



ACTION PLAN

of DISTRICT BURGAS

Table of Contents

INTRODUCTION	3
Part I GENERAL INFORMATION	3
Part II Policy Context	3
Part III – Details of the actions envisaged	4
ACTION 1.	5
ACTION 2.	7
ACTION 3.	10

INTRODUCTION

The Action Plan in Phase 2 of the **RUMORE** Interreg-Europe project is an approach to transfer best practices and lessons learned and inspired in Phase 1. This Action Plan is consisted by the policy instruments addressed, and the main characteristics, including the monitoring indicators.

The action plan is a document providing details on how the lessons learnt from the cooperation is exploited in order to improve the policy instrument tackled within the Burgas region. It specifies the essence of the actions to be implemented, their timeframe, and the players involved, the costs and funding sources and finally offers specific indicators for monitoring of its successfully implementation.

This plan is prepared by the District Government of Burgas the partner of the **RUMORE** project, which is responsible for its implementation. To set up a governance, that guarantees the effectiveness of the plan, since one part District Government of Burgas is responsible for implementing, another one has to be chosen for monitoring and supporting.

The action plan is elaborated in Bulgarian language, but the current document includes also a summary (two-pages) of the envisaged actions (part III) in English. The summaries will be published on the project website and will be used for communication purposes in the project.

Part I – General information

Partner organisation:	District government Burgas
Country:	Bulgaria
NUTS2 region:	BG34
Contact person:	Valcho Cholakov
E-mail address:	upravitel@bsregion.org
Phone number:	+359 056 894 149

Part II – Policy Context

The Action Plan aims to impact:	Regional development strategy of Burgas region 2014-2020
Name of the policy	The Regional development strategy of Burgas region is

<p>instrument</p>	<p>an important part of the strategic planning of sustainable integrated regional and local development and is being developed in the context of the current socio- economic situation of the region and in line with the strategic orientation of regional policy in the European Union and national objectives and priorities for regional development in compliance with the regulatory and institutional environment for its implementation, monitoring and evaluation.</p> <p>The strategy has been developed and implemented in cooperation and coordination with the provisions of the existing development plans and prospects for spatial development for the region. In this regard, paying attention to the current state and prospects for development of the network of settlements and urban centers, rural areas and link city - adjacent region and the problems of territories with peripheral character and difficult access.</p> <p>District government Burgas organizes the elaboration of Regional development strategy of Burgas region for 2014-2020, coordinates and controls the implementation of the strategy, prepares projects in accordance with the aims and priorities of the strategy.</p> <p>District government Burgas envisages to improve its Regional Development Strategy through support of new projects, leading to strengthened links between enterprises, research and education institutions and regional and local authorities. It identifies the field of maritime and bio-technologies as one of the sectors with highest potential for future development in the region whose innovation potential is currently significantly underused.</p> <p>Actions and generated project will be oriented toward the weakly developed rural and border territories in the region hence strengthening the link to the urban centers. The established mechanisms for creation of synergies, the information spill over and the optimal use of available funding will create favourable innovation environment both in urban and rural areas and will become an integral part of the addressed policy instrument.</p>
--------------------------	---

Part III – Details of the actions envisaged

List of planned actions described below briefly actions that will be implemented in Burgas region as part of the second phase of the project.

ACTION 1

Name	1. Establishment of Black Sea Center for blue growth and innovations.
Planned activities	<p>1. Establishment of Black Sea Center (BSC) for blue growth and innovations as a new organization;</p> <p>2. Defining the priority sectors of blue economy</p> <p>3. Providing start-ups room and R&D facilities for the development and testing of new ideas and business models.</p> <p>4. Promoting establishment of other Innovation and Start-up Centres in small and medium-sized towns from the Burgas Region.</p> <p>5. Established R&I contact points in rural cities aiming to improve communication with the BSC for blue growth.</p> <p>6. R&D Support for the regional companies including startups for their innovative projects.</p> <p>7. Incubator services for start-ups</p>
Challenge addressed	<p>The action contributes to overcoming the missing research & innovation infrastructure and personnel providing start-ups and other companies with research and development (TRL6-TRL8) for blue growth and innovation.</p> <p>The new center is important for boosting blue growth in the region (in particular the sectors of marine, food and ecology technology) stating the importance of these sectors for the economic development in the region as well as the underused potential for new jobs in these sectors.</p>
Interregional inspiration	<p>Lüneburg Innovation and Start-up Centres in small and medium-sized towns have been inspired us for this Action. These affordable places for innovative start-ups, which provide start-ups room for the development and testing of new ideas and business models, are very good example to support the creative energy in Burgas Region with the missing nowadays R&D facilities.</p> <p>The mix of trades and industry branches in those Centres and their spatial proximity to universities and educational institutions promote an innovation climate, which inspired</p>

