



ANNUAL IMPLEMENTATION REPORT 2009

**for the
Bulgaria – Turkey
IPA Cross-border Programme**

PARTN**RSHIP**



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1. Identification

PROGRAMME	Objective concerned: IPA Cross-border Cooperation
	Eligible area concerned: <u>On the Bulgarian side:</u> - Burgas district (13 municipalities); - Yambol district (5 municipalities) and - Haskovo district (11 municipalities) <u>On the Turkish side:</u> - province Edirne and - province Kırklareli
	Programming period: 2007 – 2013 (financial plan 2007-2009)
	Programme number (CCI No): 2007CB16IPO008
	Programme title: Bulgaria – Turkey IPA Cross-border Programme
ANNUAL IMPLEMENTATION REPORT	Reporting year: 2009
	Date of approval of the annual report by the Joint Monitoring Committee: 09 th of June 2010

2. Overview of the implementation of the Bulgaria – Turkey IPA Cross-border Programme

2.1. Achievement and analysis of the progress

Information on the physical progress of the Programme:

The current annual implementation report for the Bulgaria - Turkey IPA Cross-Border Programme is the second one since approval of the Programme.

The Managing Authority for the Programme is the Bulgarian Ministry of Regional Development and Public Works having as counterpart the Turkish International Cooperation & Development Agency (TIKA), the National Authority.

Memorandum of Understanding (MoU)

During the reported period has been initiated procedure for consultation of the MoU. As a result of the conducted technical meetings and discussions between representatives of the two partnering



countries, the MoU between the two countries is in the final stage of the conciliation procedure. At present, it is expected only the approval of Financial Statement from the Ministry of Finance of the Republic of Bulgaria. The final version will be submitted to the Turkish counterpart for final approval.

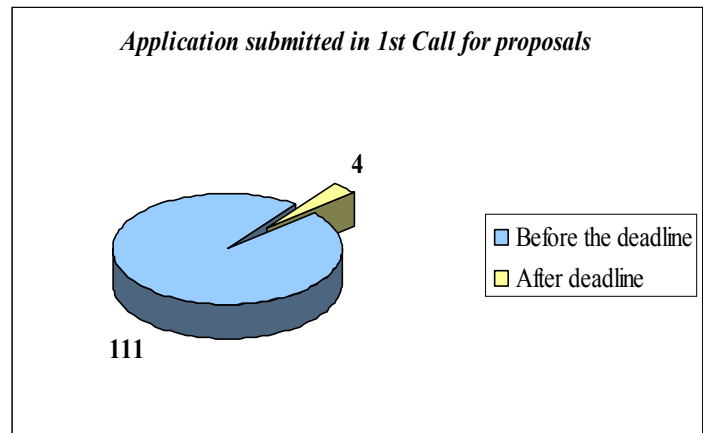
Project generation

First open call for proposals was launched on 28th of September 2009 and lasted for three months, i.e. till 28th of December 2008. Simultaneously, the announcement was published in the press - Bulgarian national newspaper “Pari” and Turkish national newspaper “Sabah”. Application package were uploaded on the Programme web site - <http://www.ipacbc-bgtr.eu/>, web site of the Ministry of Regional Development and Public Works, Bulgaria (www.mrrb.government.bg and www.bgregio.eu) and web site of the National Authority, Turkish International Cooperation and Development Agency <http://soi.tika.gov.tr>.

The deadline for receiving project proposals was 28th of December 2009, 16:00 local time. In order to ensure broad visibility and information between local communities on 14th of October 2010 in Haskovo and on 19th of October 2009 in Edirne an information campaign was carried out. Detailed information about publicity is provided in section “Information and publicity” from the current Annual Report.

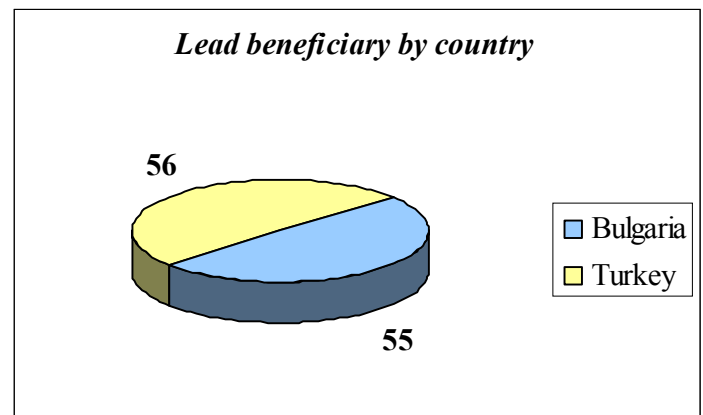
One hundred and eleven (111) project proposals have been received within the deadline mentioned above and four (4) projects after the deadline (*diagram 1*).

