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Press Release

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Black Sea Cultural Animation Program

Pilot model for mobilizing the common cultural characteristics for creative destination management in the Black Sea Basin (**BS CAP**)

(Period of implementation 23.08.2011-22.02.2013)

The overall objective of the **BS CAP** project, is (i) to promote *community partnership* for the establishment of a *common cultural environment* in the Black Sea Basin via mobilizing the local cultural resources and education. Thus the **BS CAP** project is thematically coherent with the JOP's global objective. The thematic focus is the concept of **cultural animation**, which presupposes community cooperation and bottom-up approach for the revival and presentation of local culture and tradition in the logic of "people-to-people" type actions.

Accordingly the **BS CAP** project introduces the concept of cultural animation as an interdisciplinary approach towards studying and presenting the cultural heritage of 6 model regions in the Basin. On this basis a common education program is to be developed and introduced to raise the capacity of students in social sciences (especially tourism) to develop new "products" of culture and attractions based on their regions' indigenous heritage. This is done via targets partnership of 8 representative organisations from 6 Black Sea regions who intend to preserve the **BS CAP** cooperation model upon completion of this Action.

The main activities of the project include (1) Study of the existing policies, strategies, models and practices of cultural animation, (2) Common criteria for identification and description of the *objects of cultural animation*, (3) Established Advisory Culture Councils in the 6 project partner countries, (4) BS CAP database of cultural animations objects (sites, rites, customs, folklore, festivals), (5) virtual tour and catalogue „Black Sea Culture Heritage“, (6) interdisciplinary education program "Cultural Animation", (7) distance learning program "Cultural Animation", (8) Summer academy and student exchange (70 trained students - 50 in the Summer Academy and 20 in the pilot testing), (9) Partnership forum and international festival „Black Sea Cultural Heritage: Common Border, Common Future“(72 participants), (10) Displayed typical national customs, (11) Round-table Discussion Forum "Animation-Art-Tourism: The Challenges for the Cultural Administration and Culture Education", (12) Culture Animation Network.

The direct participants in the project amount to 2132 persons, among them (1) Students and youth leaders, participating in the research, training and promotion activities (Bulgaria,

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Armenia, Georgia, Romania and Turkey) (2) Performers, presenting cultural rites and folklore (3) Policy-makers in the area of culture and heritage management at local level (Bulgaria, Armenia, Georgia, Romania and Turkey) (4) Representatives of the project partner organisations, (5) Media representatives (5) Visitors to the Virtual Routes on the Internet (6) Festival public.

The main impacts of the project are (1) Mobilisation of the community culture resources in 6 regions in 6 Black Sea countries and identification of their common characteristics, (2) Raised awareness and competence of students, youth, educators and culture policy-makers in the partner regions to promote and manage culture heritage of their regions, (3) Network education institutions and NGO that promote and raise capacity in cultural animation as an integral element of cultural policy in the Black Sea region.

The BS CAP project is implemented under Priority 3: Supporting cultural and educational initiatives for the establishment of a common cultural environment in the Basin, Measure 3.1: Promoting cultural networking and educational exchange in the Black Sea Basin communities of the JOP “Black Sea Basin 2007-2013”.

Project partners:

International Management Institute, Dobrich, Bulgaria
Ovidius High School, Constanta, Romania
Youth For Achievements, Yerevan, Armenia
Georgian Arts & Culture Center, Tbilisi, Georgia
Provincial National Education Directory, Governorship of Edirne, Turkey
Edirne Anatolian Tourism and Hospitality Vocational School, Edirne, Turkey
Higher School “International University College”, Dobrich, Bulgaria (Associate Partner)

Further information and details on the project can be found at www.culture-animation.net

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