

3/7/2024

Deliverable 2.1.3

Project communication plan, logo and slogan in English

Project Website, Web and Social Media
Publicity

Press Conferences, Press Releases,
Project Brochures and Leaflets in English
and Local Languages

Final public event



Community Center “Yane Sandanski-1928”



The project is co-funded by the ERDF funds and by funds of the participating countries.

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The project is co-funded by the ERDF funds and by funds of the participating countries.

I. INTRODUCTION

1.1 General Project Details

Project Title: *"Local assets exploitation for the development of peripheral intercultural cross border capacity"*

Acronym: **RENOVATION**

Timetable: 20/1/2020 to 19/07/2023

Project budget: € 1,484,978.00

Partnership:

- 1) Community center Yane Sandanski- 1928 – LB, BG
- 2) Municipality of Lagkadas – PB2, GR
- 3) Organization of Thessaloniki Concert Hall – PB3, GR

The project is implemented within the framework of the INTERREG V-A program "GREECE - BULGARIA 2014 – 2020".

Priority Axis 2: A sustainable and climatically adaptable cross-border area

Topic priority 6.c: Conservation, Protection, promotion and development of the natural and cultural heritage

Specific Objective 4: Utilization of the natural and cultural heritage of the cross-border area for tourism purposes.

About the project RENOVATION:



The project is co-funded by the ERDF funds and by funds of the participating countries.

The project “*RENOVATION*” has a strong cross border focus, having culture in its core. The cross border area is characterized by a richness of cultural heritage, which the project will use in order to address common challenges caused by external driving forces such as demographic change, economic pressures due to globalization, etc.

The project “*RENOVATION*” is an answer to the demand and the modern trend for increase people's interest in cultural life, especially on local level, where cultural events serve as ways of building identity and community cohesion. The project combines investment activities and implementation of strong and sustainable promotional campaign in order to increase the attractiveness of the region.

Capacity building events within the partnership and transfer of know how in cultural events management will help the partners to establish sustainable relationship.

Objectives

Project aim to:

- ✓ promote sustainable use of local assets and to achieve valorization of local assets for cultural development and tourist attraction
- ✓ increase the attractiveness of cultural assets in the cross border region for not only for local, but also for international visitors

Partners

Community center “Yane Sandanski-1928” (Lead Beneficiary) – One of the first community buildings in the region of Blagoevgrad serves as a cultural center of many people today. The center has been established in 1928 by folk amateurs, who immediately turned the building in a center for cultural life. The community center has his own folklore ansamble and children choir, who have been honored numerous musical and dance awards.

Municipality of Lagadas (Project partner 2)

Municipality of Lagadas is located at the North-East part of the Regional Unit of Thessaloniki, just 18 km from city of Thessaloniki. Its surface exceeds 1220 square kilometers and its population reaches 40.675 (2011 census). Billeio Cultural Center, which will be equipped as a deliverable under the project *RENOVATION* will serve as a local cultural building for youth and the local communities, where various cultural events will be held.

Thessaloniki Concert Hall (Project partner 3)

The Thessaloniki Concert Hall contributes to the cultural, social and economic development of the city of Thessaloniki and Greece at all. The possibility of presenting important cultural events in the



The project is co-funded by the ERDF funds and by funds of the participating countries.

modern buildings and salons of Thessaloniki Concert Hall as well as organizing and hosting great international conferences and expositions there, has transformed Thessaloniki into a cultural and influential center in the wider region of Macedonia and the Balkans. The Thessaloniki Concert Hall will serve as a “trainer” for the rest of the partners of the project “RENOVATION” since it will transfer know how in the cultural management sphere.

II. PROJECT COMMUNICATION PLAN, LOGO AND SLOGAN IN ENGLISH



The project is co-funded by the ERDF funds and by funds of the participating countries.



Dear Project partners,

I am writing to you with a request for a slight AF modification. In order to better facilitate project activities, based on the project deliverables and more concretely in order to better organize and facilitate the activities set in WP 2 and all deliverables in WP2 related to external expertise and services for development of project promotional and information activities, we would like to unite deliverables 2.1.1, 2.1.2, 2.1.3 and 2.1.4 under only one deliverable number in the AF – 2.1.1.

