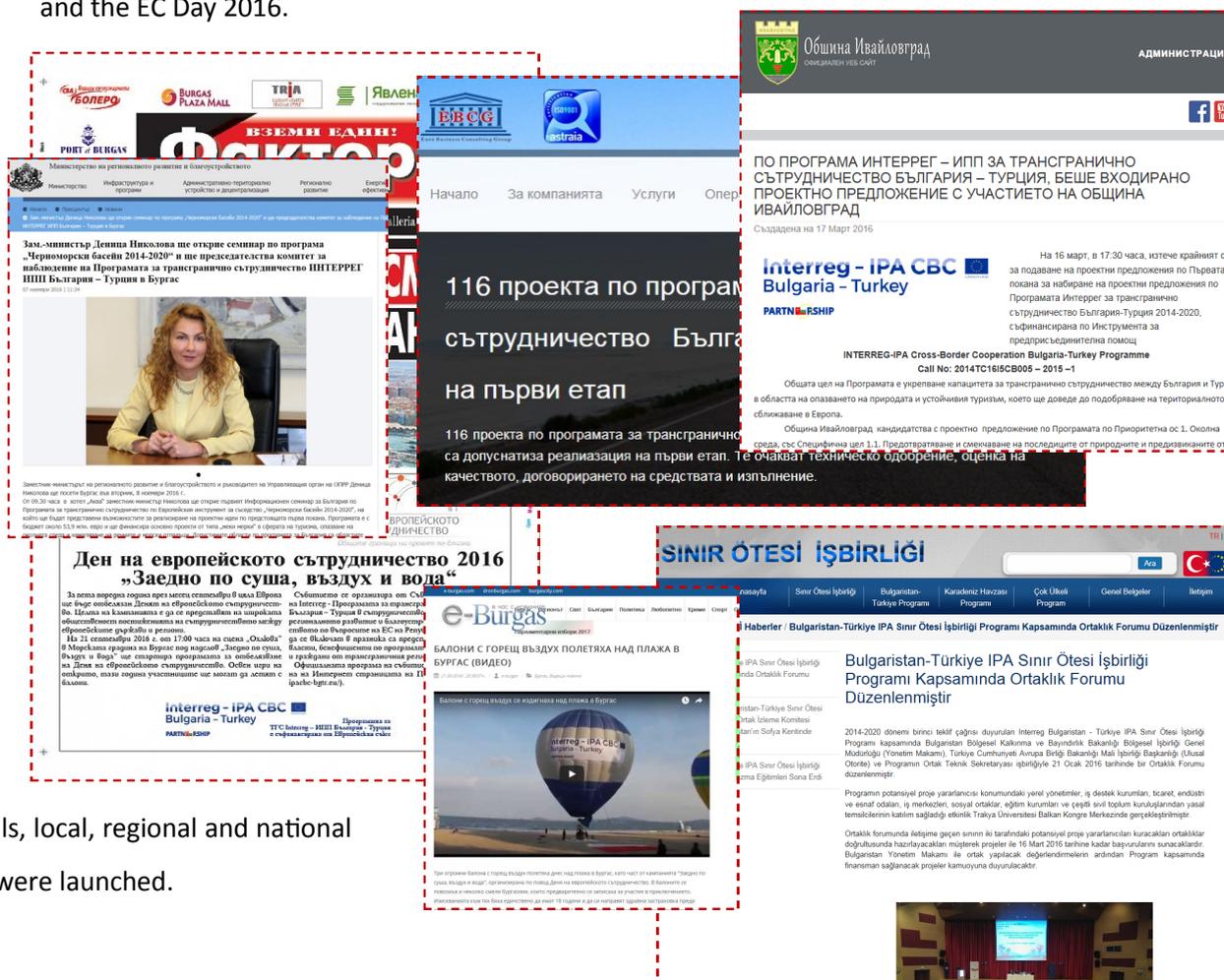
The main purpose of the media campaign and the communication activities held in 2016 were promoting the Programme, its priorities and the financing opportunities, as well as assisting the applicants and project partners.

In 2016 press releases in Bulgarian, Turkish and English were elaborated and distributed to national, regional and local media from both countries - before and after the Programme events and initiatives. In total 12 press releases were prepared and distributed in 2016.

One audio advertisement spot and two professional videos were broadcasted during the European Cooperation Day 2016 celebration campaign. Local population in the cross-border region was the target group of the promotional campaign.

Over 40 different publications in the electronic media (web portals, local, regional and national e-newspapers), TV and radio stations promoting the Programme were launched.

Most of the topics published in local and regional media were related to the First call for proposals and the EC Day 2016.





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



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