



05.03.2024

mun. Orhei
мун. Орхей

nr. 2.22

Cu privire la implementarea Planului Strategic de Dezvoltare Culturală a municipiului Orhei

În scopul implementării eficiente a Programului Național de dezvoltare a orașelor poli de creștere 2021 – 2027, aprobat prin Hotărârea Guvernului nr.916 din 16.12.2020; în temeiul art.10, art.118-126 din Codul administrativ al Republicii Moldova nr.116 din 19.07.2018; art.14 alin.(2) lit.j) din Legea nr. 436-XVI din 28.12.2006 "Privind administrația publică locală"; art.8 lit a,b), art.9,art.10,art.13,art.15 din Legea privind transparența în procesul decizional nr.239 din 13.11.2008; Decizia Consiliului municipal Orhei nr.11.4 din 24.11.2022 "Cu privire la aprobarea Programului de Revitalizare Urbană al municipiului Orhei"; Decizia nr.12.33 Cu privire la modificarea deciziei nr.10.12 din 14.09.2021 "Cu privire la aprobarea Programului Operațional Local al municipiului Orhei", Decizia nr.6.22 din 15.07.2022 "Cu privire la înființarea Instituției Publice "Centrul de dezvoltare Locală și Regională din municipiul Orhei"; Decizia Consiliului municipal Orhei nr.6.21 din 15.07.2022 "Cu privire la aprobarea Planului Strategic de Dezvoltare Culturală a mun. Orhei 2022-2027"; Dispoziția nr.237 din 09.06.2021 "Cu privire la crearea Unității de Implementare a Programului" cu modificările și completările ulterioare, Apelul de grand în cadrul programului EU4Culture "Restricted call for proposals to implement selected activities based on cultural development strategy", confirmarea GOETHE INSTITUT de selectare și finanțare a proiectului cultural depus de CDLR Orhei la data de 15.01.2024, examinând nota informativă prezentată,

Consiliul municipal Orhei DECIDE:

1. Se acceptă finanțarea nerambursabilă în valoare totală de 30 000 (treizeci mii) EURO din partea Consiliului UE sub formă de grant, a proiectului cultural depus de Centrul de Dezvoltare Locală și Regională Orhei, în cadrul programului EU4Culture "Restricted call for proposals to implement selected activities based on cultural development strategy", confirmată GOETHE INSTITUT.
2. Se acceptă implementarea proiectului cultural depus de Centrul de Dezvoltare Locală și Regională Orhei, se anexează.
3. Se desemnează Centrul de Dezvoltare Locală și Regională Orhei – în calitate de instituție responsabilă de implementarea proiectului cultural.
4. Se desemnează Mihail GANDRABURA – șef Centrul de Dezvoltare Locală și Regională Orhei, persoana responsabilă de implementarea proiectului cultural.
5. Pentru informarea publică prezenta decizie se plasează pe pagina oficială a Primăriei municipiului Orhei în rețeaua Internet www.orhei.md.
6. Prezenta decizie se comunică persoanelor și instituțiilor vizate, intră în vigoare la data includerii acesteia în Registrul de Stat al Actelor Locale și poate fi atacată în Judecătoria Orhei în termen de 30 zile de la data comunicării (adresa: str. Vasile Mahu 135, mun. Orhei), conform prevederilor Codului Administrativ al Republicii Moldova.
7. Controlul asupra executării prezentei decizii revine Primarului municipiului Orhei dna Tatiana COCIU.

Președintele ședinței

Semnat la data de 09.03 2024



 Maxim GARȘINSCHI

Contrasemnăt: Secretar al Consiliului municipal Orhei

 Grigore MÎRA



Funded by
the European Union



Nr. _____

2024

EU4Culture

RESTRICTED CALL FOR PROPOSALS
TO IMPLEMENT SELECTED ACTIVITIES
BASED ON CULTURAL DEVELOPMENT STRATEGY

INVITATION TO SUBMIT THE MODIFIED ACTIVITY AND THE BUDGET PLAN TO IMPLEMENT SELECTED ACTIVITIES BASED ON THE CULTURAL DEVELOPMENT STRATEGY FOR THE FOLLOWING PARTICIPATING CITIES OF THE EU-FUNDED PROJECT "EU4CULTURE"

Country	City(ies)
ARMENIA	CHARENTSAVAN, SEVAN
GEORGIA	KUTAISI, POTI
REPUBLIC OF MOLDOVA	ORHEI

1. INTRODUCTION AND OBJECTIVE

The restricted Call for Proposals is addressed to participating cities within the EU-funded project "EU4Culture", which have prepared their Cultural Development Strategies, but were not awarded EU funds to implement their cultural strategies (hereafter: *Participating Cities*).

