



Romania-Ukraine
ENI-CROSS BORDER COOPERATION

BEST- Bucovinian Ethnic Special Treasure

Culture and historical heritage

2SOFT/2.1/46

Implementation area:

Romania: Suceava county

Ukraine: Chernivtsi region



Budget (EUR):

332,939.62 – ENI grant

36,995.00 – regional/ local contribution (co-financing)

The partnership:

Lead Partner

"ANA" Mutual Aid and Charity Foundation, Suceava county, Romania, NGO

Partners:

- B1- Romanian Youth League from the Chernivtsi Region "Junimea", Ukraine, NGO
- B2- Juventus Association, Suceava county, Romania, NGO
- B3- Non-governmental Organization „Media Center BukPress”, Chernivtsi region, Ukraine, NGO

The purpose is:

- Conservation of the intangible cultural heritage of 7 ethnic groups in Suceava county and 5 ethnic groups in the Chernivtsi region through research and documentation activities and creation of digital databases with the intangible cultural heritage specific to these ethnic groups;
- Promoting and revitalizing the intangible cultural heritage elements, with touristic potential, of 7 ethnic groups in Suceava county and 5 ethnic groups in the Chernivtsi region through cross-border cultural events and printed, audio-video and online materials;
- The introduction of the intangible cultural elements of the 12 ethnic groups from Suceava county and Chernivtsi region in the internal and international tourism circuit, aiming to increase the number of tourists.

JOINT OPERATIONAL PROGRAMME
ROMANIA-UKRAINE 2014-2020

Буковинський етнічний спеціальний скарб

BEST - Bucovinian Ethnic Special Treasure

This project is funded by the European Union

Romania-Ukraine ENI-CROSS BORDER COOPERATION

Project implemented by FUNDATIA ANA Mutual Aid and Charity Foundation

Project outcomes

4 organisations using programme support for promoting local culture and preserving historical heritage

Intangible cultural heritage of **7** ethnicities in Suceava county and **5** ethnicities in the Chernivtsi region researched, documented and preserved through **2** databases

The number of ethnicities whose heritage was researched and documented - **12** ethnicities

6,000 Citizens participating in cross-border cultural events;

1,000 albums "The intangible cultural heritage of ethnicities in Suceava county and Chernivtsi region", **1,000** booklets "Visit Multi-ethnic Bucovina", **1,000** books "Legends, myths, stories and customs of the ethnicities in Suceava county and Chernivtsi region", **1000** DVDs "Multicultural highlights in Bucovina", **20,400** leaflets, **13** documentary videos, **2**

promotion videos, **4** TV shows and **4** radio shows;

2 round tables on "The valorisation of the intangible cultural heritage, with touristic potential, of the ethnicities in Suceava county and the Chernivtsi region through common tourist products and services";

1 common strategy for promotion and valorisation of the intangible cultural heritage of ethnicities in Suceava county and Chernivtsi region;

2 cross-border multicultural tourism fairs organized in Suceava and Chernivtsi;

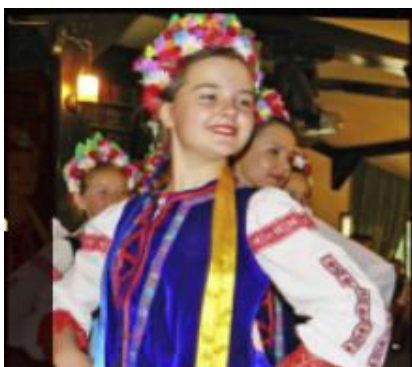
2 cross-border cultural events held in Suceava and Chernivtsi;

35,000 people informed and aware about the importance of preserving the intangible cultural heritage of ethnicities.

Target groups and final beneficiaries

Abt. 170 citizens belonging to the ethnic groups in Suceava county and Chernivtsi region (Romanians, Ukrainians, Poles, Germans, Jews, Russians, Lipovans, Hungarians and Armenians), Representatives of cultural and educational institutions with tourism specialization, Representatives of local and county/ regional public administration authorities, accommodation and public food establishments, travel agencies, tourism NGOs, media representatives from Suceava County and Chernivtsi region **have participated to the project activities.**

35,000 citizens, 20 Cultural institutions from Suceava county and Chernivtsi region **will benefit from the project results on the long term.**



Contact details

Mr. Nelu TODIREANU- office@fundatia-ana.ro

Social media / Website

<https://bucovinian-treasure.net/>