

RESTART\_4Danube  
**LOCAL ACTION PLAN**  
**D.T2.1.5 LAP5-Green Urban  
Regeneration**

Municipality of Vratsa  
Bulgaria, Northwest region

12.2021



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## **PART I**

### **1.1 General information**

Project: RESTART\_4Danube

Partner organisation(s) concerned: Municipality of Vratsa

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NUTS2 region: Northwest Region

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## 2 PART II

### Background and Policy Context



## 2.1 Background

Situated in Northwestern part of Bulgaria, the Municipality of Vratsa (Population: 66 500; 16th place in country) covers a territory of 697 km<sup>2</sup> as parts of the Danube plain and the Fore Balkan.

The city of Vratsa is one of the most picturesque towns in Bulgaria, 110 km from the capital, 80 km from the Danube ferry near Oryahovo and 83 km from the river port of Lom. Important railway and road corridors of national and international significance pass through the territory of the Municipality. The infrastructure in the city is very well developed. The connection with neighbouring areas is also provided through lower class roads.

For the past 6 years many urban green spaces have been renovated. Numerous playgrounds have been built in accordance with all safety requirements. The pedestrian zone is completely renovated with better conditions for recreation with marked cultural and historical landmarks in its area.

In recent years the cultural and creative industries in Bulgaria are increasingly being perceived as a sector with an important contribution to local, regional and national development and having a positive impact on the local labor market.

In the municipality of Vratsa there are many places that are suitable for either reconstructions or renovations to fit the purpose of the CC industry but they require large investments. Most of them are either municipality owned and easy to acquire. For the state owned places eventual bureaucracy and poor communications within the state and municipal authorities might be a weak point.

For the region of Vratsa the attitude of the population towards creativity and entrepreneurship is very positive. Attitude and culture of the targeted society is suitable for accepting new ideas relatively easy. If an innovation is easy to understand, it will be easily accepted by most of the population. However, there are some obstacles such as poor and basic lifestyle of some people that creativity and innovation are not sought after also there is not so stable national legislation support and complete set of national tools to support startups.

In relation to the conclusions made in the Danubian baseline study CCIs are highly centralized in urban area, they are a significant sector of the Bulgarian economy and create a larger share of the gross domestic product from economic sectors such as mining, hotels and restaurants, etc. In 2019, the creative industries generated 5.54% of the gross value added in the country and provided employment to 4.92% of the employed.

The cultural institutes in the municipality of Vratsa are the Drama and Puppet Theater, the Hristo Botev Regional Library, the State Philharmonic, the Regional Historical Museum with an art gallery, as well as 21 community centers on the territory of the Municipality.

The diversity of cultural institutions and cultural events in the Municipality of Vratsa predetermines a well-developed cultural activity and an opportunity for a rich cultural life of the population. However, among the main problems in the field of culture remains the need for more activities to improve the technical and material condition of the cultural infrastructure.

The current document aims to provide strategic information for the proper, efficient and effective implementation of the Local Action Plan 5 for Green Urban Regeneration developed by the Municipality of Vratsa with the support of CCI-Vratsa. The main objective of LAP 5 will be the contribution for regeneration and promotion of urban green spaces both in environmental and use terms. In relation to the horizontal principles for sustainable green development, LAP 5 will contribute to the improvement of green infrastructure and sustainable urban development.

The RESTART\_4Danube project will serve as an incubator for the developed ideas and

activities whereas the full implementation of the LAP 5 will depend on other sources of funding, such as the structural funds or EU financing.

In the frame of the project, the Municipality of Vratsa will implement two initiatives in order to raise awareness about: 1) unpopular green urban spaces; 2) different ways for spending some time in urban green spaces.

The first initiative will be the organization of an urban picnic through which the Municipality of Vratsa aims to promote different ways of spending time on the urban open area, both for children and for adults. The selected place for the urban picnic is the park in “Hristo Botev” sports complex, which is a green space with the potential to become one of the most popular places for recreation and cultural industries, but for the moment it is not so popular among citizens.

The second initiative will be a rise awareness campaign for green urban spaces and historical heritage. The region of Vratsa has rich cultural and historical heritage. The Rogozen Treasure, which is the largest (in terms of weight) treasure from Ancient Thrace, was found in the region of Vratsa. This is the reason why the Municipality of Vratsa aims to bring together the historical significance and the advantages of the green urban spaces.