The objective of the Call is to contribute to the sustainability of the EU4Culture Cities Network by supporting the Participating Cities to implement concrete and tangible activities based on their Cultural Development Strategies.

2. SCOPE AND BUDGET

The project EU4Culture invites the Participating Cities to submit their Expression of Interest (Eoi) to implement concrete and targeted activities based on their Cultural Development Strategies. The Participating Cities are invited to submit the modified activity and the budget plan, based on their cultural strategies submitted in 2022.

The total allocated budget for the Call is EUR 150,000. The maximum budget to be awarded per participating city is 30,000 euros.

In addition to the proposed activities mentioned above, the EU4Culture project invites the Participating Cities to submit complementary activities aiming at enhancing the cultural cooperation among the cities of the EU4Culture Network. The indicative and non-exhaustive list of such activities is as follows:

- facilitating or endorsing a shared cultural event through collaboration, which involves at least two cities of the EU4Culture Cities Network;
- matchmaking or common networking activity between relevant public authorities and/or stakeholders in the field of culture and creative sector of at least two cities of the EU4Culture Cities Network;
- enhancing intercultural dialogue and facilitating knowledge exchange in the fields of culture and the creative sector among the cities of the EU4Culture Cities Network.

Based on the quality, relevance and impact of the proposed activities, the project may provide additional funding to the Applicant with a maximum amount of EUR 20,000 per application. Activities implemented by at least two Participating Cities may be supported, whereas the Applicants demonstrate a clear distribution of roles, activities and budget within the same activity, i.e. double funding is not allowed.

Additional Recommendation

The project strongly encourages the Participating Cities to consider the implementation of specific activities, which aim at promoting cultural inclusivity while especially safeguarding the cultural heritage of the Jewish community and actively working against antisemitism.

3. TIMELINE

	DATE	TIME
Invitation to submit the Expression of Interest	15 December 2023	
Online Consultation with the project	19 December 2023	12:00 CET Registration link
Deadline for the submission of the Expression of Interest, including the modified activity and the budget plan	15 January 2024	Midnight, local time
Assessment and clarification of submitted proposals is finalised	5 February 2024	
Signing the grant contract	29 February 2024	
Implementation period:	1 March – 31 October 2024	
Reporting period	November - December 2024	

4. SUBMISSION

Please, submit the Expression of Interest, including the modified activity and the budget plan as well as other relevant documents by **15 January 2024, midnight (local time)** at the latest to the Email address of the National Coordinator as indicated below:

Country	National Coordinator	Email
Armenia	Marine Karoyan	Marine.Karoyan.extern@goethe.de
Georgia	Marika Jabua	Marika.Jabua@goethe.de
Republic of Moldova	Constantin Vlas	Constantin.Vlas.extern@goethe.de

EXPRESSION OF INTEREST

The Call for Proposals is being issued for the submission of modified proposals to implement selected actions within the Cultural Development Strategy of the city of **Orhei**, as part of the EU-funded project EU4Culture.

Applicant submitting the Expression of Interest: **Orhei City Hall**

Dear Sir or Madam,

The undersigned:

Mihail Gandrabura,

acting as the legal representative of the **Orhei City Hall**

declares that the institution/organisation that he/she represents:

- This application is being submitted in response to the Dedicated Call for the submission of modified proposals to implement selected actions within the Cultural Development Strategy of the city of **Orhei**, as part of the EU-funded project EU4Culture.
- The applicant will prepare a modified proposal with tangible selected actions based on the Cultural Strategy submitted in 2022. The proposed activities should be feasible for implementation within the implementation period as indicated in the timetable provided below (March 1 - October 31, 2024).
- The maximum budget for this action for each city must not exceed 30 000 Euro;
- All information contained in this modified proposal and its modified annexes is complete and correct in all its elements;
- If selected to receive financial support, commits to comply with all requirements set by the European Commission and Goethe-Institut for the successful completion of the action(s).