	<p>us to create in Burgas Region around Regional Universities and Regional Academic Center of Bulgarian Academy of Sciences.</p> <p>The other aspects that provoked our interest and will be realized as main activities of BSC are:</p> <ul style="list-style-type: none"> - Support start-ups in the first year(s) after their establishment with affordable workspaces and other services; - Providing young professionals from different sectors with places to test new ideas and network support, thus promote the generation of new ideas.
Players involved	<ul style="list-style-type: none"> i. Burgas governmental district, ii. Municipality of Burgas, iii. Small and medium-sized towns from the Burgas Region as Sredetz, Malko Tarnovo, Kameno, Ruen, Tsarevo, Sozopol, Nesebar, and the rest municipalities from the Burgas region. iv. Burgas Free University, v. Burgas University “Assen Zlatarov”, vi. Regional academic Center of Bulgarian Academy of Sciences vii. Bulgarian Industry association – Burgas chamber
Timeframe	<i>November 2019 – October 2023</i>
Costs	<i>6 m€</i>
Funding source(s)	<ul style="list-style-type: none"> - Operative Programme for Innovation and Competitiveness (OPIC)IC through the measure “Regional Innovation centers” - Operative program “Fishing and aqua cultures” - Trans-border cooperation program Bulgaria-Turkey - EC FP for research and innovation Horizon 2020 and Horizon Europe; - National Science Fund - National Innovation Fund; - National Road Map for Research infrastructure
Urban-rural aspects	<p>BSC for blue growth will stimulate start-ups, doesn’t matter their rural or urban origin, to use the services provided for further development of their innovative ideas or testing them.</p> <p>Communication between themselves will contribute for rural-urban exchange of innovative ideas and business creation.</p> <p>In the rural cities will be established R&I contact points aiming to improve communication, not only with the BSC for</p>

	blue growth, but with other similar centers in other regions
Innovative character	<p>This action is innovative for Burgas local context, because there is a lack of such:</p> <ul style="list-style-type: none"> - research and innovation infrastructure, which cover R&D activities related to TRL6 to TRL8; - supporting R&D activities in the small and rural cities - network for integrating the parties in the knowledge triangle – business – research – education & training.
Monitoring	<p>Indicators for monitoring:</p> <ol style="list-style-type: none"> 1. BSC for blue growth with set up infrastructure and staff established as a new organization. 2. Defined priority sectors of blue economy for promoting and monitoring 3. Number of SME's getting research and technology support for further development of their innovative ideas 4. Number of innovative projects 5. Number of start-ups supported 6. Number of contact points established in small and rural cities building up the Research & Innovation network 7. Trend in % of blue growth by sectors and indicators to be defined

ACTION 2

Name	2. Innovative exhibition and internet platform to gather local innovators from different sectors and to promote their partnership
Planned activities	<ol style="list-style-type: none"> 1. Initial surveys performed by joint team of Free University of Burgas, Burgas University "A. Zlatarov" and Regional Directorate "Agriculture" in order to be identified clusters for better marketing of regional products (both urban & rural), e.g. producers of honey and honey products, food products, herbs, vine, salt etc.; 2. Establishing of Organization committee with representatives of all stakeholders with the main aim to make organization and holding of annual Innovative