In the STPP plan we have two tenders/contracts, which contain 2.1.1 and 2.1.3 deliverables and when we go to MIS and create a table of expenditures, it is very complicated when we need to make clear under which tender/ contract and under which deliverable (whereas we have 4 different activities under deliverable 2.1.3, which also occurs in the two tenders) is the cost we describe.

All this complicates the process of elaborating a table of expenditures in the MIS significantly and since we are just starting to work on the most of the deliverables under WP 2, we would kindly ask for your approval of AF modification, more concretely for modification of the project deliverables under WP2 and more specifically, to rename project deliverables 2.1.1., 2.1.2, 2.1.3 and 2.1.4 and unify them under a single deliverable – 2.1.1.

Thank you very much for your approval!

Yours Faithfully,



Kalinka Gaytanincheva, Chairperson

Community center “Yane Sandanski-1928”



The project is co-funded by the ERDF funds and by funds of the participating countries.

II. PROJECT LOGO

In the beginning of the project RENOVATION, project LOGO was developed:



ΠΑΠΑΓΕΩΡΓΟΠΟΥΛΟΥ ΧΡΙΣΤΙΝΑ (PAPAGEORGPOULOU CHRISTINA) 15.12.2021 г.,
) <cpapageorgopoulou@mou.gr> 8:55
до мен, DINKOVA

Превод на български

OK.

Please share the correct logo with all PBs.

Regards,

Christina Papageorgopoulou

Communication and Technical Assistance Officer



The project is co-funded by the ERDF funds and by funds of the participating countries.

Joint Secretariat

CP INTERREG V-A "Greece-Bulgaria 2014-2020"

65, Leoforos Georgikis Scholis

570 01, Thessaloniki, Greece

Email: cpapageorgopoulou@mou.gr

Tel: +30 2310 469 697

www.greece-bulgaria.eu

From: Gulfie Arnaudova [mailto:arnaudova111@gmail.com]

Sent: Tuesday, December 14, 2021 3:05 PM

To: ΠΑΠΑΓΕΩΡΓΟΠΟΥΛΟΥ ΧΡΙΣΤΙΝΑ (PAPAGEORGOPOULOU CHRISTINA); DINKOVA JENYA

Subject: Re: CLOSED OR ABOUT TO CLOSE PROJECTS_DELIVERABLES CHECK_(PA2, PA4 & PA3)

The creative company answered that there are three different shades of HEX #98c222 , so they changed it also now according to the type used in the guidelines.

You can find it attached.

На вт, 14.12.2021 г. в 14:33 ч. ΠΑΠΑΓΕΩΡΓΟΠΟΥΛΟΥ ΧΡΙΣΤΙΝΑ (PAPAGEORGOPOULOU CHRISTINA) <cpapageorgopoulou@mou.gr> написа:

Is the colour of the project acronym correct, according to the [Programme guidelines](#) (page13)?



The project is co-funded by the ERDF funds and by funds of the participating countries.

I do not have the software to check it, but according to an online tool I see that the HEX used is #8DBF41 which is different from the one given in the guidelines (#98c222).

Make sure that the correct colour is selected. Other than this the logo is correct.

Christina Papageorgopoulou

Communication and Technical Assistance Officer

Joint Secretariat

CP INTERREG V-A “Greece-Bulgaria 2014-2020”

65, Leoforos Georgikis Scholis

570 01, Thessaloniki, Greece

Email: cpapageorgopoulou@mou.gr

Tel: +30 2310 469 697

www.greece-bulgaria.eu



The project is co-funded by the ERDF funds and by funds of the participating countries.

III. Project SLOGAN

Project SLOGAN was also developed by an external company with the agreement of the project partners :



Froso Gaki fgaki@tch.gr през ommth.onmicrosoft.com

ср,
1.12.2021 г.,
17:34

до Елиссάβετ, obshtina_hadjidimovo@mail.bg, Iliya, Panagiotis, psourouka.anastasia@gmail.com, Artemis, gai

Превод на български

Dear Gyulfie,

Dear all,

My favorite is : **We Build Cross border culture – we build cross border future!**

I like the word “future” in it.

Regards

Frosso Gaki

From: Gulfie Arnaudova <arnaudova111@gmail.com>

Sent: Tuesday, November 30, 2021 4:17 PM

To: Ελισσάβετ Παυλίδου <Elissavet.Pavlidou@lever.gr>; obshtina_hadjidimovo@mail.bg; Iliya Sherbetov <iliya.sherbetov@gmail.com>; Froso Gaki <fgaki@tch.gr>; Panagiotis Kountouris <pkountouris@tch.gr>; psourouka.anastasia@gmail.com; Artemis Papadopoulou



The project is co-funded by the ERDF funds and by funds of the participating countries.