Signature(s):

Stamp of the Applicant (if applicable):

Date (day/month/year): 15 January 2024



1. GENERAL INFORMATION

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INFORMATION ABOUT THE APPLICANT

1.1 Applicant information

Information required	
Name of the Applicant	Orhei City Hall
Contact Details	Address (registered office): Str. Vasile Mahu, 160, Raionul Orhei, or.Orhei MD-3500 Telephone: +373 (235) 22-7-67 E-mail: primaria@orhei.md
Legal Form	Local Public Administration
Description of the applicant (main objectives and activities, administrative structure etc)	

1.2 Person authorised to submit the Expression of Interest

Information required	
Name	Surname: Gandrabura First name: Mihail
Position	Head of the Local and Regional Development Center in Orhei
Contact Details	Address: Orhei Telephone: +373 78551333 E-mail: civis.ong@gmail.com

1. THE PROPOSAL

The proposal must have a maximum of two objectives. The proposal must focus on concrete, tangible and a maximum of three activities/actions, which have been envisioned in the framework of the Cultural Development Strategy.

In case the Applicant plans two or more objectives/activities, the Applicant must duplicate the table below, by inserting a separate table for each objective and numerating the objectives/activities accordingly. If the Applicant plans one objective, but more than one activity, the Applicant must list the planned activities in one table.

please follow this form and submit your proposal in this form.

Title of the action	The valorization of the folkloric ethno-cultural heritage of the municipality of Orhei at the local and regional levels.
Location of the action	Orhei
Requested grant of the action¹	30000

What is the objective of the action? (no more than 100 words)
Objective 1: The Sustainable Development and Promotion of Orhei Cultural Heritage through Digitalization, Documentation, and Branding The objective is to ensure the sustainable development and heightened visibility of Orhei's cultural heritage through a strategic approach involving digitalization, documentation, and branding. This includes the thorough inventory, mapping, and digitization of cultural and tourist attractions, accompanied by the creation of a cultural-heritage portfolio. The aim is to pioneer a comprehensive and well-structured information system, accessible in digital format. Through effective branding, the goal is to elevate the cultural identity of Orhei, fostering increased awareness, appreciation, and engagement with its unique cultural heritage.
How does it contribute to the sustainability of the City Cultural Development Strategy? (no more than 100 words)
The objective contributes significantly to the sustainability of the City's Cultural Development Strategy by establishing a digitally accessible and well-documented cultural heritage. Systematic inventory, mapping and digitization create a solid foundation for ongoing conservation. The digital format ensures wider adaptability and accessibility, aligning with contemporary trends. This objective corresponds to the specific objective 1.2 of the Cultural Development Strategy - Strengthening the unique identity of the municipality of Orhei in the cultural-creative field, by using digital tools to promote and access integrated cultural offers. Branding elevates Orhei's cultural identity, encouraging a lasting community connection and increased appreciation. This approach integrates perfectly with the strategy, ensuring a resilient, future-oriented and culturally enriched development for Orhei.
Brief Description of the Activity

¹ The recommended budget for this action is EUR 30,000 per applicant. In addition, the project will consider providing additional support to the Applicant with a maximum amount of EUR 20,000 to implement activity(-eis) aiming at cultural cooperation (cf. Chapter 2).



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➤ Description of the activity concept

What concrete actions/activities are foreseen – i.e. how do you plan to achieve the objective? List activities, with concrete numeration and very short description (no more than 200 words each)

Project activities:

A 1.1 The documentation and digitization of cultural heritage involve inventorying cultural and tourist attractions, mapping, creating inventory sheets, producing rigid plates with QR codes, and placing them. Specialists from the local history museum, elderly individuals familiar with the history of monuments, residents, events, etc., will be involved.

Thus, we aim to pioneer the creation of a cultural-heritage portfolio for the city of Orhei, containing well-structured information available both on paper and digitally.

