



2007CB16IPO007–2012–3-014

Project title

Activating Heritage in CBR BG-MK

Axis

Priority Axis 2: Improvement the quality of life

Area of intervention

2.2 Utilization of cultural resources

Lead Partner

Municipality of Shtip, MK

Partner 2

Bulgarian Agency for Regional Development, BG

Duration

18 months

Total budget

98.627,11 EUR

Project description

Project's main objective was to contribute towards creation of conditions for keeping young people living and working sustainable in the target area by raising their interest in local heritage exploitation. Specific objectives were: 1. To assist young people including those from disadvantaged groups (at risk) to generate pragmatic entrepreneurial ideas working in a team. Team work was based on the innovative model of the French organization APARE for youth "Work camp". Local teams of community representatives were created to study and valorise heritage as well as to stimulate generation of business ideas for competitive employability, successful self-employment, employment and diversification of existing businesses. 2. To support established local teams in development of concepts for initiation of economic operations based on heritage, especially for young generation of partners' communities including vulnerable and disadvantaged groups. 3. To assist community planning and strategy making at public level. 4. To design understandable and easy instructive guide on how to exploit local heritage, including best examples /in wood, ceramic, etc. crafts, gastronomy and so on/ as well as the basic rules for starting a new business. 5. To support development of new skills for new jobs and more competitive businesses for tourism and related sectors.

Analysis of the needs, problems and hopes of the youth entrepreneurs in the target area and of the potential of the available heritage resources in the target regions was made. An Easy instructive Guide on how to exploit local heritage, to serve everyone interested to initiate heritage related business after the project expires was designed, printed and distributed. Internet based platform for further usage by the target groups/stakeholders was created and uploaded.

The project was successfully implemented in June 2015.



Kick off meeting Shtip – 05.03.2014



Workshop in Shtip 23.09.2014 – 01.10.2014





Workshop in Blagoevgrad 23.10.2014 – 31.10.2014







Exhibition of developed ideas “How to activate heritage to work for us” in Shtip





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Exhibition of developed ideas “How to activate heritage to work for us” in Blagoevgrad





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Press conference Shtip – 15.05.2015





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Final meeting and press conference in Blagoevgrad 03.06.2015

