

# Interreg - IPA CBC Bulgaria - Turkey



PARTNERSHIP



## Strandja - the mountain of festivals STRANDJA - FEST, CB005.1.22.056



EUROPEAN UNION



Priority Axis 2 -  
Sustainable tourism



НАРОДНО ЧИТАЛИЩЕ  
„ПРОСВЕТА“ ИМ  
ГР. МАЛКО ТЪРНОВО



KIRKLARELİ  
İL KÜLTÜR VE TURİZM MÜDÜRLÜĞÜ



PROJECT WITHOUT BORDERS

[www.ipacbc-bgtr.eu](http://www.ipacbc-bgtr.eu)

The project is co-funded by the European Union through the Interreg-IPA CBC Bulgaria-Turkey Programme



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Bulgaria - Turkey Programme 2014-2020

# **MEMORANDUM**

## **For cooperation and development of**

### **Network STRANDJA FEST**

This document is designed to clarify for partners and stakeholders the common goals of the Strandja fest network and how these goals will be achieved and the commitment required from stakeholders in Strandja region. By signing the Memorandum, stakeholders will be agreeing to the coordination structure and governance of the network, and accepting the aims of the Strandja fest network which include working collaboratively and supporting promoting and organization of festivals in Strandja Mountain. The document is not a contract, so stakeholders are not entering into any legally binding arrangement, but it is hoped that by signing – stakeholders will indicate a commitment to engage with the network Strandja fest and help it achieve the stated aims.

Development of Network Strandja fest is initiated by the National community center Prosveta 1914, Malko Tarnovo and Kirklareli Culture and Tourism Directorate, Kirklareli province, Turkey as part of activities of the project Strandja - the mountain of festivals STRANDJA-FEST, CB005.1.22.056, financed by INTERREG IPA CBC- Bulgaria Turkey Programme 2014-2020.

The undersigned parties, as we value our contribution to art, culture and tourism of the cross-border region, and as we recognize the necessity to work for the research, familiarization, promotion of the existing festivals, cultural heritage and future development of Strandja as a festive destination. The undersigned parties declare their desire and readiness to joint our efforts to work out politics for strengthening the interest and preservation, enriching and promotion of the festivals in cross-border region Bulgaria- Turkey.

#### **GOALS**

The purpose of this Memorandum is to establish long-lasting cooperation in the fields of culture and event management between the National community center Prosveta 1914, Malko Tarnovo and Kirklareli Culture and Tourism Directorate, Kirklareli province and local stakeholders- municipalities, regional authorities, culture and education organizations, municipalities, non-governmental organizations, event managers and representatives of tourism business.

The partnership aims to strengthen the cooperation for recognition of the Strandja region as festive, tourist and culture destination.

The common goal of the network is to be an outward facing partnership, committed to enchancing and improving conditions for development of Strandja as a festive destination.

The joint cooperation will assist for mobilization of the local and regional resources for popularization of multiple projects and events aiming to increase the interest of the citizens

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and forming of a sense of involvement of the people for development of Strandja as a festive destination.

## AREAS OF COOPERATION

The present Memorandum describes the frames in which the parties will cooperate each other aiming to develop and strengthen the long-lasting partnership in the following main areas:

1. The parties declare their readiness to work together for realization of the European principles in the field of culture.
2. The parties will put their efforts for strengthening of partnership on management level between regional and local authorities through coordination of ideas, exchange of visits and consultations, relating to the legislation in the field of culture and event management.
3. The parties will cooperate for improving the conditions, regulating the exchange of culture activities, services and products. We declare our will for coordination and partnership for sustainable development of existing and new festivals and events on the base of the traditions and the existing modern potential.
4. The parties will strive to make easier the contacts between different stakeholders, culture figures, artists, event managers, tourists, tour-operators etc. by use and popularize the elaborated platform <http://strandja-fest.info/>
5. The parties will cooperate in the fields of promotion of the festivals, culture events, customs, traditions in Strandja and preservation of culture identity of Strandja region
6. The parties will joint their efforts for education of the youth in acquaintance and respect of the culture and traditions of the different nations, in taking part in exchange of people, ideas, and will encourage organization of common youth events and festivals.
7. The parties will encourage their joint participation in the organization and implementation of activities envisaged in 3 years festive programme 2017-2020 for development of Strandja as a festive destination and promotion plan.
8. The parties will cooperate in the frames of different initiatives and activities for formulation of joint projects. The parties will take in mind that the financing of different future initiatives in the frames of joint projects will be defined and coordinated between them through additional consultations and agreements.
9. The parties will explain and promote the work of the newtork to other stakeholdres in the region, and in all over the world and they will work to integrate new members.



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## COORDINATING AND GOVERNANCE OF STRANDJA FEST NETWORK

The Network will be led by a management/coordination voluntary-based committee consists of organizations or physical persons in order to ensure:

- Coordination of activities in order to facilitate implementation of 3 years festive programme 2017-2020 for development of Strandja as a festive destination and Joint Promotion Plan;
- To support maintenance and development of the created platform <http://strandja-fest.info/> and the Joint Festival Calendar;
- To support maintenance and development of the Joint Festival Calendar created on the e-platform <http://strandja-fest.info/>;
- To support maintenance and development of the e-promotional tools in social media: Facebook, Twitter, Google+;
- To coordinate implementation of joint promotional plan and activities for development of a common promotion, branding and marketing of Strandja as a festive destination;
- Jointly explore opportunities for funding, partnerships, and cooperation with other organization in Strandja region and beyond and in development of future joint projects.

### Attachments:

1. 3 years festive programme 2017-2020 for development of Strandja as a festive destination
2. Joint Promotion plan of Strandja fest
3. List of organisations and persons involved in management/ coordination board of Strandja network.
4. List of organisations and persons involved in Strandja network

  
**Stefan ZLATAROV, Chairmain**

**Chairman of National community center**

**Prosveta 1914 - Malko Tarnovo**

  
**Necmi ASAN, Director**

**Kirklareli District Culture and**

**Tourism Directorate**

**Date: 17.12.2017,**

**Malko Tarnovo**



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