A.1.2 Branding activities – creating the brand of the Orhei region as an instrument of cultural identity/promotion of culture, tourism

➤ Outputs of the activity

O.1.1 Outputs of Activity A 1.1: Documentation and Digitization of Cultural Heritage:

- **Cultural and Tourist Attractions Inventory:** Compilation of a comprehensive inventory detailing cultural and tourist attractions in Orhei.
- **QR Code Plates:** Production of rigid plates with QR codes in three languages for selected attractions.
- **Cultural-Heritage Portfolio:** Pioneering the development of a comprehensive cultural-heritage portfolio for Orhei, accessible both in print and digitally.

O.1.2 Outputs of Activity A 1.2: Branding Activities for the Orhei Region:

- **Creation of Brand (ORHEI REGION):** Development of a distinct brand for the Orhei region, serving as a tool for cultural identity and the promotion of culture and tourism.
- **Promotional Materials:** Design and production of T-SHIRTS integrating the newly created brand.

➤ Target Audience

Please list the target audience for each activity

- Local and Regional Public: Residents of Orhei and the surrounding region interested in deepening their knowledge of local cultural heritage.
- Students engaged in educational projects related to cultural heritage.
- Tourists and Visitors: Tourists and visitors exploring the city seeking detailed information about cultural attractions.
- Online visitors
- What is the supporting documentation/means of verification you will submit to demonstrate that planned activity was implemented, and the objective was reached?
- List of Cultural Attractions: Detailed list of inventoried cultural-tourist attractions.
- Cultural-heritage Portfolio: digital and physical format with mapped cultural attractions.
- Photographs and Images: Relevant images illustrating the condition and beauty of cultural Attractions.
- QR Code Plaques: Photographs and placement reports of QR code plaques at respective locations.

- Brand development (REGION ORHEI) : 150 T-Shirts with region logo .
- Purchasing invoices
- Service contracts

- How will the action reflect horizontal issues?

- **Social Inclusion and Cultural Diversity:**
 - Encouraging the participation of diverse local communities in cultural events and the cultural heritage documentation process.
 - Ensuring that the project reflects and celebrates the cultural diversity of residents, including the involvement of minority communities and marginalized groups.
- **Education and Sustainable Development:**
 - Integrating the project into educational activities to support the sustainable development of skills among students.
 - Creating educational resources contributing to awareness and understanding of the importance of cultural heritage for community sustainability.
- **Promoting Gender Equality:**
 - Ensuring that participation and representation in the project are equitable, addressing gender issues and promoting the active involvement of women and men in all project activities.
- **Integration of Technology and Innovation:**
 - Using technology to enhance public access to information about cultural heritage through QR code plaques and online platforms.
- **Sustainable Tourism Development:**
 - Addressing sustainability in the promotion of cultural tourism, ensuring respect for the environment and local communities.
 - Integrating concepts of responsible tourism and sustainable development into the promotion and organization strategies of cultural events.
- **Resilience to Climate Change:**
 - Integrating aspects of resilience to climate change in the planning and organization of outdoor events and activities related to cultural heritage.
- **Promotion of Intercultural Dialogue:**
 - Creating platforms for intercultural dialogue and exchange between communities and promoting mutual understanding.
 - Participating in regional and international cultural events to strengthen intercultural relationships and dialogue.
- **Integration of the Jewish Community**
 The city of Orhei experienced significant upward development in the modern period due to the Jewish community, which constitutes a significant ethnic majority contributing to multifaceted development (one of the oldest Jewish cemeteries in Europe, synagogue, the history museum located in the former home of Jewish teachers, etc.).

- Risks and Assumptions (things outside project control which may affect the activity implementation)

- **Risk: Lack of Funding or Resources:**
 Prevention: Conduct a detailed financial analysis and identify multiple possible funding sources.
 Mitigation: Diversify funding sources, seek grants or sponsorships, and establish a reasonable budget.

- **Risk: Technical Implementation Issues:**

Prevention: Conduct technical testing of any technological or logistical elements before implementation.

Mitigation: Ensure a contingency plan for rapid resolution of any technical issues, involve technical experts.

- **Risk: Low Community Participation:**

Prevention: Conduct awareness campaigns and prior consultations with the community to identify interests and expectations.

Mitigation: Implement community engagement activities within the project and adjust the plan based on community feedback.

- **Risk: Unforeseen Weather Conditions:**

Prevention: Check anticipated weather conditions and plan events accordingly.