The implementation of LAP5 in the frame of the RESTART\_4Danube project /soft measures/ will be in the period 01.2022 – 09.2022 while for the infrastructure activities /hard measures/ the Municipality of Vratsa will search for another funding through the national or municipal budget or through the structural funds.

## 2.2 SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Extremely favourable geographical location and territorial positioning;</li> <li>• High degree of utilization of the opportunities for financing from the European funds;</li> <li>• The general trend of declining population in the country as a whole is followed by the Municipality of Vratsa until the end of 2019. In 2020, however, there is an increase of nearly 2% of the population in the municipality, which is partly due to the return of people working abroad due to the Covid-19 pandemic;</li> <li>• Cultural and creative industries in Bulgaria are increasingly being perceived as a sector with an important contribution to local, regional and national development and having a positive impact on the local labour market;</li> <li>• CCIs are of the most dynamically developing economic industries. Creative industries create a larger share of the gross domestic product from economic sectors such as mining, hotels and restaurants, etc.;</li> <li>• Investments in new technologies and in raising the qualification of the staff in CCIs;</li> <li>• Rich tangible and intangible cultural heritage;</li> <li>• Many places that can benefit from innovations in creative industries and EU and national policies stimulate that innovations;</li> <li>• A variety of suitable places for the dissemination to happen effectively e.g. theatres, cinemas, community centres etc.</li> <li>• Many possibilities for R&amp;D activities in both suburban and urban areas in the region;</li> <li>• Part of the CCIs are constantly and successfully learning towards engaging in R&amp;D an innovations;</li> <li>• Good condition of the pedestrian zones and spaces in the city, good condition of the water supply network in the city;</li> <li>• Good condition and usability of the building stock in education in the city;</li> <li>• Variety of social services;</li> <li>• Good quality of air, soil and water in</li> </ul>	<ul style="list-style-type: none"> <li>• The coefficients of age dependence present an unfavourable picture for the formation of the demographic potential in relation to the labour force in the future. The natural growth is permanently negative and with increasing values over the years. Mechanical growth is also negative;</li> <li>• Lack of various forms of associations of business structures such as chambers, committees, etc. and their partnership with the municipal administration;</li> <li>• Foreign investments in creative activities in Bulgaria are almost entirely concentrated in the capital Sofia;</li> <li>• Efforts for the stimulation of the creative industry at national level are minimal compared to other economic sectors (also due to the COVID-19 situation);</li> <li>• Weak law enforcement in the field of intellectual property;</li> <li>• Lack of knowledge and skills in the field of intellectual property management and entrepreneurship;</li> <li>• The creative sector in Bulgaria is very fragmented and dispersed;</li> <li>• Unsuccessful communication and technological infrastructure;</li> <li>• Sometimes local authorities can make innovation difficult due to bureaucracy;</li> <li>• There is relatively limited amount of people who are interested in the CCIs, therefore the target group is limited;</li> <li>• Poor involvement of enterprises in R&amp;D activities.</li> <li>• The engaged in R&amp;D activities CCIs are not enough to create a positive impact in the bigger scheme of things.</li> <li>• Lack of implementation of modern technologies and use of innovations;</li> <li>• Insufficient development of tourism and insufficient use of cultural and historical resources;</li> </ul>

<p>the city;</p> <ul style="list-style-type: none"> <li>• Good condition of the protected areas;</li> <li>• Created / in the process of creating new tourist attractions;</li> <li>• Active promotion of the city and the municipality as a good place for investments;</li> <li>• Existence of ecologically clean territories;</li> <li>• Sustainable relations and cooperation with different stakeholders;</li> <li>• Diversity of micro and small and medium enterprises;</li> <li>• Long-term relations and good communication between business, NGO sector, and the Municipality.</li> </ul>	<ul style="list-style-type: none"> <li>• Shelters that cannot accommodate the increased tourist flow;</li> <li>• Old cultural infrastructure;</li> <li>• Old sports facilities;</li> <li>• Lack of financing.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Favourable geographical location, relatively good transport connections;</li> <li>• Good quality of the living environment;</li> <li>• Extremely favourable natural-geographical potential for the development of tourism;</li> <li>• Favourable national policy in the field of ecology and its impact on the state of cities - functions of the bodies, monitoring and control systems, effectiveness of the measures;</li> <li>• Relatively good cultural level of the population, good degree of satisfaction of cultural needs.</li> </ul>	<ul style="list-style-type: none"> <li>• Unsatisfactory financial relations between the state and the municipality and degree of financial decentralization;</li> <li>• Extremely low investment activity;</li> <li>• Unfavourable age structure of the population;</li> <li>• Negative natural growth and strong migration processes;</li> <li>• Emigration of young and educated population;</li> <li>• Reduced interest of the stakeholders due to the negative impact of the COVID-19 pandemic on the business organizations;</li> <li>• Restrictive measures on national level due to the COVID-19 pandemic.</li> </ul>