<artemis_geoponos@hotmail.com>; gaitaninceva_bg@abv.bg

Subject: project Slogan proposals

Dear Project Partners,



Elissavet Pavlidou <elissavet.pavlidou@lever.gr>

ср,
1.12.2021 г.,
18:38

до мен, Froso, obshtina_hadjidimovo@mail.bg, Iliya, Panagiotis, psourouka.anastasia@gmail.com, Artemis, ga

Превод на български

Dear Gyulfie and Froso,

I agree also with your choice!!!

Looking forward to meeting you on Sunday!

Friendly regards

Elissavet Pavlidou

Αποκτήστε το [Outlook για Android](#)



Artemis Papadopoulou <artemis_geoponos@hotmail.com>

ЧТ,
2.12.2021 г.,
8:31

до мен, Froso, Ελισσάβετ, obshtina_hadjidimovo@mail.bg, Iliya, Panagiotis, psourouka.anastasia@gmail.com,



The project is co-funded by the ERDF funds and by funds of the participating countries.

Превод на български

Dear all,

My favorite also is : **We Build Cross border culture – we build cross border future!**

Friendly regards
Papadopoulou Artemis

The RENOVATION slogan that has been used during the PR campaigns and the Cultural events is:

“We Build Cross border culture – we build cross border future!”

III. COMMUNICATION PLAN



The project is co-funded by the ERDF funds and by funds of the participating countries.

COMMUNICATION PLAN

Of the project

“Local assets exploitation for the development of peripheral intercultural cross border capacity”

Acronym “**RENOVATION**”

2021

DELIVERABLE **D2.1.1.**



The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme.



The project is co-funded by the ERDF funds and by funds of the participating countries.

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2. About the project “RENOVATION”
3. General Communication strategy
4. Communication objectives
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6. Target groups mapping
7. Communication tools
8. Indicators for achievements
9. Financial resources/ budget allocation

Annexes



The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme.



The project is co-funded by the ERDF funds and by funds of the participating countries.

9. FINANCIAL RESOURCES/ BUDGET ALLOCATION

WP 2	Communication & Dissemination	LB	PB2	PB3
Deliverable 2.1	Project Communication Plan, Logo and Slogan in English	5.000,00 €	-	-
Deliverable 2.2	Project Website, Web and Social Media Publicity	1.000,00 €	-	-
Deliverable 2.3	Press Conferences, Press Releases, Project Brochures and Leaflets in English and Local Languages	6.150,00 €	3.000,00 €	
Deliverable 2.4	Final Public Event	15.000,00	16.010,00 €	1.800,00 €
Deliverable 4.3	Organization of Opera Production			184.500,00€
Deliverable 4.2	Organization of Cultural festival in Lagadas:		28.946,00 €	

ANNEXES

ANNEX 1: PROJECT PRESENTATION TEMPLATE



The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.



The project is co-funded by the ERDF funds and by funds of the participating countries.

IV. PROJECT POSTER



V. PROJECT WEBSITE, WEB AND SOCIAL MEDIA PUBLICITY

V.1 PROJECT WEB PORTAL was created on the website of the Municipality of Hadzhidimovo, where the Community center “Yane Sandanski-1928”s information is published:

<http://www.hadzhidimovo.com/?view=interreg&lang=bg>



The project is co-funded by the ERDF funds and by funds of the participating countries.

Бързи връзки -> [Профил на купувача \(ОБЩЕСТВЕНИ ПОРЪЧКИ\)](#)

■ Бързи връзки -> ИЗБОРИ - 2024 г.