Mitigation: Identify alternatives or contingency plans for outdoor activities based on unforeseen weather.

- **5.Risk: Unpreparedness of Partners and Participants:**

Prevention: Provide clear instructions and training sessions for partners and participants.

Mitigation: Offer continuous support and educational resources to ensure proper understanding and engagement.

➤ Timeline (please provide the timeline for activity implementation)

	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24
	M1	M2	M3	M4	M5	M6	M7	M8	M9
Activity 1 - The Sustainable Development and Promotion of the Orhei Cultural Heritage through Digitalization, Documentation, and Branding									
<i>Organizational and logistic management</i>									
<i>Inventory of Attractions: Development of inventory sheets (50 units) with detailed descriptions and relevant images of each attraction. Obtaining the authorization for the placement of the information plaque with QR code</i>									
<i>QR Code Plaques: Placement of rigid plaques (50 units) with QR codes in 3 languages at each attraction, providing visitors with quick access to information.</i>									
<i>Cultural-Heritage Portfolio</i>									
<i>Regional brand developed.</i>									

What is the objective of the action? (no more than 100 words)

The objective of this initiative is to strengthen the prestige and regional appeal of the municipality of Orhei through the organization of large-scale cultural events, namely the Guitar Festival. By highlighting the richness of the local cultural heritage and promoting traditions, the specific aim is to stimulate cultural tourism at the regional level. Additionally, the goal is to leverage and promote local artists through these events, providing them with significant platforms to showcase their creations and thereby contributing to the shaping of an authentic cultural identity for the municipality of Orhei. Through the consolidation of a vibrant, diverse, and authentic image, we aim to attract attention to the local culture and create a memorable experience for both residents and visitors.

How does it contribute to the sustainability of the City Cultural Development Strategy? (no more than 100 words)

The objective of the Guitar Festival in Orhei is part of an integrated strategy for the sustainable cultural development of the municipality. The festival stimulates the local economy by attracting tourists and generating economic development and local consumption. It also promotes local cultural identity, supports community artists, attracts cultural tourism and strengthens social cohesion through community participation in cultural events. This objective contributes to a balanced cultural development in Orhei, having a positive impact on the economy, local culture and community cohesion. This objective helps to implement the Cultural Development Strategy of the municipality of Orhei by achieving the operational objective 1.1 Development of contemporary creation and a competitive artistic act on the national and international cultural scene and relevant for the community, namely by implementing the support measure Supporting creative cultural actors in the organization creative cultural events.

Brief Description of the Activity

➤ Description of the activity concept

What concrete actions/activities are foreseen – i.e. how do you plan to achieve the objective? List activities, with concrete numeration and very short description (no more than 200 words each)

Project activities:

A.2.1. Co-organization of the Guitar Festival:

Detailed Planning: Develop a comprehensive plan including logistics, schedule, and participants for the Guitar Festival in Lopatna, Orhei district.

Coordinated Implementation: Execute the event in close collaboration with the Orhei District Council and the Ministry of Culture, ensuring a well-coordinated experience.

Participatory Evaluation: Implement a participatory evaluation process to collect feedback from participants and identify areas for improvement.

A.2.2 Guitar Masterclass for 25-35 Beginner Artists:

Detailed Organization: Plan and implement a guitar masterclass for beginner artists, focusing on techniques and artistic development.

Active Participation: Encourage participants to be active and engage with instructors to maximize the benefits of the training.

A.2.3 Elaboration of promotional Video Spot

Cultural Analysis: Conduct a thorough examination of the unique cultural aspects of the Orhei region to guide the development of the visual identity.

Video Spot Production: Create a promotional video spot that captures the cultural identity and promotes the Guitar Festival.



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A.2.4 Visibility Materials

Material Production: Produce 6 banners, and 1500 flyers to enhance the visibility and awareness of the event.

- Outputs of the activity
- **O.2.1.** Co-organization of the Regional Guitar Festival (for 2 days) in Lopatna village, Orhei district.
- **O.2.2.** Guitar masterclass for 25-35 beginner artists with guest artist and band.
- **O.2.3.** FILMING AND PROMOTING VIDEO SPOT
- **O.2.4.** Visibility materials: 6 banners, 1500 flyers.