## 2.3 Policy context

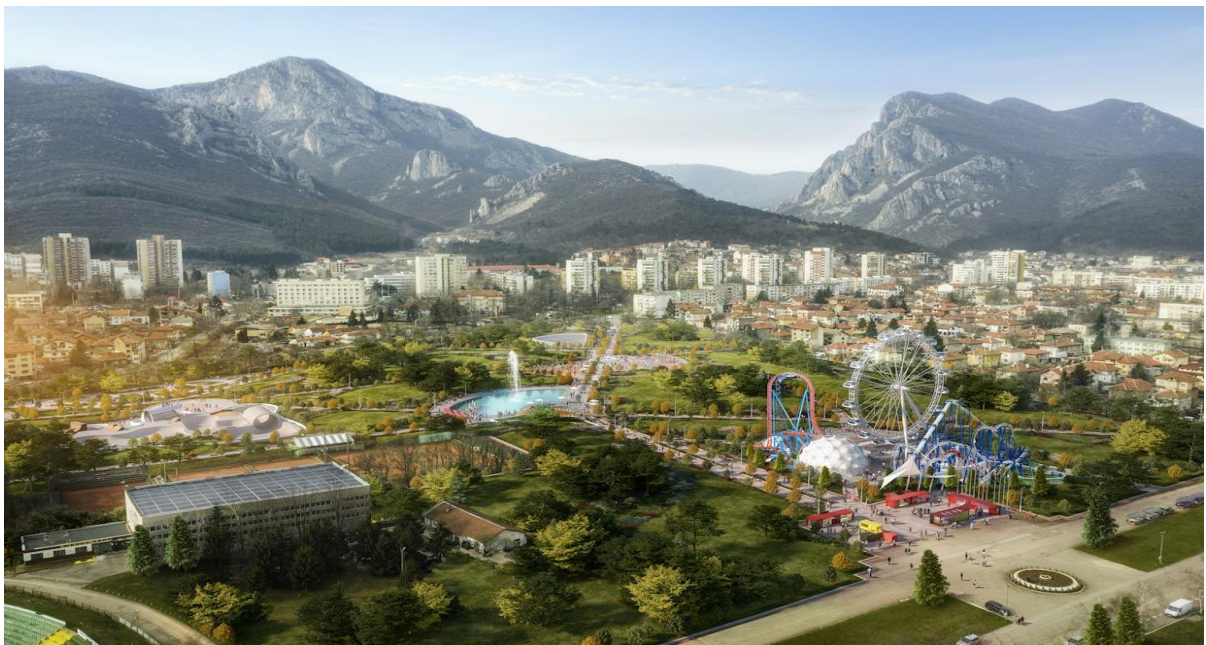
### Policy instrument addressed

- Policy Programme of the Municipality's management
- Plan for Integrated Urban Development of the Municipality of Vratsa 2021-2027
- The National Action Plan on Climate Change 2013-2020, which measures will continue to apply after 2030



### **Impact and contribution of the action plan towards the improvement of policy instruments**

The Plan for Integrated Urban Development of the Municipality of Vratsa 2021-2027 is the main and most important strategic document for every Bulgarian Municipality. It is developed for the period of 7 years and is based on reasonable and realistic proposals for solving problems and realizing potentials simultaneously in the social, economic and environmental spheres. Some of the measures set out in it include maintaining and expanding the green system by creating parks and "green areas" and recreation and sports areas in the settlements. One of the most significant projects that is planned to be implemented for the next programming period in the frame of the Plan for Integrated Urban Development of the Municipality of Vratsa 2021-2027 is the "Construction of an amusement park" - a complex of attractions for entertainment of adults, adolescents and children, placing a Ferris wheel and a stage for events. The park will be established as a main area for recreation, sports and social contacts of citizens and guests of Vratsa, completely changing the appearance of the park and becoming a better place to live. This will make tourists spend more time in the city and visit the various sites. The main task of the "Improvement of the park around Hristo Botev Stadium" project is related to the development of aesthetic and safe recreational environment with separate functional areas for recreation, social and cultural events, children's games and other activities.