Diagram 1



From the received proposals within the deadline, 55 of them have been submitted with Bulgarian Lead partner and 56 with Turkish Lead partner (*diagram 2*).

Diagram 2





During the process of collection of this statistic information, it was found that there are some project proposal on which package is not clearly indicated the relevant priority axis. Regarding these vagueness, precise information about project allocation between priority axes will be available at the time of completion of the administrative compliance process.

Nevertheless the following additional statistic information could be summarized and presented:

Diagram 3

Diagram 3 presents the submitted within the deadline project proposals by Lead partner's region.

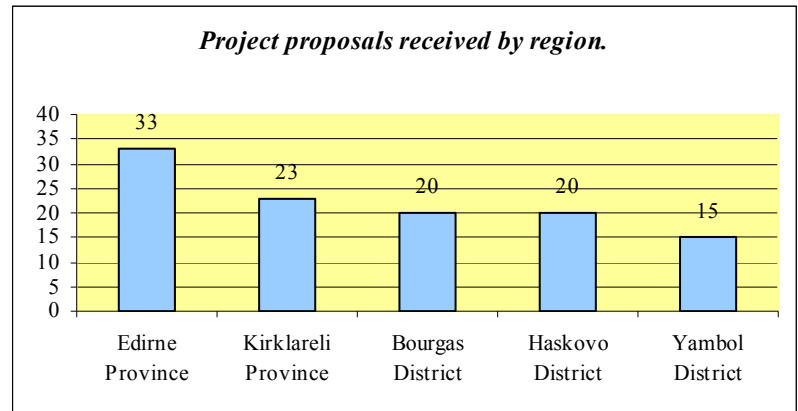
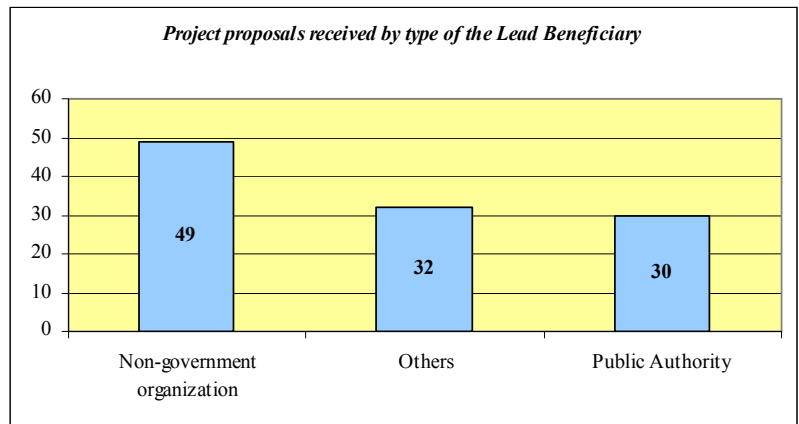


Diagram 4

The submitted application by type of the Lead beneficiary is presents in the Diagram 4.



The indicators which will be used to monitor the progress at the Programme level are shown in the table below:

Programme Result Indicators		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
		Increased number of social and cohesion links	Achievement	0	0	0						
	Target 2016	4 %										
	Baseline*	0										
Improved environment for development of	Achievement	0	0	0								
	Target 2016	4 %										
	Baseline*	0										



Programme Result Indicators		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
relationships across the border												
Number of Joint information services established	Achievement	0	0	0								
	Target 2016	3										
	Baseline*	0										
Increased cross-border movement of people and exchange of goods and services in the region	Achievement	0	0	0								
	Target 2016	2.5 %										
	Baseline*	0										
Increased common cultural capital	Achievement	0	0	0								
	Target 2016	3 %										
	Baseline*	0										
Improved small-scale infrastructure	Achievement	0	0	0								
	Target 2016	3 %										
	Baseline*	0										
Projects actually applied	Achievement	0	0	111								
	Target 2016	3 %										
	Baseline*	0										
Decreased pollution in the region	Achievement	0	0	0								
	Target 2016	2 %										
	Baseline*	0										
Increased attractiveness of the region based on preservation of natural resources and historical / cultural heritage	Achievement	0	0	0								
	Target 2016	2 %										
	Baseline*	0										
Increased sustainable utilisation of natural and historical/cultural resources	Achievement	0	0	0								
	Target 2016	2 %										
	Baseline*	0										

* Programme has no baseline approved by the EC in the Programme document, therefore baseline is filled as 0 (zero). Programme is currently preparing detailed methodology for definition of the baselines. Baselines presented in tables below (Tables 1;2;3;4 and 5) do not match indicators presented in previous Annual Implementation Report due to misunderstanding of methodology of calculation. Programme is currently preparing detailed description of indicators together with methodology of calculation, therefore some indicators could be clarified with Annual Implementation Report 2010.