■ Бързи връзки -> Банкова сметка и основни кодове на плащане

Новини

Публіковано : 05.12.2024 / 16:14

Съобщение по чл.32,ал.4 от ДОПК



Съобщение

Публікувано : 15.11.2024 / 16:44

Обява за изготвен проект на картата на масивите за ползване и регистър към нея



ОБЯВА

Народно читалище "Яне Сандански - 1928"



NEWS-EVENTS НОВИНИ-СЪБИТИЯ

Забележителности

"LATE-ANCIENT FORTRESS" in the land area of
"St. Dimitar" territory of Hadzhidimovo town

<https://www.hadzhidimovo.com/?view=interreg&lang=bq>

ああ ☆

[начало](#)
[общински съвет](#)
[администрация](#)
[за общината](#)
[образование](#)
[спорт](#)
[галерия](#)
[контакт](#)

Неделя 22 Декември 2024 13:38:35



Проект: Използване на местни активи за развитие на периферен межкултурен трансграничен капацитет

Акроним: **RENOVATION**

Договор за субсидия: N303060/ МА 7281



Финансиран от Европейски фонд за регионално развитие и национално съфинансиране от страните по програмата Гърция и България



The project is co-funded by the ERDF funds and by funds of the participating countries.

https://www.hadzhidimovo.com/?view=interreg_events&lang=bg


начало е-услуги общински съвет администрация за общината образование спорт галерия контакт

Неделя 22 Декември 2024 13:39:35

Четвърта среща по проект "RENOVATION " се проведе в община Лагада

English Български

На 6 декември 2021 г. в община Лагада, Гърция, се проведе четвъртата среща по проекта, организирана от вторият партньор на проекта – община Лагада.



Всички партньорски организации присъстваха на срещата, по време на която обсъдиха напредъка по проекта и неговите дейности заедно с ръководителя на проекта от страна на Съвместният секретариат в Солун – г-жа Жения Динкова. Срещата в община Лагада е четвъртата среща, проведена в рамките на партньорството и е втората среща на живо, след проведени две онлайн срещи, поради ситуацията с пандемията Covid-19. На събитието присъства и кметът на Община Лагада, който поздрави гостите и пожела партньорството да се превърне в устойчиви отношения между двете общини – Хаджидимово и Лагадас.

Народно читалище "Яне Сандански - 1928"


Interreg Greece-Bulgaria RENOvation European Regional Development Fund

Community center "Yane Sandanski 1928" ΔΗΜΟΣ ΛΑΓΚΑΔΑΣ ΟΡΓΑΝΙΣΜΟΣ ΜΕΓΑΡΟΥ ΜΟΥΣΙΚΗΣ ΘΕΣΣΑΛΟΝΙΚΗΣ

NEWS-EVENTS НОВИНИ-СЪБИТИЯ

Забележителности

tourism-hadimovo.info



V.2 WEB and social media publicity

Cross border project Renovation

Public & Government Service · Always open · 205 followers

The project "RENOVATION" is implemented in the framework of the Cooperation Programme INTERREG V-A ?



The project is co-funded by the ERDF funds and by funds of the participating countries.

Manage Page

Cross border project
Renovation

Professional dashboard

Insights

Ad Center

Create ads

Boost Instagram post

Settings

More tools

Manage your business across Meta apps

Meta Verified

Leads Center

Advertise

Interreg

Greece-Bulgaria

RENOVATION



Cross border project Renovation

205 likes • 205 followers



Liked

Message

Search

Posts

About

Mentions

Reviews

Followers

Photos

More



The project is co-funded by the ERDF funds and by funds of the participating countries.



Cross border project Renovation



Cross border project Renovation

December 5, 2021 · 🌐

The Project partners of the project "RENOVATION" attended the Opera "Don Giovanni", which has been produced by the Project beneficiary 3 - Thessaloniki Concert Hall as a deliverable within the project. This event is the first cultural activity as part of this project. Other cultural events will be organised by the rest of the partnership - Municipality of Lagadas, Thessaloniki and the Community center "Yane Sandanski-1928", Municipality of Hadzhidimovo. The project "RENOVATI... See more



- WEB publicity: [Читалището в Хаджидимово ще бъде изцяло обновено](#)



The project is co-funded by the ERDF funds and by funds of the participating countries.

<https://infomreja.bg/chitalishteto-v-hadjidimovo-shte-byde-izcqlo-obnoveno-75111.html>





Lancôme IDÔLE
144 лв



КОМПЛЕКТ LIU
JO Silkway
79 лв



КОМПЛЕКТ GISADA
Ambassador
170 лв

Читалището в Хаджидимово ще бъде изцяло обновено

БЛАГОВЕВГРАД РЕГИОН	13 Март 2020 09:51 ПУБЛИКУВАНА	13 Март 2020 09:53 ОБНОВЕНА	0 КОМЕНТАРИ
------------------------	-----------------------------------	--------------------------------	----------------



Снимка: Infomreja.bg

След ремонта в него ще се проведе голям фолклорен фестивал

Читалище „ Яне Сандански – 1928“ в Хаджидимово ще бъде изцяло реновирано. Това стана възможно благодарение на проект

VI. Press Conferences, Press Releases, Project Brochures and Leafletes in English and Local Languages



The project is co-funded by the ERDF funds and by funds of the participating countries.

