

# Electronic Bulletin: no.1/2014

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- **International Scientific conference “Modern approaches to treatment of chronic diseases” dedicated to the launch of the project CHRONEX-RD (“The East-European Network of Excellence for Research and Development in Chronic Diseases”) MIS-ETC 1840;**
- **Music festival for Children “Music for all” MIS ETC 2345;**
- **Opening Conference of the Project MIS ETC 1995 “Strengthening of communication relations between the blind in cross-border region”.**

**Good practices in cross border cooperation.**

## **Projects contracted following the 2<sup>nd</sup> call for proposals Short interviews with beneficiaries**

*The contracting procedures for projects selected within the second call for proposal was finished and the implementation is already started. The list of contracted projects for all three priorities is posted on the programme’s official website [www.ro-ua-md.net](http://www.ro-ua-md.net). We asked some of the beneficiaries about their impression at the beging of implementation.*

**Lipovat Local Council (Vaslui County, Romania)  
„Brass bands across borders”- MIS ETC 2378**

*Please mention the objectives of your project.*

Our project „Brass bands across borders”- MIS ETC 2378 is financed under Priority 3- People to people cooperation and is implemented in partnership with Leova District Council from Leova town, Republic of Moldova and Costiceni Local Council from Chernivetsi oblast, Ukraine.



The general objective of the project is to improve the socio-cultural situation of border area by increasing cultural and artistic exchanges between Romanian, Moldavian and Ukrainian partners. Other important objectives of the project aim to promote the brass band music as a form of cross-border cooperation by organizing an international concert tour and also to revive of Romanian local traditions concerning brass band music by reconstructing the brass band from Lipovat community. The implementation of our project will raise the communities' interest in culture by participating to brass band concert as a type of leisure.

*Do you have any concerns regarding the implementation of the project?*

At this stage, the project is at 6th month of implementation period and all the activities that will be developed are on schedule. One concern is representing the political situation from Ukraine which is a negative factor in the project implementation, but we hope to succeed, without having major problems. Another issue is regarding the difference of the documents structure, between Romanian and Ukrainian partner.

*Describe in few words the communication strategy for your project financed within Ro-Ua-Md Programme. How the information about project activities will be made available to the interested public?*

During the implementation of this project our communication strategy contains: project's launching conferences, 300 leaflets, 40 posters, three banners, press articles in local newspaper, interviews at TV and Radio about the implementation stage of the project and project's final conference. All the printed materials will respect the identity elements of the Ro-Ua-Md Programme and will be disseminated in the local communities from the target areas.

### **Agency of Regional Development (Odessa oblast, Ukraine)**

#### **"Sustainable Tourism Development in the Lower Danube region of Ukraine, Moldova and Romania"- MIS ETC 2232**

*Please mention the objectives of your project.*

The specific objectives of our project "Sustainable Tourism Development in the Lower Danube region of Ukraine, Moldova and Romania" are related to the improvement of capacity of developing and providing economical, social and environmental sustainable tourism offers, to the development of a cross-border network of tourism stakeholders. By the implementation of this project, together with our partners, we also intend to improve information about and access to local attractions and to increase the attractiveness of the Lower Danube region for sustainable tourism and related investment.

*Do you have any concerns regarding the implementation of the project?*

The implementation of our project runs smoothly. We have a very good cooperation with our partners from Ukraine, Romania and Republic of Moldova and all activities are implemented as planned.

*Describe in few words the communication strategy for your project financed within Ro-Ua-Md Programme. How the information about project activities will be made available to the interested public?*

The Lower Danube region will be promoted as a distinct destination for sustainable, low environmental impact tourism through branding, marketing and information provision, as well as ensuring proper EU visibility for the project as a whole. We will organize project opening and closing conferences in Odessa and promotion and information materials in Russian, Ukrainian, Romanian and English will be published. Promotional part covers market research for the development of a common Lower Danube region identity (including logo and strap line) as a distinct sustainable tourism destination, the preparation of a regional visitor map (in hard copy in various languages, as well as a downloadable in digital version), and the creation of a multi-lingual visitor information web site. Two cross-border sustainable tourism fairs, one in Odessa and one in Izmail will be organized, in order to set a precedent for future self-financing fairs, held in different locations around the region.

### **County Council Hincesti (Hincesti district, Republic of Moldova)**

#### **Developing cross border tourism by promoting the Mansion of Manuc Bey, Elena Cuza Mortuary Complex and the Blesciunov Mansion**

*Please mention the objectives of your project.*

The general objective of the project is represented by the improvement of the economic and social situation from the cross-border region and increasing the contribution of the tourism sector to the regional economy and developing sustainable capitalization opportunities within the Hincesti, Vaslui and Odessa region. Also,



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an important objective is increasing the awareness level within the cross-border region regarding cultural tourism and values.

