


C2C REGIONAL ACTION PLAN

Project file based on the “COB BALE ROUND HOUSE” Example of Good Practices

1. Project title	Cob Bale Round House
2. Project budget	Maximum 650,000 €
3. Funding source for the project budget	 <p>Romania - Ukraine - Republic of Moldova CROSS BORDER COOPERATION</p> <p>Priority 3: People to People Co-operation Measure 3.1. Local and regional governance; support to the civil society and local community.</p>
4. Applicant	Petre Andrei Research Institute, Iasi County, ROMANIA
5. Partners and associates	Partners: Petre Andrei Research Institute/Gheorghe Asachi University Library, ROMANIA; University Constantin Stere, R. of Moldova; Associates: Taras Shevchenko National University, Ukraine.
6. Geographic area of the project	NE ROMANIA; SV UKRAINE; R. of MOLDOVA.
7. Project duration	18 months
8. Project objectives	<p>The overall objective of the project consists of stimulating the tourist development potential of Romania-Ukraine-Republic of Moldova cross-border area, determined by Iasi country, Chisinau country and Kiev country by promoting Cob Bale Round House, creating thus the premises of a fruitful cooperation on all grounds between the local communities and improving the economical performances of the cross-border area..</p> <p>The specific objective of the project consists in encouraging cross-border contact and activity by developing partnerships and cooperation in Romania-Ukraine-Republic of Moldova border area, through the construction of two round houses using Cob Bale. Construction using Cob Bale is a safe and easy way of building, which lends itself well to involvement from young people. Given the safety and simplicity of the construction process, people can learn how to source, mix and build with the necessary</p>

	materials, learning about the differences between conventional building methodologies and building using cob.
9. Project activities	<p>GA1: Organization of the project management, coordination and communication. <i>The major aim of the GA encloses the financial management, coordination and monitoring of project activities for the whole project duration (18 months). The GA 1 contained: Activity 1: Establishment of necessary logistical pre-conditions for project implementation; Activity 2: Organisation of Project Steering Committee meetings; Activity 3: Organisation of Project kick off event and closing Conference; Activity 4: Contracting of evaluation services and expenditure verification services; Activity 5: Development of project monitoring</i></p> <p>GA 2: Organization of the preparatory activities for two Cob Bale Round House creation (experience exchange between partners and acquisition of the necessary equipment). <i>The major aim of the GA is the execution of the Technical Designs (Projects) for Cob Bale Round House creation. The activity will be subcontracted. The GA 2 contained: Activity 1: Preparation of Tender dossier for the execution of the Technical Projects; Activity 2: Awarding of the tenders for the execution of the Technical Projects; Activity 3: Execution and approval of the Technical Projects; Activity 4: Study visit to the Chisinau and Kiev - experience exchange; Activity 5: Preparation of the documentation for the acquisition procedure of necessary equipment for the arrangement of the Cob Bale Round House; Activity 6: Installation of purchased equipment and assets.</i></p> <p>GA 3: Execution of physical works for the creation of two Cob Bale Round House. <i>The major aim of the GA is performing the construction works to of two Cob Bale Round House. The GA 3 contained: Activity 1: Preparation of tender dossier for execution the construction works; Activity 2: Organisation and awarding of the tenders; Activity 3: Getting the Building permits for construction works; Activity 4: Construction of two Cob Bale Round House;</i></p> <p>GA 4: Preparing a Marketing Plan. <i>The major aim of the GA is promoting and introducing the art building using Cob Bale on the market. The GA 4 contained: Activity 1: Documentation preparation for the procedure of acquisition of the marketing plan performance service; Activity 2: Conceiving the service acquisition procedure of the marketing plan performance service; Activity 3: Conceiving the marketing plan;</i></p> <p>GA 5: Traditional art, culture over the time and European civilization</p>

	<p>The major aim of the GA is promoting in the country and abroad the integrity of Romanian culture and civilization despite all the difficulties that have arisen over time. The GA 4 contained: Activity 1: Creation the Romanian Peasant Museum in Iasi and Chisinau city. Activity 2: Organizing an annual festival of literary art in the Romanian Peasant Museum in Iasi and Chisinau city, Activity 3: Organizing in Kiev the “Friends of the Museum Gala” (praise the great Romanian personalities), Activity 4: Organizing in Iasi and Chisinau city the summer courses – “Romanian art and civilization”.</p> <p>GA 6: Promotion of the tourism potential and project information and communication.</p> <p>The aim of the GA is to publicize the implementation of this project and make its existence known to as many target beneficiaries as possible. The GA 6 contained: Activity 1: Issuing of regular press releases; Activity 2: Making advertising materials to promote the project; Activity 3: Organizing The cross-border traditional building fair of Iasi– Chisinau – Kiev.</p>																		
<p>10. Project results</p>	<p>The project results are:</p> <ul style="list-style-type: none"> • making the cross-border region where the project is implemented more and more appealing in order to attract investments in infrastructure and business sector development; • raising the level of education of the population, promoting common cultural values, creating attitudes of tolerance and respect for common religion, culture and traditions; • conserving cultural heritage left by ancestors, by maintaining and valuing the construction using Cob Bale, appreciated by both tourists and local population; • Exchange of experience between the students from three different age groups from the three countries involved. • extending the period of the calendar year in which Iasi city and Chisinau city interests tourists; 																		
<p>11. Duration of project activities</p>	GA/ month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
GA 1																			
GA 2																			
GA 3																			
GA 4																			
GA 5																			