- **Financial information (All financial data should be expressed in euro)**

During year 2009 (26 May), the Financing Agreement between the Government of the Republic of Turkey and EC has been signed. According to the Commission Regulation (EC) No 718/2007 signed Financing Agreement is a prerequisite for spending the Community contribution to Turkey.

During the year 2009, no expenditures were made from the budget of the Bulgaria – Turkey IPA Cross-Border Programme under Component 1 and Component 2. Under the Technical assistant Component 3 some expenditures have been performed, information for which is provided below.

The total financial allocation broken down per sources of funding is shown in the table below.

Priority axes by source of funding (EUR) 2007 - 2011

Priority	Community Funding	National Public funding	Total funding	Co-financing rate (%)
	(a)	(b)	c=a+b	a/c*100:b/c*100
Priority Axis 1 Sustainable Social & Economic Development	7394659	1304940	8699599	85% :15%
Priority Axis 2 Improvement Of The Quality Of Life	9243324	1631175	10874499	85% :15%
Priority Axis 3 - Technical Assistance	1848665	326235	2174900	85% :15%
Total	18486648	3262350	21748998	85% :15%

- **Information about the breakdown of use of the Funds**

Financial information – 2009

According to the Commission Regulation (EC) 718/2007 the pre-financing payment by the EC could only be made after Managing Authority's receipt of positive opinion on its Description of the management and control systems. In order to ensure smooth implementation of the programme (organization of technical meetings, JMC meetings, information campaign, publicity etc.), MA ensured financial allocation from the Bulgarian national budget for covering the TA expenditure. Table below indicates the expenditure made by MA for activities aiming at promoting the Programme and logistic support provided to the joint management structure.

Priority axes by source of funding (EUR)

	Expenditure paid out by the beneficiaries included in payment claims sent to the MA	Corresponding Public contribution	Private expenditure	Expenditure paid by the body responsible for making payments to the beneficiaries	Total payments received from the Commission
PRIORITY AXIS 1	0	0	0	0	0
PRIORITY AXIS 2	0	0	0	0	0
PRIORITY AXIS 3	11780,90	0	0	11780,90*	0
BL1 - ADMINISTRATING COSTS	0		0	0	
JTS staff remuneration	0		0	0	



(head and 2 project managers)					
BL2 - TRAVEL AND ACCOMMODATION					
Travel costs	1554,40		0	1554,40	
Daily allowances	910,00		0	910,00	
Accommodation costs	1385,50		0	1385,50	
BL3 - MEETINGS, CONFERENCES, EVENTS etc.					
	0		0	0	
BL4 - INFORMATION AND PUBLICITY					
Elaboration, design etc.	3940,00		0	3940,00	
BL5 - EXTERNAL EXPERTISE					
Interpreters, lecturers, trainers	2166,00		0	2166,00	
BL6 - SUPPLY OF OFFICE EQUIPMENT					
	0		0	0	
BL7 - OTHER					
Reserve for unexpected	1825,00		0	1825,00	
GRAND TOTAL	11780,90	0	0	11780,90*	0

**All the activities under TA are pre-financed from the BG state budget. 85% of the total expenditures are expected to be reimbursed by the EC after verification and certification of expenditures. After receiving a positive Compliance assessment of the programme under Articles 115 and 116 of Commission Regulation (EC) No 718/2007 and receiving reimbursement claims from Turkish site, the respective Turkish co-financing will be deducted.*

- **Assistance by target groups**

Not applicable

- **Assistance repaid or re-used**

Not applicable

- **Qualitative analysis**

Not applicable

2.2. Information about compliance with Community law

The Programme has been prepared in accordance with Community Strategic Guidelines 2007 – 2013 priorities – especially in the area of improving of the attractiveness of the cross-border region and further developing of the human resources.

The Programme is compliant with the main EU strategic documents, notably with the Lisbon and Gothenburg strategies, targeting sustainable development, equal opportunities and cross-border partnership.

The overall strategic goal and the priority axes of the Programme are fully compliant with main Bulgarian and Turkish national strategies and programmes which are indicated in the Programme.



In order to comply with internal national regulations, MA initiated procedure for adaption of Council of Ministries Decree for eligibility of expenditure. As a result Council of Ministries Decree No 275 / 23rd of November 2009 for eligibility of expenditures have been adopted.

