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| **Project information** | |
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| CALL FOR PROPOSALS | 2 |
| MIS-ETC: | 1236 |
| PRIORITY AXIS: | 1.Economic and Social Development |
| MEASURE: | 1.2 Develop the tourism sector, including the strengthening of the regional identity of the border region as a tourist destination |
| PROJECT TITLE: | **Imperium Romanum** |
| ACRONYM: |  |
| DURATION[[1]](#footnote-1): | 11.06.2013 – 10.06.2014 |
| IPA FUNDS CONTRACTED: | 274.890,00 |
| TOTAL FUNDS CONTRACTED: | 323.400,00 |
| ABSORBTION RATE (%)[[2]](#footnote-2): | 63,37 |
| PROJECT OBJECTIVE(S): | Tourism development in border region through promotion of cultural and historical heritage from Branicevo region.  Providing tourism signalization in Branicevo and Timis region in order to promote cultural and historical sites.  Strengthening of the regional identity through promotion of historical assets in the border region. |
| SHORT DESCRIPTION OF THE PROJECT: | The project consisted of organizing 8 mobile exhibitions “If you don’t want to go to the culture, it will come to you” regarding Roman Empire. The exhibitions were organized in Secanj, Coka, Bela Crkva, Majdanpek and Golubac, in Serbia and in Caransebes, Drobeta Turnu Severin, Timisoara and Resita in Romania, one in each border region. Exhibitions in each town were accompanied by actors’ performances regarding Roman Empire traditions. They were dressed in Roman clothes and spoke the texts of the Roman writers about daily life in ancient Rome. Also, a 3D movie regarding Roman empire was presented in the mobile container.  In order to organize these exhibitions partners purchased a mobile container, LCD monitor, IT equipment and necessary furniture and Equipment for 3D presentation. |
| DEGREE OF ACHIEVEMENT OF INDICATORS[[3]](#footnote-3): | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | **Indicator value provisioned in the contract** | | **Present indicator value** | | **%**  **6= (5)/(3)\*100** | | **Output indicators**  **(1)** | **UM**  **(2)** | **Quantity**  **(3)** | **UM**  **(4)** | **Quantity**  **(5)** |  | | New or improved cross-border tourism products, joint marketing approaches/ activities or joint tourism information services developed | | | | | | | New or improved cross-border tourism products and services | | | | | | | **Result indicators** | | | | | | | New or improved cross-border tourism products and services | Number of activities, actions, initiatives focusing on promoting tourism in the border area | 1 new tourist info point | Number of activities, actions, initiatives focusing on promoting tourism in the border area | 1 new tourist info point | 100 | | 8 exhibitions | 8 exhibitions | 100 | | 3 3D movies | 3 3D movies | 100 | | 6 Expert’s seminars | 6 Expert’s seminars | 100 | | 1 Tourist catalogue | 1 Tourist catalogue | 100 | | 1 promo concert | 1 promo concert | 100 | | 1 promo seminar | 1 promo seminar | 100 | | 8 children’s competitions | 8 children’s competitions | 100 | | 8 actors’ performances | 8 actors’ performances | 100 | | 1 set of promotional material | 1 set of promotional material | 100 | | 1 set of post cards and souvenirs | 1 set of post cards and souvenirs | 100 | | **Project indicators** | | | | | | | Development of new tourist offer | Number of exhibitions | 8 | Number of exhibitions | 8 | 100 | | Number of seminars | 6 | Number of seminars | 6 | 100 | | Number of info points | 1 | Number of info points | 1 | 100 | | Promotion of new tourist offer | Number of sets of promo material | 1 | Number of sets of promo material | 1 | 100 | | Number of 3D movies | 3 | Number of 3D movies | 3 | 100 | | Number of promo concerts | 1 | Number of promo concerts | 1 | 100 | | Number of actor’s performances | 8 | Number of actor’s performances | 8 | 100 | | Number of children’s competitions | 8 | Number of children’s competitions | 8 | 100 | | Number of sets of post cards and souvenirs | 1 | Number of sets of post cards and souvenirs | 1 | 100 | |
| RESULTS ACHIEVED: | Mobile exhibitions organized and implemented; wider public getting familiarized with cultural and historical arte facts from border region.  Children’s competition implemented; best works awarded.  3D movies recorded; 3D equipment purchased and 3D presentations implemented.  Actors’ performances implemented; promo concert Music Time Machine organized.  Expert’s seminars and promotion for tourist workers organized.  Margum info point equipped; tourist signalization set up; post cards and souvenirs produced and offered to tourists; catalogue and promo material designed, printed and distributed. |
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| **Partnership information** |  | | | | |
|  |  | COUNTRY | COUNTY/DISTRICT | BUDGET(EURO) | CONTACT DETAILS |
| LEAD PARTNER: | National Muzeum Pozarevac | Serbia | Branicevo | 240.600,00 | Pozarevac, dr Voje Dulica 10  Tel. +381 12 223 597 |
| PARTNER 2: | Caransebes County Museum of Ethnography and Border Regiment | Romania | Timis | 82.800,00 | Piața General Dragalina 2, Caransebeș 325400  Tel. 0040 255 512 193 |











1. the implementation period (including extensions) [↑](#footnote-ref-1)
2. total funds spent/total funds contracted \*100 [↑](#footnote-ref-2)
3. indicators and level of achievement against targets set [↑](#footnote-ref-3)