*Do you have any concern regarding the implementation of the project?*

Our concerns regarding the implementation of the project are linked to the present uncertain situation and tension in Ukraine and the changes that occur in the region, the currency fluctuation and the large volume of works and short terms for execution, but at the moment these are reasons to mobilize our forces and work hard for the good implementation of the project.

*Describe in few words the communication strategy for your project financed within RO-UA-MD Programme. How the information about project activities will be available to the interested public?*

Within the project MIS ETC 2173 has been developed an efficient plan for communication which is related to project activities. The main goal of the communication strategy is to disseminate information regarding the project and its importance to this region as much as it is possible. The communication strategy provides multiple intervention directions: direct communication, will be developed with a specific number of beneficiaries within the workshops and study visits which will be organized, as well as during the launching and closing conferences. The project's another activity is the organization of a large cultural event, with the participation of artists groups and audience from the region of the project. A second direction of communication is virtual communication via IT portal which will be launched within the project and info kiosks which will be installed and will offer the possibility to inform the target group regarding the project and tourism information. The third way of communication is through Media, which will be part of the launching and closing conferences and other events which are connected with the District Council and promotion of the project. A last direction of communication is promotional activity through promotional materials which will be developed in the project: Good practice guide, leaflets, billboards, and so on.

### **Preparation of the next programming period – Second Joint Programming Committee for the CBC Programme Romania – Republic of Moldova, Bucharest, 19th of March, 2014**

The second meeting of the Joint Programming Committee for ENI CBC Programme Romania – Republic of Moldova 2014 – 2020 was organized in Bucharest (Romania), on the 19th of March 2014.

The participants to the meeting were represented by the delegates of the two participating countries (JPC members and observers), European Commission (EC), Interact, the Joint Managing Authority (JMA) and the Joint Technical Secretariat (JTS) of Ro-Ua-Md Programme and HF Advising & CPM Consulting Group (the Consultant providing assistance for elaborating the draft JOP Romania-Republic of Moldova 2014-2020).

The main topics discussed during the meeting were related to the programming stage.

Thus, the EC representative made a presentation on the state of the play of the ENI CBC legal framework, focusing on the following issues: the indicative timeframe, ENI CBC financial framework (procedure for budget allocation), the procedure for appointment of authorities and management bodies, the definition and responsibilities of the National Authority, issues related to staff costs, the period of execution for programmes, issues related to projects sustainability and large infrastructure projects.

INTERACT representative presented how to develop the programme strategy, focusing on the minimum requirements of ENI CBC implementing rules, elements defining the programme strategy, key concepts, INTERACT recommendation on developing programme intervention logic, methodological suggestions, recommendations for elaborating the situation analysis, lessons learned from past CBC programmes, methods for setting the programme vision and thematic objectives (TOs), development of priorities, the elaboration of the logical framework, the elaboration of the risk analysis and mitigating measures, cross-cutting issues and strategic environmental assessment.

Also, during the meeting, the discussions were carried out on the methodology for the preparation of the next CBC Programme Romania – Republic of Moldova 2014-2020, focusing on the overall methodological approach and the logics of the programme design process, the process and tools of data collection, data analysis and setting of thematic objectives and priorities, methodology for designing the management and control systems and the programme implementation, the approach and timing for consultation and approval of the programme, the necessary input from JPC.

The Moldovan delegation made a presentation regarding the stakeholders consultations on the future of CBC programmes 2014-2020, organized in Republic of Moldova, focusing on the methodology regarding the identification of priorities, the results of the public consultations, as well as the elements on the programming



process, steps to be accomplished, tasks and timetable, role of the National Authority, the management system, the control system, the audit system, single-country financial liability and multi-country liability.

The participants discussed the issues related to large infrastructure projects, focusing on the regulatory background for 2014-2020 period, the procedure for direct award, deadlines and overview of large scale projects in 2007-2013 period, including the lessons learned.

The next JPC meeting is planned for July 2014.

### **Latest events with the participation of the programme structures**

#### **Opening Conference of the Project MIS ETC 1550 “Pure Water - to the benefit of villagers”**

The mayoralty of the Stolniceni Village, Hincesti District, is the beneficiary of the project „Pure Water – to the benefit of villagers”, financed by the European Union within the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013, under the Priority 2 „Environment and preparedness for emergency situations”.