	<p>exhibition gathering innovators from different sectors, such as local creative industries (e.g. artists and designers, poets, folklorists, and musicians) and agro food producers, for:</p> <ol style="list-style-type: none"> a. promoting their partnership through sharing knowledge between sectors and thus stimulate the generation of innovative ideas and make use of synergies, b. marketing of their innovative products c. creating brands of unique and attractive local products. <p>3. Development of internet platform “virtual innovative creator“ (VIC) with the main aim to provide virtual room for these innovators from both sides local creative industries and agro food producers to initiate, generate and exchange innovative and business ideas. The host or moderator of this platform should be regional innovation center, object to be established in the framework of another Action</p>
Challenge addressed	<p>The action contributes to overcoming:</p> <ul style="list-style-type: none"> - the missing communication and partnership between innovators from economic sectors, such as creative industry, agro-food, and beekeeping, and public sector such as regional and local authorities, - The lack of clusterization and - the lack of platform for exchange innovative and business ideas. -
Interregional inspiration	<p>The Region Burgas is known with its cultural and creative sectors, which are not harnessed for the regional economic development, especially this is for the agro-food sectors. This is why almost all stakeholders from Region of Burgas have been inspired by the results of AgroDesignCluster Thessaloniki generated by the Entrepreneurial platform, which brings the local creative industries in closer cooperation with the agro food producers. The AgroDesign cluster holds a network providing support for both the cultural & creative and the agro food sectors in order to establish partnerships and start new joint projects.</p> <p>The effectiveness of this action is inspired us to take this idea to harness creative people from Burgas region, which are very active and diverse, in to the rural economy. In this way they will be more close to rural regions, since such people are mostly concentrated in Burgas or other cities such as Sozopol and Nessebar.</p> <p>The main aims of the AgroDesign cluster:</p> <ul style="list-style-type: none"> - to better market regional products (e.g. through

	<p>development of a branding strategy),</p> <ul style="list-style-type: none"> - to develop new business ideas; - the cluster as a niche for the establishment of new small businesses and support for existing SMEs. - Different idea exchange formats, such as specialized exhibitions and events, <p>Are very appropriate for our rural areas, that can exploit their natural and geographic assets – resources and traditions to create new competitive local product brands. Urban-rural character of the example: the cluster brings producers (mainly located in rural or peri-urban areas) with creative professionals (mainly located in cities).</p> <p>The AgroDesign cluster enables cross-sectoral partnerships, share knowledge between sectors and thus stimulate the generation of innovative ideas and make use of synergies through:</p> <ul style="list-style-type: none"> - Bringing innovation in the traditional agro food sector by connecting agro-food producers with designers and other professionals from the creative sector (to develop new product packages, marketing products, etc.); - Bringing SMEs together and give them room for exchange; - Creating a new field of specialization, e.g. supporting the establishment of a hub of creative, agri-food entrepreneurship.
Players involved	<ul style="list-style-type: none"> i. Burgas governmental district, ii. Agro associations, iii. Small and medium-sized towns from the Burgas Region as e. g. Sredetz, Malko Tarnovo, Kameno, Ruen, etc. all the rest municipalities from the region; iv. Bulgarian Industrial Association, Bulgarian chamber of Commerce and Industry, unions from sectors – creative, agro-food, and beekeeping. v. Free University of Burgas, Burgas University “A. Zlatarov” and vi. Directorate “Agriculture” – Region Burgas
Timeframe	<i>October 2019 – March 2020 for first launch and annually</i>
Costs	<i>0,3 m€</i>
Funding source(s)	<p>Operative Programme Development of Rural regions – the call is in the Indicative program for the second half of 2019</p> <p>Self-funding by registration fees for exhibition participation and by internet marketing incomes</p> <p>Agro associations and unions co-funding</p> <p><i>In kind support by Burgas governmental district providing</i></p>

	premises and web space.
Urban-rural aspects	<p>Urban-rural character of the action: the exhibition and the platform bring producers (mainly located in rural or peri-urban areas) with creative professionals (mainly located in cities).</p> <p>This action will enable cross-sectoral partnerships, share knowledge between sectors and thus stimulate the generation of innovative ideas and make use of synergies.</p>
Innovative character	This action is innovative for Burgas local context, because there is lack of cross-sectoral cooperation and partnerships, as well as there is no local agro-food product branding.
Monitoring	<p>Indicators for monitoring:</p> <ol style="list-style-type: none"> 1. Exhibition Organization and its annual performance; 2. Number of twining workshops for urban-rural municipalities; 3. Number of local agro-food brandings; 4. Number of members of the internet platform “virtual innovative creator”; 5. Number of innovative business ideas generated by the exhibition and internet platform “virtual innovative creator”, registered in EEN or in VIC. 6. Number of visitors of the internet platform “virtual innovative creator”.