2.3. Significant problems encountered and measures taken to overcome them

- ✓ During the reporting period, an issue concerning Eligibility of Partners, specifically regarding their geographic location came up. The subsequent debate between the DG Regional Policy and DG Enlargement caused 4 months delay in the publication of the First Call for Proposals, which happened at the end of September 2009. Undecided question regarding geographical location of the eligible partners caused also some delay in terms of preparation of Description of Management and Control System. Nevertheless, in order to fulfil its obligations in compliance with Articles 101 of the Commission Regulation (EC) 718/2007, the MA with technical support of the external consultancy company started development of the Procedure Manual describing Management and Control System of the Programme.
- ✓ The fact that art.128, paragraph (1) of Commission Regulation No 718/12.07.2007 prevents payment of pre-financing before Managing Authority's receipt of the positive opinion on its Description of the management and control systems, has caused serious problem in terms of ensuring of national financing for establishment of the joint programme structures, such as the Joint Technical Secretariat, logistic of the programme etc..

2.4. Changes in the context of the Programme implementation (if relevant)

After the approval of the Programme by the Commission, the following facts appeared requiring changes in the text of the Programme:

- ✓ The change of the location of the main JTS office from Burgas to Haskovo, Bulgaria (decision taken on the second JMC meeting and reflected in the 2008 annual report);
- ✓ Receiving of the new community financial allocations for the period 2010-2011;
- ✓ Receipt of detailed information about official appointment of National Authority (name of Turkish Prime Minister Decree, dates and other details).

On 24th of September 2009 in accordance with article 2(2)h of the "Rules of Procedures of the JMC" written procedure for approval of financial allocation for 2010-2011 years and revision of Bulgaria-Turkey IPA Cross-border Programme has been initiated. The proposed amendments in the Programme have been approved by JMC on 19th of October 2009 through a written procedure. The final text of the Programme, together with signed minutes for approval and measures taken to reflect comments of JMC members was sent to the EC on 2nd of December 2009.

2.5. Complementarity with other instruments

The complementarity of the Bulgaria – Turkey IPA Cross-border Programme with other instruments has been thoroughly analysed already in the programming phase and it is discussed in detail in Chapter 7 of the Operational Programme Document.

Complementarity with other financial instruments will be ensured through mechanisms foreseen in the programming document. The coordination of the Programme with other plans / programmes financial instruments will be done by the national coordination structures in both participating countries.



2.6. Monitoring arrangements

Monitoring of the Programme shall ensure the quality of its implementation. The development and implementation of the monitoring system of the Programme is a responsibility of the Managing Authority. The Managing Authority and the Joint Monitoring Committee are responsible for monitoring the Programme implementation in accordance with the principle of sound financial management. The Joint Monitoring Committee observes the monitoring of the Programme implementation and ensures the achievement of the Programme objectives through a rational use of the allocated resources.

Managing Authority

On the basis of the analysis of functions and responsibilities, the existing Directorate “PHARE Implementing Agency” within the Ministry of Regional Development and Public Works has been merged with part of the GD “Programming of Regional Development” (which was responsible for management of territorial cooperation programmes) in newly established General Directorate “Territorial Cooperation Management” and that General Directorate is now responsible for the management of the IPA Programmes, for which MRDPW is determined as a Managing Authority. Within the newly established General Directorate, “Monitoring, Evaluation and Risk Management” Department will be responsible for performance of monitoring at programme level, while monitoring at project level will be implemented by JTS and its branch office.

Joint Monitoring Committee

During the reported period the following JMC meetings were carried out:

- ✓ In accordance with the article 7.5 of the “Rules of procedures of the JMC” on 25th of May 2009 written procedure for approval of annual implementation report of the Bulgaria-Turkey Cross-Border Programme for 2008 were initiated. On 25th of June 2009 with signing of the Minutes of Meeting the JMC has approved the annual implementation report of the Bulgaria-Turkey Cross-Border Programme for 2008;
- ✓ Written procedure for approval of the guidelines for applicants for the Bulgaria-Turkey IPA Cross-border Programme and Technical Assistance expenditures – indicative breakdown of budget lines & sub-lines for 2009 were initiated on 21st of August 2009 and approved by JMC on 14th of September 2009 with signing of Minutes of meeting. The JMC approved 28th of September 2009 as a date for launching the first call for proposals;
- ✓ On 19th of October 2009 in accordance with written procedure initiated the JMC approved revision of Bulgaria-Turkey IPA Cross-border Programme including financial allocation 2010 – 2011 years.