The project launching conference took place on the 27th of February in the premises of the Gymnasium “Antonie Plamadeala”. The main objective of the Conference was to ensure a high level of project visibility and to present the main activities and results to be achieved within the project.

The overall budget of the project is EUR 1,252,560.00, the European Union contribution is EUR 959,238.00. The project implementation period is 22 months, the main objective being the improvement of living standards and creation of adequate social and economic conditions in the border regions: Hincesti District (Republic of Moldova), Vaslui District (Romania), Odessa Region (Ukraine). One of the main project activity is construction of the water supply and sanitation

system in the Stolniceni Village and modernisation of the existing water supply and sanitation system in the Ghermanesti Village.

Over 100 participants attended the opening conference. Representatives of the Romanian Embassy in Moldova, State Chancellery, Agency of Regional Development (Centre), Congress of Public Local Authorities attended the conference and have expressed their sincere congratulations for beneficiary and partners hoping in a successful implementation of the project that will represent a significant increase of quality of life for the local population and considerably reduce the danger of transmissible diseases in the border regions due to low quality of potable water.

The Project Partners also attended the event (Gelu Pecheanu, the mayor of Drinceni Community, Romania and Mr. Valentin Stroia, representative of the Public Organisation „Agency for Sustainable Development and European Integration, Ukraine) and have ensured the full support for the proper implementation of the project.



#### **International Scientific conference “Modern approaches to treatment of chronic diseases” dedicated to the launch of the project CHRONEX-RD (“The East-European Network of Excellence for Research and Development in Chronic Diseases”) MIS-ETC 1840;**

On March 14, 2014 Odessa National Medical University hosted an international scientific-practical conference "Modern approaches to treatment of chronic diseases" dedicated to the launch of the trilateral project “CHRONEX-RD (The East European Network of Excellence for

Research and Development in Chronic Diseases)”. The event was held to promote the project and its dissemination among medical professionals in Odessa region.

During the conference, regional project managers presented the project, the main stages of its



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development as well as its benefits to patients and physicians in the border regions of Ukraine, Romania and Republic of Moldova. Numerous presentations on demographic characteristics of the region, the state of the incidence and prevalence of chronic heart disease and diabetes were performed.

The project CHRONEX-RD, implemented together by University of Medicine and Pharmacy "GR. T. Popa" from Iasi, Romania as lead partner, State University of Medicine and Pharmacy "Nicolae Testemitanu" Chisinau, Republic of Moldova and Odessa National Medical University, would help the economic development of the region by



reducing the burden of chronic diseases. Project duration is one year and eight months. Research in the area of chronic diseases using systematic excellence in clinical practice and primary health care is expected to help to reduce the negative influence of chronic diseases on the public health system and therefore on the economic development of the region. Interdisciplinary international structure capable of receiving public and private funding required for the development in target area of the project will be created on the basis of the universities participating in the project.



### Music festival for Children “Music for all” MIS ETC 2345

The Festival “Music competition for children” took place during 19–23 March 2014, in Botosani, Romania as the main activity of the project “Music Festival for Children MUSIC FOR ALL”, MIS- ETC Code 2345. “Cheia Sol” Association, as beneficiary of the project, added different activities to the event, with the purpose to create a connection between the project participants from the partner countries: Republic of Moldova, Ukraine and Romania.

More than 100 children: 48 competitors, dance troupes, presenters, musicians stepped on the stage and more than 900 spectators enjoyed the Festival Contest “Music for All”. After two days of contest, trophies were awarded within the gala evening. Winning competitors trophies have found an honoured place and pictures were posted all over the social networks.

But the music contest represented only a part of the entire Festival. The participating teams from Republic of Moldova and Ukraine were involved in a well-structured program: visiting museums, the County Library, the Ipotești Memorial and the reptile exhibition, participated at the traditional costumes parade, the culinary exhibition and the handicrafts fair. Traditional costumes parade was a great success, the event being appreciated by people from all over Europe through messages posted on YouTube Channel. Each participating

team carried the flag proudly and showed that tradition, represented by a traditional costume, by braiding hair, by a gesture, or simply by a child smile when carrying the flag representing the real patriotism, a piece of personal development which is often neglected. At the handicrafts fair, organized with the large involvement of the competitors, many objects from the participating countries were presented: dolls, pots, crafted towels and bracelets, belts, painted plates and icons, traditional handbags, etc. At the culinary exhibition the participants presented their feast that brought a bit of traditional goodies. The table of the Romanian team had cabbage rolls, cake, cheese pies, cabbage pie, cooked quarry, ham and onions and all kind of cakes with recipes imagined over time by Botosani City residents. The table of the Moldovan team was full of a wide range of assortments of products made from biscuits and crackers, while the Ukraine team presented traditional products and wonderful apple pie cooked on the spot by the local project coordinator in Ukraine.