Kick-off meeting agenda

Hadzhidimovo, 20-21 February

Day 1: 20 February

Venue: Municipality of Hadzhidimovo, Main Hall

Time	Point	In charge
17.00 – 17.30	Welcome – Registration	LB
17.30 – 18.00	Presentation of the Project Partners and participants	All partners
18.00 – 18.30	Project background / Project purpose and Scope	LB
18.30 – 18.45	Coffee break	
18.45 – 19.15	Project plan / main deliverables – timetable	All partners

Day 2: 21 February

Venue: Spa Hotel Katerina <https://spahotelkaterina.com/>

Time	Point	In charge
10.00 – 10.15	Registration	LB
10.15 – 10.45	Project progress – procurements/sub-contracts/staff	All partners
10.45 – 11.00	Project Communication issues and internal Communication	LB
11.00 – 11.15	Collaboration - Teamwork	All partners
11.15 – 11.30	Any other business	All partners

All tasks related to the project meeting, to be discussed by the project beneficiaries



VII. 2 Kick-off press conference in Hadzhidimovo, Bulgaria



The project is co-funded by the ERDF funds and by funds of the participating countries.



The project is co-funded by the ERDF funds and by funds of the participating countries.



The project is co-funded by the ERDF funds and by funds of the participating countries.



VIII. FINAL PUBLIC EVENT (Organization of Final Cultural event in Hadzhidimovo, Bulgaria)



The project is co-funded by the ERDF funds and by funds of the participating countries.

Folklore festival “Together we build cross border culture”

Final deliverable under the project RENOVATION

Saturday 27th of May

Community center “Yane Sandanski-1928”

Hadzhidimovo

Program



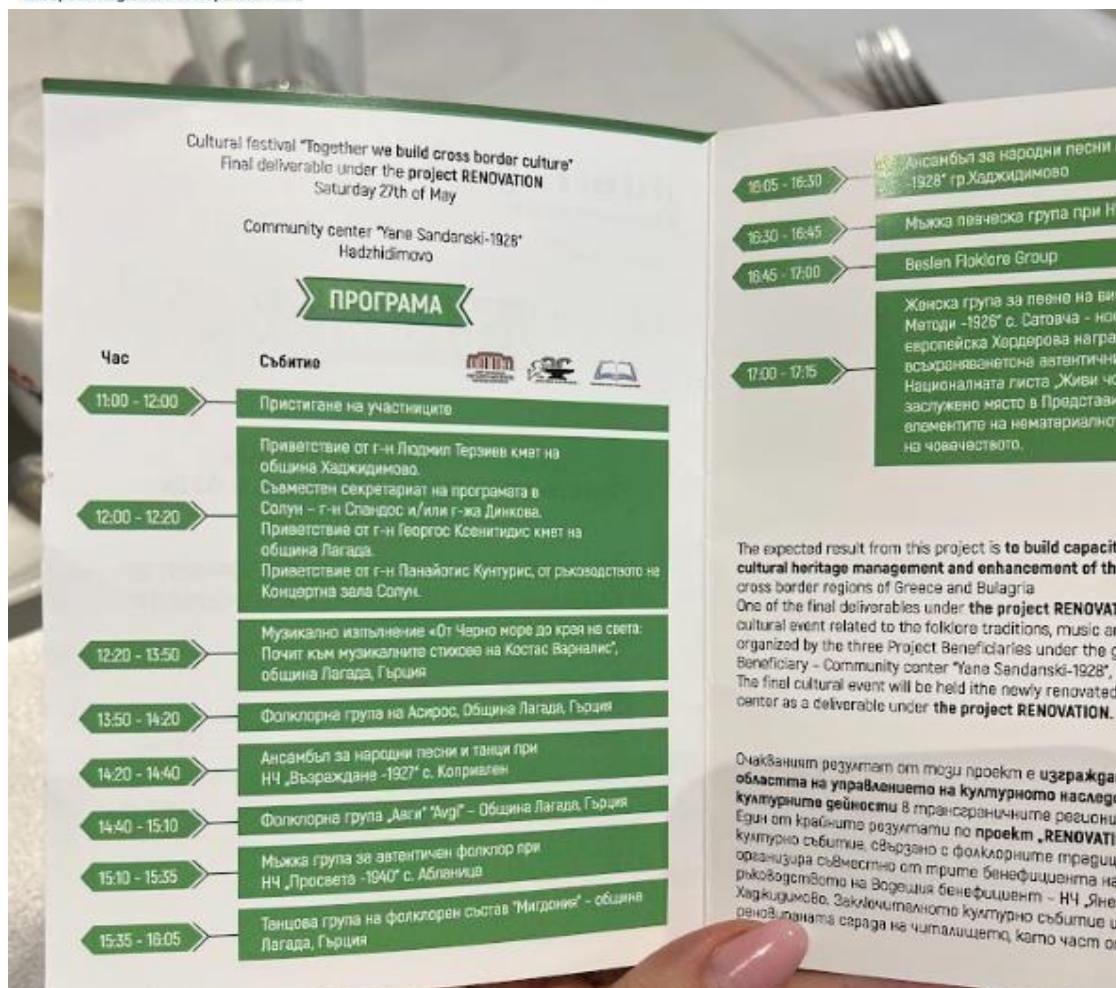
Time slot	Performance
11:00– 12:00	Welcome – Participants arrival
12:00:12:20	Greeting from Lyudmil Terziev, Mayor of Hadzhidimovo Greetings from JS – Mr. Spandos and/or Ms. Jenya Dinkova, Greetings from Yorgos Xenitidis, Mayor of Lagadas Municipality Greetings from Panagiotis Kountouris – Thessaloniki Concert Hall
12:20 – 13:50	Music performance «From Black Sea to all over the world: A tribute to Kostas Varnalis’ poems set to music», Municipality of Lagadas
13:50 – 14:20	Folklore Group of Assiros - Municipality of Lagadas, Greece