Joint Technical Secretariat

On 25th of March 2009, MA published announcement for selection of experts (2) and head of the JTS. The announcement was published on the web site of the Ministry of Regional Development and Public Works and in one newspaper “Pari”. The deadline for submission of applications was 11th of April 2009. After reviewing of the applications received, the selection committee selected and proposed to the Head of MA, members of the JTS. It was envisaged service contracts (as per the Bulgarian legislation) to be signed with the approved experts and head.



Meanwhile, in order to establish most appropriate approach for settlement of the labour relationship between MA (Employer) and JTS staff (Employees), MA initiated procedure and as a result, has been adopted Council of Ministries Decree № 214, dated 27th of August 2009. This led to necessity for conduction of a new procedure for selection of the JTS staff in order to ensure the compliance with newly established rules. On 08th of December 2009 an announcement for selection of JTS staff was published on the internet site of MRDPW and on national newspaper “Pari”. The deadline for submission of applications was 19th of December 2009. As a result of the conducted procedure 2 experts and head of JTS have been appointed and 3 labour contracts have been signed. Currently, the JTS is operational.

Joint Technical Secretariat – branch office (antennae) of the JTS is located in the Edirne, Turkey.

The branch office of the JTS in Edirne, Turkey is going to be established.

Technical meetings between representatives of Managing Authority and National Authority

During the reported period one technical meeting was conducted – on 10th of February 2009 – Haskovo, Bulgaria – discussions, comments and corrections on the Guidance for Applicants, namely:

- ✓ Comments about next JMC session;
- ✓ Call for proposals: dates, info-days, etc.;
- ✓ JTS – announcements and recruitment;
- ✓ Recruitment of assessors and controllers;
- ✓ Readiness for compliance assessment procedure (description of management and control system);
- ✓ Decision on final version of MoU (before submitting it to relevant authorities for comment and approval).

2.7. National performance reserve (where applicable and only for the annual implementation report submitted for 2010)

Not applicable

3. Implementation by priority

3.1 Priority Axis 1 - Sustainable Social & Economic Development

The overall objective of this Priority axis is to increase the overall competitiveness of the cross border economy and to improve social development and social cohesion.

For the period 2007-2011 approximately 7.4 million Euro Community Funding is available for this priority axis, matched by 1.3 million Euro national contributions.

3.1.1. Achievement of targets and analysis of the progress

- **Information on the physical and financial progress of the priority**

Not applicable, since no contracts have been signed during the reported period.



Spheres of intervention within Priority Axis 1

Measure 1.1 “Improvement of the social development and social cohesion links”

The indicative activities under this sphere of intervention are:

- ✓ Human resources development in the context of meeting the goals of the Renewed Lisbon Strategy - promotion of the European Lifelong Learning Concept through a variety of joint cross border social initiatives and links such as development of joint training products and implementation of joint training and educational activities; targeted activities for improvement of skills of vulnerable groups so as to match the labour market demands and requirements; transfer of know-how; development of networking channels between relevant institutions; and others;
- ✓ People-to-people collaboration projects: pilot actions and networking activities among local organisations and institutions by implementation of joint training and capacity-building in order to reinforce social and culture links, including actions to promote good practice in the less developed areas of the eligible co-operation area.

The indicators which will be used to measure the progress of this Sphere of intervention are shown in the table below:

Table 1

Programme Output Indicators		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
Joint cooperation projects on development of skills and knowledge	Achievement	0	0	0								
	Target 2016	15										
	Baseline	0										
Training places created	Achievement	0	0	0								
	Target 2016	4										
	Baseline	0										
People participating in training	Achievement	0	0	0								
	Target 2016	500										
	Baseline	0										
People with enhanced skills	Achievement	0	0	0								
	Target 2016	300										
	Baseline	0										
Management and job-related training courses	Achievement	0	0	0								
	Target 2016	10										
	Baseline	0										
Networking structures created/developed	Achievement	0	0	0								
	Target 2016	5										
	Baseline	0										
People from vulnerable groups trained	Achievement	0	0	0								
	Target 2016	10										
	Baseline	0										
Number of people to people collaboration projects	Achievement	0	0	0								
	Target 2016	35										
	Baseline	0										
Number of institutions reached	Achievement	0	0	0								



	Target 2016	250											
	Baseline	0											
Number of people involved	Achievement	0	0	0									
	Target 2016	700											
	Baseline	0											

Measure 1.2 “Economy Competitiveness increasing”

The indicative activities under this sphere of intervention are:

- ✓ Support schemes to facilitate cross border business development initiatives, economic contacts and entrepreneurship by improving the co-operation opportunities of mutual interest across the programming area. Such actions should focus but are not limited to the following key areas: partner-search, general business advice and training, PR activities and awareness raising about market development and conditions across the border, clustering opportunities, etc;
- ✓ Development and/or diversification of cross-border tourism and cultural, natural and historical heritage initiatives in order to promote the programming area as a unique destination; etc.

