

# Newsletter #1

# HERIPRENEURSHIP

December 14, 2021



## BSB831 HERIPRENEURSHIP

The project aims to raise awareness of cultural heritage and prove the economic benefits of its promotion. To prevent brain drain and replace outdated skills and mind-sets with a new, shared vision for development, the project helps establishing a new paradigm for cultural heritage management and communicate heritage significance to the public and ensure the uptake of cross border heritage offers created by the Digital Mega Integrators (Netflix, Youtube, Arte; History Channel etc.).



**Funded by the:** JOP Black Sea Basin 2014-2020 – Call 2;  
Programme

Priority Specific Objective – 1. Promote business and  
entrepreneurship

within the Black Sea Basin; Programme Priority 1.1 Jointly promote  
business and entrepreneurship in the tourism and cultural sectors

**Duration:** 30 months (start date 01.07.2020)

**Total budget/expenditure:** EUR 1 289 538.17

**European Union funding:** EUR 1 186 375.12

**Co-financing sources:** ENPI/ENI

HERIPRENEURSHIP will involve actors from various administrative and social levels, so as to strengthen their capacity to effectively manage heritage for tourism and activate skilled workforces

## Partners

- Lead Partner: [DEVELOPMENT AGENCY OF KAVALA \(ANKA\)](#).
- [UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES \(UBBSLA\)](#).
- [EASTERN BLACK SEA DEVELOPMENT AGENCY](#)
- [THE "DANUBE BLACK SEA" UNIVERSITY FOUNDATION](#)
- [IAKOB GOGEBASHVILI TELAVI STATE UNIVERSITY](#)
- [NATIONAL INBOUND AND DOMESTIC TOURISM ASSOCIATION OF MOLDOVA \(ANTRIM\)](#).



HERIPRENEURSHIP proposes a cognitive and educational framework for using of a place's assets, which would guide final beneficiaries (regions, communities, SMEs) to identify, signify, valorize and manage the heritage potential of the territory, in order to use heritage potential as a vehicle for tourism strictly connected with a unified signage and interpretation system.

## Project objectives

1. to increase the attractiveness of tourism in the Black Sea region by creating a new model of presentation of cultural tourism and to create tourist incubators in the areas of UNESCO sites by providing training and information to stakeholders.
2. to bring together business agents, tour operators, politicians, local and regional authorities, experts and educators to reap the benefits of cultural tourism.
3. to show the values of the cultural heritage of UNESCO to the locals and the visitors of the sites, through trainings in free time and thus to contribute to the sustainable development of the regions and to the attraction of new investments.



## UNESCO Experiential Heritage Corridor in the Black Sea Basin:

- 50 pilot sites
- E-book available through iOS / Android iBook systems
- 6 theatrical games related to cultural heritage
- Online booking platform
- Participation in the World Tourism Exhibition in Berlin (ITB)
- 6 business cooperation agreements

The UNESCO Experiential Heritage Corridor in the Black Sea Basin connects places to visit in the participating countries, offering authentic and multicultural knowledge together with accompanying tourist services available in real time, such as accommodation, transport, catering, souvenirs and traditional products, outdoor and indoor artistic activities, etc. It creates a unique opportunity to stop the practice of generating and offering low quality tourism products. Tourism services related to cultural heritage will be developed in cross-border areas by sharing cultural values, natural monuments and ecosystems, sites and collections of traditional crafts, inspiring new forms of offering and encouraging young people to preserve heritage.

## NEWS and EVENTS

- [The study visit in the old town of Nessebar gathered the partners in Bulgaria](#)
- [Meet the Rudi Monastery, one of the most interesting places to visit in Moldova](#)
- [Bulgaria: Stakeholder consultation event to assess needs of offering tourist services](#)
- [The second transnational meeting and collaborative event was hosted by UBBSLA](#)
- [The two-day transnational meeting was hosted by the Development Agency of Kavala](#)
- [The HERIPRENEURSHIP Kick-off Meeting was conducted online](#)



## 3rd Study visit of the HERIPRENEURSHIP project: Save the date! (to be further confirmed)

When

Thursday, March 31 st, 10am

Where

Moldova



The banner features a satellite-style map of the Black Sea region. At the top left is the European Union logo with the text 'Project funded by EUROPEAN UNION'. At the top center is the HERIPRENEURSHIP logo with the URL 'heripreneurship.eu'. At the top right is the 'Black Sea COOPERATION' logo. The central text reads: "PRESERVE CULTURAL HERITAGE, IT DEFINES THE NATIONAL IDENTITY OF A COUNTRY". Below this, it says: 'Establishing partnerships and create investment opportunities in tourism, cultural and creative industries at UNESCO areas'. The website 'heripreneurship.eu' is prominently displayed, followed by the slogan 'Common borders. Common solutions.' and a small 'COOPERATION' logo. At the bottom, a line of text states: 'Joint Operational programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine'.

[Project website](#)

### Joint Operational Programme Black Sea Basin 2014-2020

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**“Common borders. Common Solutions.”**

[Black Sea Basin Programme 2014-2020](#)

[Directorate-General for Neighbourhood and Enlargement Negotiations](#)