The project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Programme.



The project is co-funded by the ERDF funds and by funds of the participating countries.



...more group, Ablanitsa village, Hadjidimovo municipality was formed in 1962. Its director - Said Chakarov, is an 84-year-old man - making folklore, and his conscious life is connected with developing the folklore group of Ablanitsa. The group has released a disc with songs that have been awarded not only in the country, but also abroad.

Founded in the distant 1947, for more than seven decades the folklore group of the community center "Vazrazhdane 1927" PN, Koprivlen village, Hadjidimovo municipality has been delighting its local and national audience. Its cultural calendar includes hundreds of participations at municipal, district, republican festivals in the country and abroad.

For participants:

Community center "Yane Sandanski-1928", town of Hadjidimovo, municipality of Hadjidimovo. For more than 60 years, it has delighted the fans of Bulgarian folklore with its performances at festivals in the country and abroad. The community center has won many honors and awards and has released 4 discs and several films on BNT.



За участниците:

АНПТпри НЧ „Яне Сандански 1928“ гр.Хаджидимово, община Хаджидимово, Република България. Повече от 60 години радва почитателите на Българския фолклор със своите изяви по фестивали в страната и чужбина. Завоювал е много отличия и награди, има издадени 4 диска няколко филма по БНТ.



The project is co-funded by the ERDF funds and by funds of the participating countries.



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PROJECT LEAFLETS PRODUCTION & PR CAMPAIGN ORGANIZATION



The project is co-funded by the ERDF funds and by funds of the participating countries.

➤ Project brochures



**Local assets exploitation
for the development of peripheral
intercultural cross border capacity**

*We build cross border culture -
We build a cross border future!*

About the project **RENOVATION:**

The project "**RENOVATION**" has a strong cross border focus, having culture in its core. The cross border area is characterized by a richness of cultural heritage, which the project will use in order to address common challenges caused by external driving forces such as demographic change, economic pressures due to globalization, etc.



Objectives:

Promote sustainable use of local assets and to achieve valorization of local assets for cultural development and tourist attraction.

Increase the attractiveness of cultural assets in the cross border region for not only for local, but also for international visitors.