The indicators which will be used to measure the progress of this Sphere of intervention are shown in the table below:

Table 2

Programme Output Indicators		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
		Business and educational linkages created	Achievement	0	0	0						
	Target 2016	20										
	Baseline	0										
Communities & institutions participating in knowledge economy	Achievement	0	0	0								
	Target 2016	10										
	Baseline	0										
Access to and usage of new technology	Achievement	0	0	0								
	Target 2016	15										
	Baseline	0										
SMEs involved/ addressed in CBC projects	Achievement	0	0	0								
	Target 2016	15										
	Baseline	0										
New jobs created	Achievement	0	0	0								
	Target 2016	60										
	Baseline	0										
Number of projects concerning common cultural heritage	Achievement	0	0	0								
	Target 2016	30										
	Baseline	0										
Tourist destinations created/ developed	Achievement	0	0	0								
	Target 2016	15										
	Baseline	0										
Tourist services created/ developed	Achievement	0	0	0								
	Target 2016	15										
	Baseline	0										



Surrounding area of cultural spots improved	Achievement	0	0	0								
	Target 2016	10										
	Baseline	0										
Joint cultural events carried out	Achievement	0	0	0								
	Target 2016	30										
	Baseline	0										
Institutions / bodies reached by programme activities	Achievement	0	0	0								
	Target 2016	500										
	Baseline	0										
Awareness campaigns	Achievement	0	0	0								
	Target 2016	25										
	Baseline	0										

Measure 1.3 “Infrastructural support for the improvement of the economic potential of the co-operation area”

The indicative activities under this sphere of intervention are:

- ✓ Investments in improvement of small scale infrastructure;
- ✓ Elaboration of joint feasibility studies and performing of other preparatory work including elaboration of necessary documentation for investment activities with a cross border impact to apply for funding under different sources.

The indicators which will be used to measure the progress of this Sphere of intervention are shown in the table below:

Table 3

Programme Output Indicators		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
Number of small-scale infrastructural projects	Achievement	0	0	0								
	Target 2016	15										
	Baseline	0										
Feasibility studies prepared	Achievement	0	0	0								
	Target 2016	5										
	Baseline	0										
Preliminary and detailed design works	Achievement	0	0	0								
	Target 2016	10										
	Baseline	0										
Project environmental assessments	Achievement	0	0	0								
	Target 2016	2										
	Baseline	0										

• **Qualitative analysis**

Not applicable, since no contracts have been signed during the reported period.

3.1.2. Significant problems encountered and measures taken to overcome them

Not applicable, since no contracts have been signed during the reported period.



3.2 Priority Axis 2 - Improvement of the quality of life

The overall objective of this Priority axis is to stipulate cooperation for protection of nature and specific fields of environment, protection of historical and cultural heritage as well as provision of assistance in emergency cases.

For the period 2007-2011 approximately 9.2 million Euro Community Funding is available for this priority axis, matched by 1.6 million Euro national contributions.

3.2.1. Achievement of targets and analysis of the progress

• Information on the physical and financial progress of the priority

Not applicable, since no contracts have been signed during the reported period.

Spheres of intervention within Priority Axis 2

Measure 2.1 “Protection of environment, nature and historical and cultural heritage”

The indicative activities under this sphere of intervention are:

- ✓ Development of feasibility studies and other preparatory work including elaboration of necessary documentation for investment activities with clear cross border impact. A special focus will be given to preparation of projects related to improvement of environment and nature, emergency readiness, protection of historical and cultural heritage, for development of waste water treatment plants and solid waste infrastructure, cross border collaboration and joint activities and cooperative schemes for early warning and prevention of floods as well as water resources management;
- ✓ Investments in development of small-scale infrastructure with a clear cross-border effect for protection of natural, cultural and historical heritage, as well as for risk prevention;
- ✓ Restoration activities: Restoration of historical buildings and other forms of constructions; including survey, preparation of projects and construction.

