



2007CB16IPO007–2012–3-50

Project title

We are giving hands for a better future

Axis

Axis 1: Economic Development and Social Cohesion

Area of intervention

1.1 Economic Development

Lead Partner

Regional chamber of skilled crafts –Kyustendil

Partner 2

Norges vel - Kriva Palanka

Duration

12 months

Total budget

66 722,58 EUR

Project description

This project mainly oriented to improvement of economic status of craftsman and small business representatives from the border region of Kyustendil - Kriva Palanka by building long-term relations of cooperation. The project focused on: fostering the sustainable economic growth in the border region by creation of forms of cooperation, facilitating business contacts, networking, training of the IT technologies and business-marketing, of border region-specific products, management and marketing of the business and crafts; transfer (know-how) in the branding of local products; building relationships of cooperation by creating a centre for cross-border exchange of information between artisans and society; increasing to popularity of traditional crafts and business products.

Elaborated: Research of the European and national laws and politics for branding of crafts and business products, Manual for business marketing, Handbook and brochure; developed project Facebook profile.

The project was successfully implemented in December 2014.