➤ Target Audience

Please list the target audience for each activity

- Regional and International Public: Participants in the Guitar Festival from other cities, regions, and countries.
- Potential tourists and investors interested in the culture and tourist attractions of Orhei.
- Representatives of Local and National Authorities: Representatives of the Orhei District Council, Ministry of Culture, and other institutions that can support and promote the event at the regional and national levels.

- What is the supporting documentation/means of verification you will submit to demonstrate that planned activity was implemented, and the objective was reached?
- Organization Documents: Planning, contracts, and agreements with organizers of the Guitar Festival.
- Promotional Materials: brochures, pamphlets, and informative materials distributed for event promotion.
- Promotional Video Spot: Copy of the culturally folkloric themed video spot for distribution on online channels and media.
- Participation Reports: Documents attesting to festival participation and feedback received from participants.
- Real time photos and videos: images and video recordings documenting the real-time artistic creation process.
- Impact and Evaluation Reports
- Documents reflecting the overall impact of the project on the community, tourism, and cultural promotion.
- Financial Analyses:
- Financial reports demonstrating the efficient use of allocated project resources.
- Case Studies and Satisfaction Measurements:
- Case studies highlighting specific successes and satisfaction measurements of participants and the audience.

- How will the action reflect horizontal issues?

Social Inclusion and Cultural Diversity:

- Encouraging the participation of diverse local communities in cultural events and the cultural heritage documentation process.
- Ensuring that the project reflects and celebrates the cultural diversity of residents, including the involvement of minority communities and marginalized groups.

Education and Sustainable Development:

- Integrating the project into educational activities to support the sustainable development of skills among students.
- Creating educational resources contributing to awareness and understanding of the importance of cultural heritage for community sustainability.

- Sustainable Tourism Development:

- Addressing sustainability in the promotion of cultural tourism, ensuring respect for the environment and local communities.
- Integrating concepts of responsible tourism and sustainable development into the promotion and organization strategies of cultural events.

Resilience to Climate Change:

- Integrating aspects of resilience to climate change in the planning and organization of outdoor events and activities related to cultural heritage.

Promotion of Intercultural Dialogue:

- Creating platforms for intercultural dialogue and exchange between communities and promoting mutual understanding.
- Participating in regional and international cultural events to strengthen intercultural relationships and dialogue.

- Risks and Assumptions (things outside project control which may affect the activity implementation)

➤ **Risk: Technical Implementation Issues:**

Prevention: Conduct technical testing of any technological or logistical elements before implementation.

Mitigation: Ensure a contingency plan for rapid resolution of any technical issues, involve technical experts.

➤ **Risk: Low Community Participation:**

Prevention: Conduct awareness campaigns and prior consultations with the community to identify interests and expectations.

Mitigation: Implement community engagement activities within the project and adjust the plan based on community feedback.

➤ **Risk: Unforeseen Weather Conditions:**

Prevention: Check anticipated weather conditions and plan events accordingly.

Mitigation: Identify alternatives or contingency plans for outdoor activities based on unforeseen weather.

➤ **Risk: Limited Involvement of Partners:**

Prevention: Negotiate and clearly define the roles and responsibilities of partners from the outset.

Mitigation: Regularly organize coordination meetings and maintain open communication to overcome any arising issues.

- Timeline (please provide the timeline for activity implementation)

	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24
	M1	M2	M3	M4	M5	M6	M7	M8	M9
Activity 2 - Events for regional, international promotion, and sustainable development of cultural tourism									
<i>Organizational and logistic management</i>									
<i>Co-organization of the (international) Guitar Festival in Lopatna village, Orhei district.</i>									
<i>Elaboration of a promotional video spot.</i>									
<i>Guitar masterclass for 25-35 beginner artists.</i>									
<i>Visibility materials: 150 t-shirts, 6 banners, 1500 flyers.</i>									
<i>Final Activity Report, Narrative and Financial</i>									

2. LIST OF ANNEXES

Documents to be submitted:

1. Budget Plan (template Budget Plan)



Budget
Plan_Template.xlsx

2. Self-Declaration (template self-declaration)



Self Declaration legal
persons_Template.doc

3. UpToDate official registration document
4. Official bank requisites