The indicators which will be used to measure the progress of this Sphere of intervention are shown in the table below:

Table 4

Programme Output Indicators		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
Number of joint environmental friendly projects	Achievement	0	0	0								
	Target 2016	30										
	Baseline	0										
Joint Eco-itineraries created/ developed	Achievement	0	0	0								
	Target 2016	15										
	Baseline	0										
Partnerships for cases of natural disasters established	Achievement	0	0	0								
	Target 2016	2										
	Baseline	0										
Environmental management plans	Achievement	0	0	0								
	Target 2016	2										
	Baseline	0										



Networks for environmental and cultural/historical heritage protection and reasonable utilization of resources	Achievement	0	0	0								
	Target 2016	6										
	Baseline	0										
Number of small-scale infrastructural projects concerning environmental and cultural heritage protection	Achievement	0	0	0								
	Target 2016	15										
	Baseline	0										
Feasibility studies prepared	Achievement	0	0	0								
	Target 2016	5										
	Baseline	0										
Preliminary and detailed design works	Achievement	0	0	0								
	Target 2016	10										
	Baseline	0										
Project environmental assessments	Achievement	0	0	0								
	Target 2016	2										
	Baseline	0										

Measure 2.2 “Capacity building for sustainable use of natural resources, cultural and historical heritage”

The indicative activities under this sphere of intervention are:

- ✓ Development and implementation of joint activities including information and awareness campaigns and exchange of know-how in the fields of environmental & nature protection, emergency readiness, protection of cultural and historical heritage

The indicators which will be used to measure the progress of this Sphere of intervention are shown in the table below:

Table 5

Programme Output Indicators		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
Number of awareness campaigns carried	Achievement	0	0	0								
	Target 2016	15										
	Baseline	0										
Number of institutions involved in joint activities and exchange of know-how;	Achievement	0	0	0								
	Target 2016	30										
	Baseline	0										
Number of people reached by joint information and awareness campaigns	Achievement	0	0	0								
	Target 2016	500										
	Baseline	0										

4. Major projects (if applicable)

Not applicable – no major projects were financed / implemented under the Programme during the reported period.

5. Technical Assistance

The aim of the Technical assistant (TA) is ensuring an effective programme management and information flow, thus improving the quality of cross-border cooperation and management tools.



The TA will be used only for activities directly related to the Programme management. For the period 2007-2011 approximately 1.8 million Euro Community Funding is available for this priority axis, matched by 0.3 million Euro national contributions.

The TA budget of the Programme was approved on 14th of September 2009 through signing of minutes of meeting after “*Written procedure for approval of the guidelines for applicants for the Bulgaria-Turkey IPA Cross-border Programme and Technical Assistance expenditures – indicative breakdown of budget lines & sub-lines for 2009*” carried out.

In 2009 the following expenses were covered from the TA budget while implementing activities related to Priority 3 of the Programme:

- ✓ Translations for the Programme;
- ✓ Programme information and publicity activities (information brochures, leaflets, paper holder, pencils, information blinds etc.);
- ✓ Travel costs for participation of MA and NA staff in the technical meeting.
- ✓ Costs for participation in INTERACT seminar for JMC members (1825.00 euro).

The amount of **11,780.90 euro** was spent from the TA budget of the Programme during 2009.

6. Information and publicity

Detailed communication plan

The information and publicity measures are presented in the form of a communication plan approved by the First JMC (14th of May 2008, Sofia, Bulgaria). Their implementation shall be the responsibility of the respective administrative body responsible for the interventions (MA/JTS in coordination with NA).

The communication plan contains information on:

- ✓ the aims and target groups;
- ✓ the strategy and content of the information and publicity measures;
- ✓ an indicative budget for the implementation;
- ✓ the administrative departments / agents responsible for its implementation;
- ✓ indication of how the information and publicity measures are going to be evaluated.

The Communication Plan for the Programme aims, on one side, disseminating information about the programme and thus increasing the participation of the potential beneficiaries to into the programme of the potential beneficiaries, resulting into increased absorption capacity and transparency, and on the other side, increasing awareness of the population of the eligible region.

Web site

MA/JTS is responsible for the maintaining and updating of the Programmes web site www.ipacbc-bgtr.eu with the relevant information about the Programme. In 2009 the Programme web page was constantly updated with the relevant information of the Programme (events, news, documentation etc.). The web site was updated with new elements like frequently asked questions, technical support,



and partner search forum. Until the end of 2009, 15 partners from Bulgaria and 39 partners from Turkey were placed in partner search forum.

Additionally, in order to ensure broad publicity of the information, MA published the main information concerning the Programme (Programme document, information regarding the JMC meetings, etc.) on the web pages of the Bulgarian Ministry of Regional Development and Public Works (www.mrrb.government.bg), on the web page of the Managing Authority (www.bgregio.eu), on the web page of the Bulgarian Ministry of Finance (www.eufunds.bg), as well as and web site of the National Authority, Turkish International Cooperation and Development Agency (<http://soi.tika.gov.tr>).

Information days

The information days have been organized on 14th of October 2009 in Haskovo, Bulgaria (with 99 participants) and on 19th of October 2009 in Edirne, Turkey – 128 participants.

