

The Path of History and Traditions: Iași-Soroca

Lead Partner BISERICA SFINTII ATANASIE SI CHIRIL Iasi; Romania

Partners:

- ✓ ASOCIATIA OBSTEASCA "SOARTA" Republic of Moldova
- ✓ Asociația Obștească Misiune si Filantropie Republic of Moldova

Project duration: 24 months

The project "The Path of History and Traditions: Iași-Soroca" emerges from the recognition of the rich cultural heritage and historical significance of the Iași-Soroca region. This initiative is designed to address common challenges and leverage opportunities within the broader program area, contributing to the preservation and promotion of cultural identity, fostering tourism, and enhancing regional cooperation.

Integrating the principles of culture and sustainable tourism into the project "The Path of History and Traditions: Iași-Soroca" can offer numerous benefits for economic development, social inclusion, and social innovation. Here's a specific focus on how these elements is incorporated into the project:

1. Preservation and Promotion of Cultural Heritage:
 - Economic Development: The project will contribute to economic growth by showcasing the unique cultural heritage of the Iași-Soroca region, attracting tourists and supporting local businesses.
 - Social Inclusion: Initiatives to involve local communities in preserving and presenting their history ensure that a diverse range of voices and perspectives are represented.
2. Sustainable Tourism Practices:
 - Economic Development: Implementing sustainable tourism practices helps protect the environment, ensuring the long-term viability of tourist attractions and preserving the natural beauty of the region.
 - Social Innovation: Introducing eco-friendly tourism initiatives, such as guided nature walks or sustainable transportation options, can serve as a model for socially innovative solutions within the tourism industry.
3. Cultural Exchange and Dialogue:
 - Social Inclusion: The project will facilitate cultural exchange and dialogue by organizing events, workshops, and festivals that encourage interaction between locals and visitors, fostering mutual understanding and appreciation.
 - Social Innovation: Implementing digital platforms or interactive exhibits along the path can enhance visitor experiences and provide opportunities for innovative storytelling and cultural exchange.

4. Community Empowerment:

- Economic Development: Involving local communities in the project's planning and execution ensures that economic benefits are distributed more equitably, creating a sense of ownership and empowerment.
- Social Inclusion: Encouraging community participation allows for the representation of diverse cultural expressions and traditions along the path.

5. Cultural and Creative Industries:

- Economic Development: Supporting cultural and creative industries, such as local artisans and traditional crafts, can stimulate economic growth and create unique, marketable products.
- Social Innovation: Integrating technology into cultural exhibits or workshops can represent an innovative approach, bridging traditional practices with modern tools.

6. Technology and Social Innovation:

- Economic Development: Incorporating technology into the project, such as creating a virtual tour or a mobile app guide, can enhance the overall visitor experience and attract a tech-savvy audience.
- Social Innovation: Collaborating with local tech entrepreneurs or involving community members in technology-driven initiatives fosters social innovation and provides new opportunities for skills development.

By intertwining culture and sustainable tourism in "The Path of History and Traditions: Iași-Soroca," the project can become a catalyst for economic development, social inclusion, and social innovation, creating a holistic and enriching experience for both the local community and visitors.

In summary, "The Path of History and Traditions: Iași-Soroca" is a vital initiative within the program area as it directly addresses challenges and capitalizes on opportunities to preserve cultural heritage, boost tourism, foster regional collaboration, enhance education, and drive economic development.

Project budget: 1.650.314,26 EUR; Neighbourhood CBC 1.485.282,83 EUR; Total partner contribution 165.031,43 EUR