	GA 6
<p>12. Expected impact</p>	<p>The revitalization and preservation of ancient tradition of national cultural heritage is among the top priorities and usually gets full support, especially in cases when international donor funding is involved. Therefore, the Governments of all involved countries and the Ministries/Agencies for tourism and culture will support the project and guarantee its implementation and sustainability.</p> <p>The incomes generated at local level as a result of project implementation will be affordable for all target groups as, according to some preliminary calculations the new tourism infrastructure can increase the incomes of the local population approximately 6 time compared with what is collected at present. The benefits are likely to be maintained, as the number of tourist is growing and the general environment becomes more attractive for emerging businesses.</p> <p>Economic benefits:</p> <ul style="list-style-type: none"> • Identification of new opportunities to stimulate the markets / market development; • Increased confidence in the supply chains and regional markets for integration purposes of other regions; • Increased attractiveness of the region due to the investments made under the project; • Generation of funds to the local budget from taxes and fees. <p><i>The project contributes to the promotion of interregional objectives through: know how transfer; impact of project activities at cross-border level; by making the final beneficiaries from several cross-border region eligible for the program; the contribution to strengthening the LPAs capacity to be actively involved in the promotion of socio-economic development of communities due to the partnerships created.</i></p> <p>Social benefits:</p> <ul style="list-style-type: none"> • A balanced development of the counties in the border region of Romania and Republic of Moldova • Promotion of stability in the border region; • Improved knowledge of funds and grants. • Intensive cross-border cooperation between the localities envisaged by the project - the project contributes to the promotion of trans-national objectives through the future exchange of experience between the members of the project management;

	<ul style="list-style-type: none"> • More intensive and a wider variety of liaisons between the countries at international level; • Efficient use of education and population awareness of the environment preservation. <p>Environment benefits</p> <ul style="list-style-type: none"> • Civil society more responsible. <p><i>The project activities will be implemented based on the sustainable development principles during various implementation phases, in order to ensure the protection of environment, resources and bio-diversity. Throughout the project, modern environment friendly technologies will be promoted. By its forecasted results, the project contributes to the promotion of the overall objective of sustainable development due to better trained people who are able to face the present and future challenges and to act with responsibility towards future generations by developing the practical skills of the locals in the cross-border region and the promotion of environment protection and preservation activities in order to improve the quality of life for the entire population, both the current and future generations.</i></p>
<p>13. Risks</p>	<p>The risks to this project are:</p> <ol style="list-style-type: none"> 1. Change of the project implementation norms within ENPI CBC; 2. Substitution of the applicant's legal representative; 3. Replacement of the project team members; 4. Romania, R. of Moldova and Ukraine are facing the economic crisis which might lead to the public sector's incapacity to provide its co-financing to the project; 5. Reduced interest of the decision makers with regard to the promotion of the construction using Cob Bale ; 6. Due to different customs communication problems can arise. 7. Diminished interest of the business community with investment to develop their activities within the targeted area 8. Delayed territorial improvement due to constructors;
<p>14. Threats</p>	<p>The threats to this project could be:</p> <ol style="list-style-type: none"> 1. The political crisis in Romania, R. of Moldova and Ukraine; 2. The occurrence of a visa restrictive procedure and changes to the migration policy based on restrictions even for sports purposes;

	<ol style="list-style-type: none"> 3. Changes to the laws on constructions; 4. Migration of qualified construction manpower to other regions of the country or the European Union.
<p>15. Management methods</p>	<p>The management methods are divided in risk management methods and threats management methods, as follows:</p> <p>Risk management:</p> <ol style="list-style-type: none"> 1. The relations with the authorities will be continued under the program as well as the national contact points, and there shall be used shared instruments for the administrative and financial tasks of ENPI; 2. The project will be implemented by the management team, and thus, the small delays in the administrative activities will not end the project; 3. Approval of project team members after a transparent selection process; 4. Project promotion in order to get loans; 5. Better targeted awareness activities; 6. Adjustment of the action plan or extension by addendum of the term for the contract execution, without altering the objectives, budget, activities and results; 7. Permanent monitoring, schedule reviews and agreement with the program authorities upon possible amendments. <p>Threats management:</p> <ol style="list-style-type: none"> 1. Development of a solid PR strategy and involvement of political decision makers and financing authorities in all the project implementation stages; 2. Development of a solid PR strategy and involvement of political decision makers and financing authorities in all the project implementation stages in order to facilitate the access to visa; 3. Provision of competitive salaries and appropriate work conditions; 4. The relevant institutions will be required to provide support in order to find the best possibilities for the harmonization of the applicable laws on constructions and the application of coordinated solutions for the project.