The project "**RENOVATION**" is an answer to the demand and the modern trend for increase people's interest in cultural life, especially on local level, where cultural events serve as ways of building identity and community cohesion. The project combines investment activities and implementation of strong and sustainable promotional campaign in order to increase the attractiveness of the region. Capacity building events within the partnership and transfer of know how in cultural events management will help the partners to establish sustainable relationship.



The project is co-funded by the ERDF funds and by funds of the participating countries.

PARTNERS

Community center Yane Sandanski-1928
 – One of the first community buildings in the region of Blagoevgrad serves as a cultural center of many people today. The center has been established in 1928 by folk amateurs, who immediately turned the building in a center for cultural life. The community center has his own folklore ansamble and children choir, who have been honored numerous musical and dance awards.



Community center Yane Sandanski

Municipality of Lagadas – Municipality of Lagadas is located at the North-East part of the Regional Unit of Thessaloniki, just 18 km from city of Thessaloniki. Its surface exceeds 1220 square kilometers and its population reaches 40.675 (2011 census). Billeio Cultural Center, which will be equipped as a deliverable under the project "RENOVATION" will serve as a local cultural building for youth and the local communities, where various cultural events will be held.



Municipality of Lagadas

Thessaloniki Concert Hall

The Thessaloniki Concert Hall contributes to the cultural, social and economic development of the city of Thessaloniki and Greece at all. The possibility of presenting important cultural events in the modern buildings and salons of Thessaloniki Concert Hall as well as organizing and hosting great international conferences and expositions there, has transformed Thessaloniki into a cultural and influential center in the wider region of Macedonia and the Balkans. The Thessaloniki Concert Hall will serve as a "trainer" for the rest of the partners of the project "RENOVATION" since it will transfer know how in the cultural management sphere.



Thessaloniki Concert Hall

GET IN TOUCH WITH US:



Community center Yane Sandanski-1928



ΜΗΧΟΣ ΛΑΓΚΑΔΑΣ



ΟΡΓΑΝΙΣΜΟΣ
ΠΕΡΙΛΗΨΗΣ ΜΟΥΣΙΚΗΣ
ΘΕΣΣΑΛΟΝΙΚΗΣ

GET IN TOUCH WITH US:



<http://www.hadzhidimovo.com/?view=interreg&lang=bg>

<https://www.lagadas.gr/>

<http://www.tch.gr/default.aspx?lang=en-GB&page=42>

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority*.



**Използване на местни активи
за развитие на периферен
межкултурен трансграничен капацитет**

*Градим трансгранична култура,
за да изградим трансгранично бъдеще!*

За проекта **RENOVATION:**

Проектът „**RENOVATION**“ има силен трансграничен фокус, като в основата му е културата. Трансграничната зона се характеризира с богатство на културно наследство, което настоящият проект ще използва за справяне с общите предизвикателства, пред които е изправен като резултат от външни движещи сили - демографски промени, икономически натиск поради глобализацията и др.



Проектът „**RENOVATION**“ е отговор на търсенето и част от съвременната тенденция за повишаване на интереса на хората към културния живот, особено на местно ниво, където културните събития служат като начини за изграждане на идентичност и общностно обличаване. Проектът съчетава инвестиционни дейности и провеждане на силна и устойчива информационна кампания с цел повишаване на привлекателността на региона.

Събития за изграждане на капацитет в рамките на партньорството и трансфер на ноу-хау в управлението на културни събития ще помогнат на партньорите да установят устойчиви взаимоотношения.

Цели:

Да насърчи устойчивото използване на местните активи и постигане на валоризация на местните активи за културно развитие и туристическа атракция.

Да повиши привлекателността на културните ценности в трансграничния регион не само за местни, но и за международни посетители.



ПАРТНЬОРИ

Читалище „Яне Сандански-1928“ – Едно от най-старите читалища в района на област Благоевград днес служи като културен център за много хора. Читалището е създадено през 1928 г. от народни самодейци, които веднага превръщат сградата в център за културен живот. Читалището разполага със собствен филмови асамбля и петим

Община Лагада – Община Лагада се намира в североизточната част на Областна единица Солун, само на 18 км от град Солун. Площта му надхвърля 1220 кв. км, а населението му достига 40 675 (преброяване от 2011г.). Културен център „Билис“, който ще бъде оборудван като резултат по настоящия проект, ще служи като местна културна сцена за младежите

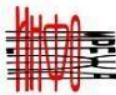
Local and regional media publications

- [Читалището в Хаджидимово ще бъде изцяло обновено](#)
- [Читалището в Хаджидимово е напълно обновено](#)
- [Читалището в Хаджидимово - център на българо-гръцки културен форум](#)
- [Читалище Яне Сандански | Читалище, Хаджидимово | BUSINESS.bg](#)



The project is co-funded by the ERDF funds and by funds of the participating countries.

