

# Interreg



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## IPA Bulgaria - North Macedonia

**Programme:** INTERREG VI-A IPA Bulgaria - North Macedonia 2021-2027

**Priority 3** - Integrated development of the cross-border region

**Specific objective:** RSO5.2 – Fostering the integrated and inclusive social, economic and environmental local development, culture, natural heritage, sustainable tourism and security, in areas other than urban areas

**Category:** Cross-border cooperation

**Project No.** BGMK0200030 – Integration of Creative, Digit, Green and Eco Tourism for sustainable development of territories and communities in Kresna, Strumyani and Vasilevo – Creative DG EcoTour

**Subsidy Contract №** ПД-02-29-295/19.03.2025

**Implementation period:** 20.03.2025 – 19.03.2027

**Project Partners:**

- Lead Partner: Municipality of Kresna, Bulgaria
- Project Partner 2: Municipality of Vasilevo, North Macedonia
- Project Partner 3: NA FOCUS Association, Bulgaria
- Project Partner 4: DTPU Sassi-Trade Dooel, North Macedonia
- Project Partner 5: Viticulture and Winemaking Association "Keratsuda" Municipality of Kresna, Bulgaria
- Project Partner 6: Association "Tourist Association Sinanitsa 2000", Bulgaria

**Total budget: 967 379.08 EUR, of which:**

- European co-financing (85%) – **822 272.21 EUR**
- National co-financing (15%) – **145 106.87 EUR**

**Budget of Project Partners:**

- Municipality of Kresna, LP – 530 711.06 EUR
- Municipality of Vasilevo, PP2 – 302 357,25 EUR

- IN FOCUS Association, PP3 – 54 006,40 EUR
- DTPU Sasi-Trade Dooel, PP4 – 43 736,00 EUR
- Vine-wine association "Keratsuda" Kresna municipality, PP5 – 16 295,37 EUR
- TD Sinanitsa 2000 Association, PP6 – 20 273,00 EUR

**Project overall objectives:**

1. Improving socio-economic conditions for sustainable growth through investments in infrastructure providing a competitive advantage for the development of cultural and eco-tourism
2. Bringing together the potential of local communities and territories to create attractive all-season tourist destinations through intelligent solutions, creativity and a multi-sectoral approach of action
3. Applying digital and green solutions to improve the business environment and employment opportunities in tourism

**TARGET GROUPS:** Travel companies, tour operators and tourist information centers, local, regional and national institutions and organizations, representatives of training and educational institutions and organizations, SMEs and NGOs working in the field of tourism and servicing the tourist flow, youth and vulnerable groups, media.

**PLANNED ACTIVITIES:**

**Work package 1: Investments in tourism and cultural infrastructure for sustainable growth**

**Activity 1.1** Creation of an innovative ECO CENTER SINANITSA in Kresna municipality

**Activity 1.2** Purchase of equipment and furnishing for the Sinanitsa Eco Center and TIC

**Activity 1.3** Renovation of the House of Culture in Gradoshortsitsi village, Vasilevo municipality

**Activity 1.4** Purchase of equipment and furnishing for the House of Culture

**Activity 1.5** Information and communication activities

**Work package 2: Creation of all-season tourist offers, cooperation and networking**

**Activity 2.1** Creation of 2 integrated tourist destinations

**Activity 2.2** Pilot testing of the new tourist destinations

**Activity 2.3** Cross-border forums for cooperation and networking

**Work package 3: Development of digital and green skills and solutions**

**Activity 3.1** Organization of youth Eco camp "Friends of Pirin"

**Activity 3.2** STORYDOERS – Training

**Activity 3.3** 360° virtual tour and promotional video

## **PLANNED OUTPUTS AND RESULTS:**

- 1. Rehabilitated existing infrastructure of tourism and cultural significance for the programme area - in the Municipality of Kresna, Bulgaria and in the Municipality of Vasilevo, North Macedonia**
  - Created innovative Eco Center "Sinanitsa" in the municipality of Kresna;
  - Renovated House of Culture in Gradoshortsi village, Vasilevo municipality
- 2. Pilot Training STORYDOERS for Creating Digital Stories for Local Tourism**
- 3. Creating 2 integrated tourist destinations**
  - Destination "In the footsteps of Miss Stone" in Vasilevo Municipality
  - Destination "In the Lands of the Keratsuda" in Kresna and Strumyani municipalities
- 4. Impact of the project implementation on the population – 20230** (including population of 3 municipalities, tourists, business partners, online visitors, population of neighboring municipalities, etc.)

## **Main activities of the Municipality of Kresna – Lead Partner:**

1. Activity 1.1. Creation of an innovative ECO CENTER "SINANICA" in the municipality of Kresna
  - Reconstruction of a tourist base in the municipality of Kresna
  - Implementation of author's supervision during construction
  - Implementation of independent construction supervision during construction

*Period of implementation: 20.03.2025 – 19.09.2026*

2. Activity 1.2. Purchase of equipment and furnishings for the ECO CENTER "SINANICA" and the Tourist Information Center in the town of Kresna

*Period of implementation: 20.12.2025 – 19.09.2026*

3. Activity 1.5. Information and communication activities
  - Holding an initial and final press conference to present the project and the results achieved from the implementation
  - Official opening of the ECO CENTER "SINANICA"
  - Dissemination of information to promote the project through publications, leaflets, brochures and other communication activities

*Period of implementation: 20.03.2025 - 19.03.2027*

4. Activity 2.3. Cross-border cooperation and networking forums
  - Holding a partnership forum at the ECO CENTER "SINANICA"

*Period of implementation: 20.09.2026 г. – 19.03.2027 г.*

**How could you get involved in the project activities and initiatives?**

If you are interested in the project or would like to learn more about the opportunities for cooperation, training and participation in the tourism initiatives, do not hesitate to contact us at the following contacts:

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