

## **ROBG-187 Improving the workforce mobility and employment in cultural and creative industries from the RO-BG cross-border area**

### **What's the goal?**

To improve the knowledge base on creative and cultural industries, as well as labour mobility barriers in the CBC area.

### **What's the budget?**

577,790.85 euro, out of which 491,112.80 ERDF

Target at the half of the implementation period: 47,634 euro for Lead Beneficiary, 63,897 euro for Beneficiary 2 and 51,650 euro for Beneficiary 3.

### **Who is doing it?**

Lead partner: Romanian Association for Technology Transfer and Innovation (Romania)

Partner: Forever for Europe Association (FEA) (Romania)

Partner: BUSINESS INNOVATION CENTRE INNOBRIDGE (INNOBRIDGE BIC) (Bulgaria)

### **When is it happening?**

Start date: 05.05.2017

End date: 04.05.2019

Duration: 24 months

### Where is it happening?

Mehedinti, Dolj, Olt, Teleorman, Giurgiu Counties, Romania

Vidin, Montana, Vratsa, Pleven, Veliko Tarnovo, Ruse Districts, Bulgaria

### How is it going to happen?

- Elaboration as an external expertise of one study for identifying and evaluation the economic activities related to cultural and creative industries in the targeted RO-BG cross-border area;
- Elaboration as an external expertise of one study for identifying specific aspects of Romania and Bulgaria national legislation regarding social security, employment, taxes and financial issues;
- Organizing trainings for Romanian employees in creative and cultural industries;
- Organizing trainings for Bulgarian employees in creative and cultural industries;
- Organizing cross-border visits for exchange of experiences for professionals in creative and cultural industries;
- Organizing integrated joint cross-border job fairs;
- Elaboration as an external activity of audio-video promotion materials regarding the job-fairs;
- Establishing 2 cross-border centers for supporting activities and employment in cultural and creative industries;
- Elaboration as an external activity of a web site acting as an interactive platform for providing conclusive information and promoting creative and cultural industries;
- Organizing educational caravans in universities from Craiova and Ruse to promote youth employment in creative and cultural industries;
- Elaboration of information and publicity materials (Paper bags, Trinkets, Ballpoint pens, Notepads A5, Caps, T-shirts, Umbrellas, Stick flash-memory 32 GB, promotion roll-up, presentation films, video clips and radio spots);

**What will be the results (what's the contribution to the Programme)?**

Programme outputs:

- 37 initiatives (trainings, education schemes, websites, agreements, networks, job-fairs etc.) that activate workforce mobility in the cross border area: 11 training sessions; 11 job fairs; 6 visits for exchange of good practices; 1 website; 8 educational caravans;
- 558 participants in joint local employment initiatives and joint training;
- 200 participants in joint educational and training schemes to support youth employment, educational opportunities and higher and vocational education across borders.

Programme results: population that have access to joint employment initiatives - 22.758.

**Project status (reflected in progress reports)**

Reference period: N/A