Trainings for potential beneficiaries

Trainings of potential beneficiaries were performed by the external consultancy company (BB&T Ltd.) on the following dates and themes:

- ✓ Training to the potential beneficiaries with subject: “Project identification and planning. Filling application form under IPA Cross-border Programme between Bulgaria and Turkey” has been carried out between the period 4–6 November 2009 in Yambol;
- ✓ Training to the potential beneficiaries with subject: “Project’s Implementation under IPA Cross-border Programme between Bulgaria and Turkey”, 23–24.11.2009 in Burgas.

Partner search forum

On 20th of October 2009 in Edirne, Turkey a partner search forum was organised for the potential applicants, where representatives of eligible institutions and organisations from Bulgaria and Turkey could find partners from across the border for implementation of their project ideas. The main themes of the partner search forum organized were as follow:

- ✓ Partnership in implementing cross-border projects;
- ✓ The ‘Lead Partner’ principle;
- ✓ Partner selection;
- ✓ Partnership management;
- ✓ Partnership agreement;
- ✓ Open discussion – establishment of project partnerships in CBC area.

Promotional materials

At the end of 2008, the Service contract for preparation of materials for popularization the IPA CBC Programme between Bulgaria and Turkey under Priority axis 3 “Technical Assistance” has been signed. The following materials have been subject of the above contract:

- ✓ 500 brochures containing basic Programme information – 250 in each language;



- ✓ 250 brochures presenting general summary of PRAG – in English;
- ✓ 500 paper bags;
- ✓ 500 cardboard files;
- ✓ 200 folders;
- ✓ 50 blocks format A4;
- ✓ 2 portable banners;
- ✓ 300 CDs – information on programming documents;
- ✓ 500 ball-pens with printed logo of the programme.

The contract No.421/16.12.2008 has been successfully accomplished in year 2009 and all promotional materials have been submitted to the Managing Authority.

Press

Simultaneously with info-days held on the following publication were published:

- ✓ In regional newspapers – “Novinar Iug” (Haskovo); “Hadut Gazeteshi” (Edirne); “Delnik” (Yambol); “Chernomorski Far” (Burgas);
- ✓ In national newspaper – “Novinar”, Bulgaria;
- ✓ In internet sites – “Focus” news agency (www.focus-news.net); Bulgarian news agency (www.bta.bg); www.money.bg; www.prkernel.com; www.ograconsulting.com; Enterprise Europe Network Bulgaria (www.enterprise-europe-network.bg); www.dnevnik.bg; www.insurance.bg; www.dariknews.bg;
- ✓ At “Darik” radio an interview were broadcast on 29th of September 2009.



Indicators for communication and publicity measures

	Activity	Indicator	2007	2008	2009	210	2011	2012	2013	2014	2015	2016	Total
Programme Website	General information	Number of web-site visits	0	0	6300								
		Target 2016	500 per year										
		Baseline	0										
	Partners' search facility	Number of new partnerships established	0	0	53								
		Target 2016	20										
		Baseline	0										
	Contact details	Number of web-site visits	0	0	6300								
		Target 2016	500 per year										
		Baseline	0										
Promotional Materials	Information for mass media	Public awareness raised	0	1	0.4								
		Target 2016	2 %										
		Baseline											
	Leaflets	Number of leaflets produced	0	0	0								
		Target 2016	500 per call										
		Baseline	0										
	Brochures	Number of brochures produced	0	0	750								
		Target 2016	500 per year										
		Baseline	0										
Other promotional materials (gadgets)	Posters & banners	Number of posters	0	0	2								
		Target 2016	2										
		Baseline	0										
	Other promotional materials (gadgets)	Number of materials prepared	0	0	2350								
		Target 2016	100 of each kind										
		Baseline	0										
Seminars	Info-days	Number of organizations/bodies attending	0	0	226								
		Target 2016	40 per call										
		Baseline	0										
	Thematic seminars/ workshops	Number of people attending	0	0	130								
		Target 2016	40 per event										
	Baseline	0											



	Activity	Indicator	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total	
Publicity campaign	Print media campaign	Number of newspapers publishing issue(s) concerning the programme	0	0	5									
		Target 2016	4 per year											
		Baseline	0											
	Press conferences	Information concerning decisions concerning the programme	0	1	0									
		Target 2016	1 per call											
		Baseline	0											
	Press releases	Information concerning decisions concerning the programme	0	2	6									
		Target 2016	1 per call											
		Baseline	0											
	Press Advertisements	Information concerning the definite call	0	0	1									
		Target 2016	1 per call											
		Baseline	0											