The whole event had a great support of the local media, daily online articles being published in newspapers about the performed actions. The festival echoes were many and positive, which can only bring satisfaction for the implementing team. The article could not be concluded without



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the written statement on social network of the First Prize winner and the Prize of the press, Gabriel Nebunu from Cahul, Republic of Moldova: "I'm leaving Botosani with tears in my eyes ... with the joy that I made new beautiful and talented friends,



but with nostalgia for the wonderful festival "Music for All". I just want to say, with all my love, that I already miss you and you became part of my family! Most beloved".



### Opening Conference of the Project MIS ETC 1995 "Strengthening of communication relations between the blind in cross-border region".

On March 31, 2014, in Chernivtsi the launching conference of the project took place in the frame of the project "Strengthening of communications between blind people in the cross-border region", MIS ETC 1995. More than 30 people: reporters, representatives of authorities and NGOs, people with visual impairments attended this opening conference. The representative of beneficiary, Chernivtsi Regional Organization of Ukrainian Association of Blind People, together with representatives of partners: Romanian Association of the Blind People – Regional Branch in Suceava, Moldavian Association of the Blind People, Chisinau and Bukovinian Center for Reconstruction and Development Chernivtsi, presented the project and its benefices for blind people in the target area.

The project has an ambitious purpose - to reduce the isolation of the people with visual impairments in Chernivtsi region, Suceava county and Chisinau by creating the technical base and favorable conditions for communications, trainings, job search and cultural exchanges for the blind people across the borders. This ambitious purpose will be attended through improving the technical base of associations involved in the project by buying computers with the special software and their installation to be used by the people with visual impairments, and the access to the printed, audio and internet information will be improved. New skills and abilities of blind people will be improved by providing special training. The promotion of cultural exchanges between the people with visual impairments will be made by holding the traditional festival "Bukovinian patterns". The increasing of the awareness of local people on the problems of the people with visual impairments

will also be an important issue to be addressed by the project.

All participants to the launching conference concluded that the implementation of the project is especially important for Ukraine and Republic of Moldova, taking into consideration that special "devices" which allow scanning and "reading aloud" any text from e-mail or a website will be procured and used by the blind people in the region. This novelty is a real bomb for Chernivtsi, considering that at this moment, the Chernivtsi Regional Organization of Ukrainian Association of Blind People has Braille books since Soviet times.



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## Good practices in cross border cooperation

The Conference “Cross-border solutions for sustainable growth in mountain and sensitive regions” was held in Brussels, at the premises Committee of the Regions on 20 February 2014. 29 partner organizations from 14 different European countries came together to discuss difficulties, share best practices and present new methods and strategies for sustainable development in mountainous and other nature areas.

The representatives of Chernivtsi City Public Organization “Business Center”, that implements two projects financed by the Joint Operational Programme Romania – Ukraine- Republic of Moldova 2007 – 2013, “Breaking the Borders: Mountain Tourism Development”, MIS ETC code 786, and “Eco-Carpathians: eco-business development in cross-border area as a chance for better economic competitiveness”, MIS ETC code 1603, were invited to Brussels to participate and present their projects to the participants in the conference as a sign of appreciation of their work and impact of the projects for the target region, Chernivtsi oblast and Suceava county.

Ms. Olga Nykolaychuk, project coordinator of both above mentioned projects, and Mrs. Maria Porchuk, the head of CCPO “Business Center” attended the conference. The presentation of the projects generated a great interest in the participants, because the Carpathian region at the border of Ukraine and Romania is still little known and needs great investments for development, but the distinctive nature and versatile ethnography of the region attracts the attention of tourists from all over the world.

After the great appreciation of their projects in Brussels, the representatives of Chernivtsi City Public Organization “Business center” were invited by their partners in the projects to participate together at the Romanian Tourism Fair.

This important tourism fair is organized by Romexpo Bucharest twice a year, each edition transforming the Exhibition Centre into a place of dream destinations. Represented by the most important Romanian and foreign companies, the fascinating world of tourism is gathered under the same roof, within the spring and autumn editions of the fair.

The touristic potential of Bukovina was presented using the instruments achieved in the two above mentioned projects, by disseminating information and promotion materials about the region and constant displaying of videos created in the frames of the projects. About 30,000 people visited the stand and were impressed by the traditional dances, great architecture of Chernivtsi, pleasant environment, special customs and cuisine of Bukovina.

