

## **The project "Conservation and Promotion of Cultural and Historical Heritage in the Cross-Border Area of Iasi and Soroca"**

### Applicant/ Partnership

Leader "Saints Theodore" Parish

### Partners:

- ✓ Religious Community Church with the Shrine of the Holy Great Martyr Dimitrie
- ✓ SOARTA Community Association
- ✓ Solidarity and Hope Foundation

The project implementation period is 24 months.

Project start date: June 10, 2021.

The total eligible cost of the project is estimated at EUR 1,661,540.22.

The Management Authority for the Joint Operational Program Romania—Republic of Moldova 2014-2020 undertakes to finance a maximum of EUR 1,495,386.19, equivalent to 90.00% of the total estimated eligible cost of the project, with 10% being the contribution of the project partners.

### The general objective of the project

Increasing the number of overnight stays in the cross-border area through joint investments in preserving the cultural and historical heritage of Iasi and Soroca, promoting specific cultural identities and cultural dialogue.

### Specific objectives:

1. Conservation of the two cultural and historical heritage sites in the cross-border area IAȘI and SOROCA until the end of implementation.
2. Promote local culture and preserve historical heritage through events, tourist circuits, and printed and published materials to increase tourism in the cross-border area of IAȘI and SOROCA.
3. Establish a sustainable partnership between the four cross-border partners during the 24 months of project implementation.

### **The target group of the project**

1000 tourists, visitors, pilgrims

2 Local communities

### **Final beneficiaries**

- 1000 tourists, pilgrims, and event participants;
- 50 cultural and historical heritage experts;
- 30 institutions and NGOs;
- 30 Local businesses;
- 2 Local authorities;
- 8 Local communities;

### **Local communities** (as final beneficiaries)

- 1 county in Romania - Iași, localities Iași, Hârlău, Ruginoasa, Miclăușeni, Vaslui and Botoșani

- 7 districts of the Republic of Moldova: Soroca, Orhei, Rezina, Dondușeni, Ungheni, Bălți, Drochia.
- 4 Project partners
- 1 The project team
- 40 singers from religious music choirs from Soroca and Iasi
- 20 Religious and traditional exhibits

### **Results:**

1. Cultural and historical heritage sites restored, preserved at the cross-border level, and promoted as tourist destinations
2. Increased attractiveness of heritage assets in the cross-border area through promotional events
3. Tourists and pilgrims are informed and aware of the importance of heritage protection and conservation
4. Improved knowledge and good practices of cultural and historical heritage experts on heritage preservation and promotion
5. Institutions, cultural and historical heritage objectives, and NGOs informed and aware of the protection, preservation, and promotion of heritage
6. Improving the skills of religious music singers in the area of cross-border cooperation
7. Promotion of exhibitors of religious and traditional objects
8. Organizational capacity development and strengthening cooperation between the four cross-border partners.

### **Project activities:**

1. Project management
2. The information and communication plan
3. Promotion of cross-border cooperation and restored churches as tourist destinations
4. Restoration of the infrastructure

**Infrastructure restoration will be achieved by restoring the two objects that are part of the national historical and cultural heritage: two churches—one from each locality, the oldest churches in the localities.**

- **Cultural, traditional, and promotion activities of the national, historical, and cultural heritage**
- **Two festivals** by country (one in each country): "**Country Holiday.**"
- The organization of **tourist pilgrimages** in both countries for the following groups of tourists: young and old
- The organization of religious music training and the exchange of experiences of different musical genres - **to Soroca for both countries!!!**
- **Heritage promotion event - in Soroca for both countries • Joint exhibition of old church things:** books, icons, priestly clothes, church attributes, etc. - **to Soroca for both countries**

### **Relevant project**

- ✓ Climate change, environmental changes, human intervention, and security risks threaten cultural heritage. Due to their fragility and age, climate change can lead to irreversible

damage or loss of cultural heritage assets.

- ✓ The dysfunctions and vulnerabilities of cultural heritage are caused by the low involvement of the authorities and, last but not least, the lack of funds to support the owners in the work necessary to consolidate and maintain the historical objectives.
- ✓ Indirect beneficiaries: local public authorities, public and private institutions, museums, cultural and historical heritage sites, NGOs from Iasi and Sorooca, informed and aware through the advocacy campaign carried out within the project, travel agencies, accommodation structures, restaurants, cafes, public catering, local and cross-border tourism actors from the city of Iasi and Sorooca will benefit from the increase in the number of tourists and overnight stays.
- ✓ The proposed investment's objective is to sustainably capitalize on the cultural heritage with tourism potential offered by two heritage sites: one in Sorooca, Republic of Moldova, and one in Iași, Romania, to increase their attractiveness as a result of the increase in the number of overnight stays.