



CLLD Cooperation OFFER

Title of the proposed project

Transnational cooperation in territorial identity promotion and territorial branding

Type of project

- Cross-border cooperation
 With other MSs (no shared border)

Brief summary of the project idea

Transnational cooperation project to create and develop territorial branding and marketing of local identity

Looking for partner located in the following types of areas

<input type="checkbox"/> National / Regional borders <input type="checkbox"/> Inland <input type="checkbox"/> Island <input checked="" type="checkbox"/> Lakes and rivers <input checked="" type="checkbox"/> Coastal <input type="checkbox"/> Mountainous	<input checked="" type="checkbox"/> Rural <input type="checkbox"/> Peri-Urban <input type="checkbox"/> Urban <input checked="" type="checkbox"/> Small town <input type="checkbox"/> Historic centre <input type="checkbox"/> Densely populated residential area <input type="checkbox"/> Segregated/deprived neighbourhood	<input checked="" type="checkbox"/> Isolated / remote <input checked="" type="checkbox"/> Sea basin <input type="checkbox"/> Mediterranean <input type="checkbox"/> Baltic <input type="checkbox"/> North Sea <input type="checkbox"/> Atlantic
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Topic of the project

- | | |
|--|---|
| <input checked="" type="checkbox"/> Tourism // Territorial branding | <input checked="" type="checkbox"/> Culture and Cultural heritage |
| <input checked="" type="checkbox"/> Local products | <input type="checkbox"/> Local energy production / renewable energies |
| <input type="checkbox"/> Natural environment & Resources / Landscape | |
| <input type="checkbox"/> Basic services | <input type="checkbox"/> Territory development |
| <input type="checkbox"/> Economic diversification | <input type="checkbox"/> Autres : |

Additional keywords: (up to 3)

Regional / territorial branding / promotion / local identity

Objective

Initial position / background / local context of the proposed project

The territory of LAG – Elhovo – Bolyarovo is situated in South-east part of Bulgaria at the external border of the EU and is remote from
The remote and isolated position of the territory of LAG – Elhovo – Bolyarovo – on the edge of EU – as well as lack of co-operation and collaboration at local level is a challenge. At the same time the region has rich cultural and natural resources, well preserved traditions and specific local products and services providing good opportunities for economic development through integrated approach and territorial promotion.

Proposed objectives / target group and activities

To encourage territorial promotion
To exchange experience in territorial branding
To support development of common product / service for territorial brands promotion

Country and /or kind of partner you are looking for

France, Italy, Spain, Portugal, Denmark

Languages spoken by your LAG staff

English, Russian, German (basic)

Offering LAG

Contact details

Member State	Bulgaria
Region	South-east
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This Cooperation Offer is valid until

12 months

Date: _____