

## **ANNOUNCEMENT**

### **FIRST PROJECT MEETING ON THE PROJECT „VIRTUAL MARITZA MERICH - CUISINE“**

*The project is co-funded by EU through the Interreg-IPA CBC Bulgaria-Turkey  
Programme 2014-2020*

The first Project meeting on the project: „Virtual Maritza – Merich Cuisine“, № CB005.1.23.017, funded under the Interreg-IPA CBC Bulgaria-Turkey Programme 2014-2020 was held in Edirne, Turkey on May 12<sup>th</sup>, 2017.

The project started on March 21<sup>st</sup>, 2017 and will be implemented in partnership between RMA „Maritza“ and RPC in Merich region. Project duration is 15 months with total budget for both partners 81 267,15 euro.

The project overall objective is to contribute to increasing networking between Haskovo & Merich regions for development of sustainable tourism based on traditional cuisine through cross-border initiatives.

Specific objectives:

- 1) Planning & implementation of field survey in Haskovo & Merich regions for collection traditional recipes of both regions & local food establishments for traditional cuisine;
- 2) Developing ICT tool & smart app for presentation & promotion of traditional cuisine of Haskovo & Merich regions & for networking between project partners, regional actors in tourism;
- 3) Enhancing promotion and cultivation of CB traditional cuisine as part of cultural heritage of Haskovo and Merich.

The project integrates 7 main activities and standing on the participatory approach it empowers local community at both sides of the border to develop an appreciation & knowledge regarding local issues of importance for tourism development. The project combines a variety of soft actions - surveys, development of ICT tools & smart applications supporting culinary traditions presentation & promotion, online forum, festival & publicity measures.

Expected results on the project are:

- Survey „Traditional recipes of Haskovo region“ and Survey „Traditional recipes of Merich region“;
- Survey "Local places with traditional cuisine in Haskovo region" and Survey "Local places with traditional cuisine in Merich region";
- Map „Local places with traditional cuisine in Haskovo region and Merich region“;
- 10 long and 10 short videos presenting traditional recipes from Haskovo;
- 10 long and 10 short videos presenting traditional recipes from Merich;
- Web platform "Virtual Chef" - joint platform for traditional culinary characteristics of Haskovo and Merich in three languages;



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- Smart application for mobile devices: „Haskovo & Merich cooking“ - presents Haskovo & Merich traditional recipes in fast and easy cooking in three languages;
- Haskovo & Merich Cooking Festival;
- Traditional Cuisines Recipe Book "Culinary delights of Haskovo - Merich border region" in Bulgarian and Turkish;
- Information brochures, publications, press conferences, Project meetings.

The meeting attended by representatives of the two partner organizations, was opened by the Kaimakam of Merich Governorship - Izzet Cem ESER, who is the Chairman of the RPC in Merich Region. Various topics related to the implementation of the project activities were discussed. The schedule of the activities and responsibilities of each partner were updated. The forthcoming PRAG procedures for the selection of external contractors and the necessary time limits for the normal implementation of the procedures were discussed. Regarding the organization and implementation of the activities related to surveys in Haskovo and Meric (Activity 1 and Activity2), the participants in the meeting defined the scope, objectives and content of the surveys and the deadline for their completion.



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