

# Joint Cultural Heritage – Source for Development of Entrepreneurship in the Black Sea Basin – TREASURE, Code eMS BSB-371

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Online Workshop

Black Sea projects on coastal and maritime tourism, maritime transports, fishery and aquaculture, digitalization

Gaps and opportunities

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# About the Project

- **Partners:**

- Constanta County Council, Romania
- Bulgarian Association for Transfer of Technology and Innovation – Varna, Bulgaria
- District Government of Enez, Edirne area of Turkey
- Ungheni District Council, Republic of Moldova

- **Duration: 17.09.2018 – 17.04.2021**

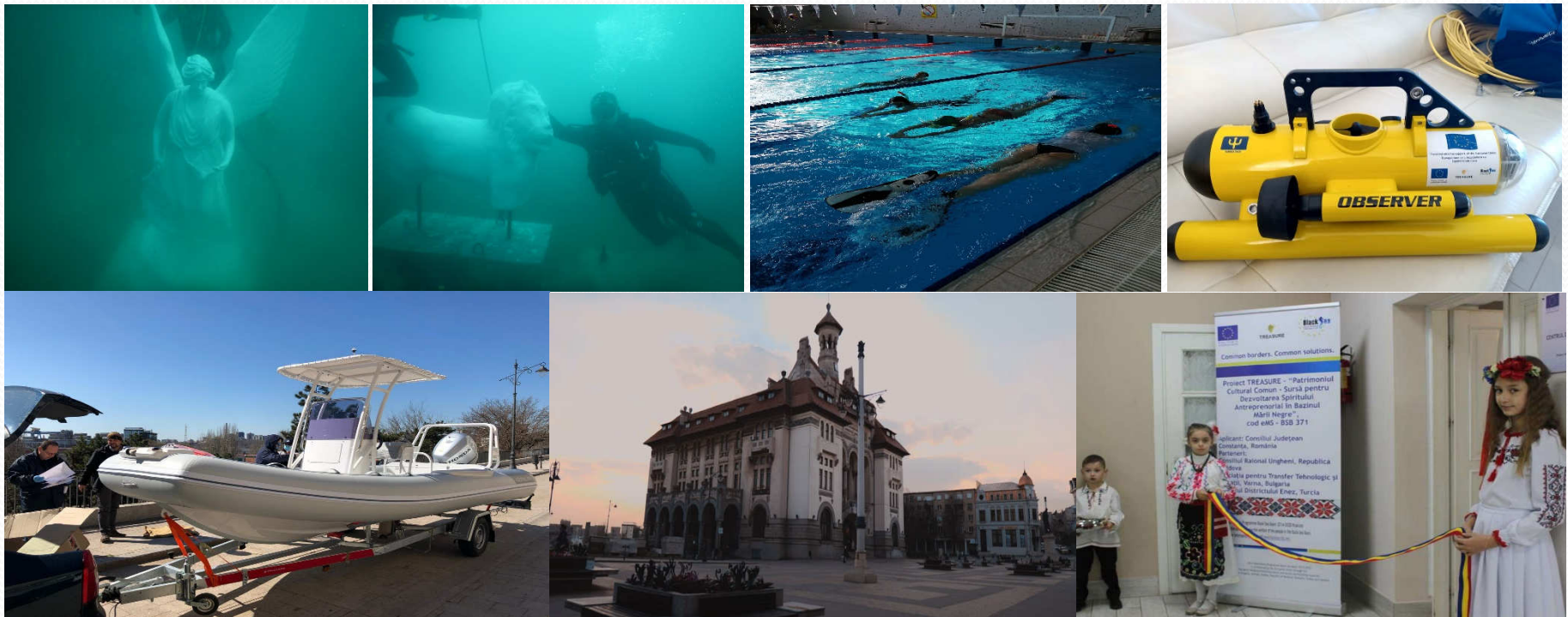
- **General objectives and aims:**

- Our biggest goal is to raise the level of touristic attractiveness of the areas involved in the project partnership which will lead to growing business and entrepreneurship actions with the ultimate aim of improving the well being of people within Black Sea Area.
- If tourism grows, if the area becomes more attractive, tour operators, transport agencies, museums, restaurant, hotels will be supported.



# Key Results and Next Steps

- Main results related to the thematic of the session
- Through exciting diving and marine prospection activities, the bottom of Black Sea will reveal its heritage in Constanta and Varna. 3D holograms of the most important and interesting underwater spots which will be displayed in Varna and Constanta museums.
- The interest for these objects is high, these items are not easy to be accessed, therefore it is exciting to visit them by diving or by visualization of a hologram
- The purpose is to encourage people to explore the sea and to get to know local heritage
- In Enez, copies of ancient artefacts were placed in the exactly same spots where they once were found, forming an underwater museum
- Images and footages of the bottom of the sea will be taken with special equipment such as ROV and sonar. The collected data will be used to create digital maps of underwater heritage in Romania, Bulgaria and Turkey. The digital maps will be available, for free, on the common web site of the project: [www.proiect-treasure.ro](http://www.proiect-treasure.ro)
- In Ungheni, a Touristic Center is opened where tourists can learn about the main points of attraction of the area. In the same time, 20 people have been trained as touristic guides. A movie and a digital atlas will be published with beautiful and meaningful places from all 4 partners touristic areas





# Key Results and Next Steps (cont.)

- **Challenge:**

- The idea itself of promoting underwater cultural heritage was a challenge for the involved partners
- Finding proper human resources for performing foreseen activities such as diving, operating specialized equipment ROV&sonar or organizing diving courses

- **Lessons learnt**

- A good communication among partners is the key for a successful partnership
- Only through joint efforts, key results can be properly promoted ensuring a strong visibility of our common values
- Cooperation is the best way for achieving a sustainable and lasting development of Black Sea Basin area

- **Opportunities for future cooperation in the Black Sea, especially in the post-covid19 era**

- IT & innovative tools, common understanding between the Black Sea stakeholders could be the keys - taking into consideration the actual international health crisis, the upcoming projects will have to be focused more on introducing better technologies for dealing with the pandemic/ various crisis situation





# Thank you for your attention.

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