ACTION 3

Name	3. Establishing a Green deal Strandja cuisine initiative.
Planned activities	<p>The main tasks of Green deal Strandja cuisine initiative will be:</p> <ol style="list-style-type: none"> 1. Identification of the gastronomic regional heritage. 2. Building a set of the gastronomic heritage to promote better food consumption 3. Preparation and signing of “Green deal” agreement as a basis and promotor of common actions. 4. Promoting of Traditional local products and clean technologies in schools and kindergartens. Healthy eating in schools and kindergartens.
Challenge addressed	The action contributes to strengthening the link between the weakly developed rural and border territories and the urban

	centers, as well as for establishment mechanisms for synergies, the information spill over and the optimal use of available funding in order to create favourable innovation environment and improvement of health nutrition culture in the schools.
Interregional inspiration	<p>Dutch Koksgilde based on preservation, further development and promotion of the Dutch gastronomic heritages; promotion of new projects for sustainable food consumption, is inspired the stakeholders because Burgas regional heritages are not known for the society and not exploited respectively.</p> <p>The “Green deal for sustainable food consumption” agreement signed by the Dutch Cuisine Foundation, various governments and companies in the Netherlands is an important driver for a transition to better food consumption (less consumption of animal proteins, more consumption of seasonal and local products.). This effective initiative would be very appropriate for the Burgas region, too.</p> <p>The main aspects of this initiative are:</p> <ul style="list-style-type: none"> o Build on the gastronomic heritage to promote better food consumption. o “Green deal” agreement as a basis and promotor of common actions.
Players involved	<ul style="list-style-type: none"> i. Burgas governmental district, ii. Burgas regional department “Agriculture” iii. Burgas regional directorate “Food safety” iv. Burgas Regional Governance of Education, v. agro and food producers, vi. agro and food related municipalities from the Strandja rural region as Malko Tarnovo, Pomorie, Aheloy, Sredets, etc. all the rest municipalities from the region vii. Burgas University “Asen Zlatarov”, viii. Burgas Free University, ix. Regional academic Center of Bulgarian Academy of Science, x. Regional Schools and Kindergartens
Timeframe	<i>October 2019 – March 2023</i>
Costs	<i>0,8 m€</i>
Funding source(s)	<ul style="list-style-type: none"> - Operative Programme of Rural Development; - Ministry of Education and Science through National program “Free breakfast for children “. - Agro associations and unions co-funding - <i>In kind support by Burgas governmental district</i>

Urban-rural aspects	<p>Urban-rural character of the action: Strandja gastronomic heritage preserved in rural Strandja area is applicable in rural-urban kindergarten and schools (mainly located in cities) to promote healthy food, as well as the producers (mainly located in rural or peri-urban Strandja areas).</p> <p>This action will promote Strandja gastronomic heritage not only in the region, but out of the region through tourist industry.</p> <p>Green deal Strandja agreement promotes common urban-rural activities</p>
Innovative character	<p>This action is innovative for Burgas local context, because there is lack of healthy food in the kindergarten and schools, as well as there is no Strandja gastronomic heritage branding.</p>
Monitoring	<p>Indicators for monitoring:</p> <ol style="list-style-type: none"> 1. Signed “Green deal Strandja” agreement; 2. Number of organizations signed “Green deal Strandja” agreement; 3. List of Strandja gastronomic heritage; 4. Number of kindergarten/children covered by “Green deal Strandja” agreement; 5. Number of schools/students covered by “Green deal Strandja” agreement