*Source: Municipality of Vratsa*

In relation to the abovementioned and in the frame of the RESTART\_4Danube project, the project team from the Municipality of Vratsa with the support of CCI-Vratsa will organize an urban picnic in the park of the Hristo Botev sports complex. This activity will put the bases of the transformation of the park into a most visited place and to reveal the different opportunities for spending time in green urban spaces as well as to the support the creative

industries through different performances of local artists.

According to the The National Action Plan on Climate Change 2013-2020, which measures will continue to apply after 2030, local authorities is necessary to take action to increase the area for urban and suburban parks and green areas as well as to improve the conditions of the already existing.

According to the Policy Programme of the Municipality's management, there are several priorities that should be achieved: 1) infrastructure and urban development; 2) investments and jobs opportunities; 3) education and talents development; 4) social policies and services; 5) security and public order; 6) Ecology and green education; 7) transport; 8) health and demography issues; 9) rural development; 10) culture and tourism development; 11) youth activity development; and 12) sport and active lifestyle development.

### 3 PART III

#### ACTION PLAN



### 3.1 Local Action Plan

<b>Action</b>	<b>Time Frame</b>
Raise awareness campaign of green urban spaces and historical heritage	January 2022 – September 2022
Organization of an urban picnic	January 2022 – September 2022

### **3.1.1 Action I: „Awareness raising campaign for the promotion of green urban spaces and historical heritage“**

#### **3.1.1.1 Background**

The aim of this action is raising awareness of the local citizens for a green urban space and historical heritage which is located in the city centre, but is not so popular the so called Mogilanska Mound.

For this purpose Municipality of Vratsa, supported by CCI- Vratsa will organize one-day public event within the RESTART\_4Danube project with the participation of local citizens.

Here the concept of green space as a strategy for urban regeneration and development and rising awareness for the open green spaces through participation in different public events will be applied. The concept shall be incorporate in the educational practices by organizing a competition called “Treasure hunt”.

The source of inspiration for this event is the aim of Municipality of Vratsa to develop several projects related to the Mogilanska mound and the green space around it.

The whole area is 2211 sq. m. and is designated for landscaping, together with the Mogilanska mound located in the property. The mound is declared a cultural monument of national importance.

The mound is a unique representative of the monumental cult architecture. Remains of three tombs from different periods of the 4th century BC have been discovered in it, in which rich burials of rulers of the local Thracian dynasty from the tribal tribe have been performed. The found objects have a high artistic value. They are stored in the Regional Historical Museum – Vratsa. The archaeological site is an extremely valuable material record of the most ancient history of the city. It is also among the most significant archaeological discoveries for the region and for the country.

In the region of the Mogilanska mound there is a park with children's playground, swings and benches. The place is located in a quiet area next to the city centre which is an easy accessible location for tourists and citizens.

In the frame of the RESTART\_4Danube project will be implemented the one day event with the aim to raise awareness about the place and its cultural value. Beyond that event, several initiatives and activities are planned:

- Restoration, as far as possible, of the authentic form of the Mound by building a visitor centre. In order to reproduce the cultural landscape, the building will be hidden under a green earthen embankment, or hidden "roof", providing waterproofing and ventilation and will be visible with only one facade, oriented to the entrance area for the complex. In order to organically fit the building into the existing urban and park environment, it is recommended to use the natural displacement of the terrain.

- Partial restoration of Tomb II, as visitors will have access to it through installed metal platforms with openwork lattice and glass floors. It is foreseen the use of interactive and digital tools to interpret the cultural heritage in order to convey more complete content. In this sense, the mixed reality - virtual (VR) and augmented reality (AR) allows reconstruction of the Mound through an integrated approach.

- Construction of a reception space with office, technical and sanitary facilities, which will allow for the formation of "spaces in the spaces" (with the help of furniture, light partitions and structures) and easy future transformations of the functional areas in the building, in view of the various events that will take place in it (cultural events, educational activities,

public initiatives - meetings, debates, discussions).

- Connection of the reception building with the surrounding park environment - mastering the negative effect of the presence of massive buildings located near the mound, aestheticization and improvement of the space around the reception building.

The idea for the reception building is to be an attraction not only for the guests of the city, who will take advantage of the provided facilities, looking for information about the Mogilanska mound and other city sights, but also for its residents who are looking for inspiration, relaxation, change of the working environment in an active new urban space for culture in the downtown.