14:34:14, 22 декември 2024



DOUGLAS



MAC Oozeshed...



Clarins ClarinsEx...



Yves Saint Laure...



IT COSMETIC & PL...



Clarins Nu



Clarins Nu

РЕГИОНИ

БЪЛГАРИЯ

СВЯТ

ОБЩЕСТВО

ПОЛИТИКА

ИЗБОРИ

БИЗНЕС

КРИМИНАЛНО

ИНЦ

DOUGLAS



ROCHAS Mademoiselle
Rochas in Paris



КОМПЛЕКТ CLARINS Double
Serum & Extra Firming Collect...



Estee Lauder Double Wear
Stay-In-Place Makeup SPF 10

Читалището в Хаджидимово - център на българо-гръцки културен форум

БЛАГОВЕВГРАД

РЕГИОН

28 Май 2023 08:51

ПУБЛИКУВАНА

28 Май 2023 09:08

ОБНОВЕНА

0

КОМЕНТАРИ



Снимка: Infomreja.bg

В него се проведе фолклорен фестивал по проект „RENOVATION“

От 2019 година община Хаджидимово работи по проект „RENOVATION“, финансиран от Европейския фонд за регионално развитие и от национални фондове на страните, участващи в Програма "Interreg V-A Greece – Bulgaria" 2014-2020. Именно по този проект Народно читалище „Яне Сандански – 1928“ в град Хаджидимово беше основно реновирано. В сегашния си вид, напълно издържан в естетическо и функционално отношение, читалището беше мястото, където на 27 май се проведе мащабно културно събитие, свързано с фолклорните традиции, музиката и танците на страните, участващи в проекта.

Фестивалът беше организиран съвместно от трите бенефициента на проекта – водещият НЧ „Яне Сандански – 1928“, гръцката община Лагада и Концертна зала – Солун.

В приветствието си към участниците във фестивала кметът на община Хаджидимово Людмил Терзиев изрази надежда, че създаденото партньорство ще продължи. „Нека опознаваме все повече и повече културата на двата народа!“, каза в заключение той.

Поздрав към гостите отправи и председателят на Настоятелството в читалището домакин Калинка Гайтанинчева.



The project is co-funded by the ERDF funds and by funds of the participating countries.

<https://infomreja.bg/srednoshkolci-ot-su-hadjidimovo-dostojno-se-predstaviha-na-nacionalnoto-systezani>



DOUGLAS

-22%
ПРИ ПОРЪЧКА
НАД 50 ЛВ.
С BEAUTY CARD*

DOUGLAS.BG

КУПИ СЕ

РЕГИОНИ

БЪЛГАРИЯ

СВЯТ

ОБЩЕСТВО

ПОЛИТИКА

ИЗБОРИ

БИЗНЕС

КРИМИНАЛНО

ИН

Читалището в Хаджидимово е напълно обновено

DOUGLAS

TIME FOR GIFTS

САМО НА DOUGLAS.BG
22.12 - 26.12

-20%
ПРИ ПОРЪЧКА
НАД 50 ЛВ.*

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ПРИ ПОРЪЧКА
НАД 50 ЛВ. С
BEAUTY CARD*

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БЛАГОВЕГГРАД

РЕГИОН

12 Октомври 2022 10:50

ПУБЛИКУВАНА

12 Октомври 2022 10:51

ОБНОВЕНА

0

КОМЕНТАРИ



Основният ремонт е пред завършване

Народно читалище „Яне Сандански – 1928“ в Хаджидимово вече е изцяло обновено. Санираната сграда посреща посетителите с красивата си фасада, в единия край на която е нарисован в цял ръст патронът на читалището.

Основно са ремонтирани и почти всички помещения – кинозалата, библиотеката... Оборудването също е ново.

Това стана възможно благодарение на проект по Европейската програма за трансгранично сътрудничество „Interreg Гърция – България“.

В момента се извършват последни довършителни работи и през месец декември ще стане официалното откриване на обновената сграда, която придава по-привлекателен вид на целия градски площад.



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