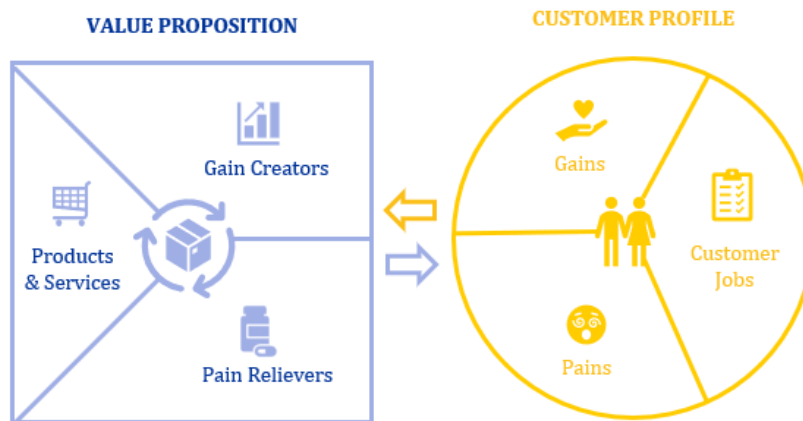
For this activity the Municipality of Vratsa will use the results of the Danube Transnational Programme projects CITYWALK and TRANSGREEN. Also the good practices that have been implemented in different activities and initiatives of the Youth center-Vratsa which is part of the Youth centers network. Their work is closely related to the regeneration of open urban spaces in the city of Vratsa as well as in the neighboring settlements.

### 3.1.1.2 Stakeholders

Name of Organization	Allocated Tasks
Youth House - Vratsa	Participation in the organization of the event with volunteers.
TEMP Theater Group	Preparation and performance of a theatrical production, which clearly shows why this park space is valuable for the city, not only as such, but also as a historical place, bringing added value in itself.
Youth Centre - Vratsa	Preparation of materials that in an attractive way to present the necessary information for the protection of park spaces, as well as why they are so important for cities. Also an information campaign about the benefits and needs of park spaces, their necessary maintenance and the entertainment that every citizen could do for the better parks of Vratsa. Development of a game like "treasure hunt" for children and teenagers, related to the protection of the parks and the cultural and historical value of the park "Mogilanska Mogila".
CCI Vratsa	Promotion of the event among businesses. Presentation of projects related to the environment, development of creative industries and park spaces.
Regional Historical Museum – Vratsa	Participation in the popularization of the event and the idea among the audience.
Kinder gardens in Vratsa - "Sun", "Happy Childhood", "Nightingale" and "Europeans"	Participation in the program as participants - songs, recitation of poems, dances and more.
Profiled school of music, choreography and fine arts "Father Paisii"	Participation in the event of their students, preparation of an external class in fine arts.

Municipality of Vratsa	Presentation of the projects related to the improvement, restoration and renovation of the park "Mogilanska Mogila".
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### 3.1.1.3 Value Proposition Canvas



CUSTOMER PROFILE	
Gains	<ul style="list-style-type: none"> <li>• Better conditions for the cultural life in the city and for recreation;</li> <li>• More attractions for children and adults;</li> <li>• Safety and pleasant urban area.</li> </ul>
Pains	<ul style="list-style-type: none"> <li>• Renovation of the urban area and especially the pedestrian zone in the neighbourhoods and suburbs of the city</li> <li>• Asphaltting of small streets</li> <li>• Building of new green spaces</li> <li>• Renovation of cultural centres, because they are with special status and are owned by the Ministry of culture, not by the local authority;</li> <li>• Lack of financing;</li> <li>• Procurement procedures.</li> </ul>
Customer Jobs	<ul style="list-style-type: none"> <li>• Better experience in the urban area</li> <li>• Safety playgrounds for children</li> <li>• Provision of information about landmarks, entertainments, green areas, historical sites etc. in the urban area;</li> <li>• More benches and fountains in the urban area, especially in the parks;</li> <li>• More parking places near to the green urban spaces;</li> <li>• Development of new galleries.</li> </ul>

VALUE PROPOSITION	
Gain Creators	<ul style="list-style-type: none"> <li>• Preliminary research and planning of the infrastructure activities</li> <li>• Raising awareness about the cultural heritage as well as provision of sufficient information about the place;</li> </ul>
Pain Creators	<ul style="list-style-type: none"> <li>• More opportunities for spending time outdoor;</li> <li>• Provision of opportunities for work spaces outside which is very common solution in the COVID-19 pandemic;</li> <li>• Raising attractiveness of smaller and quiet green spaces instead of being abandoned and neglected;</li> <li>• Provision of opportunities for escaping from the crowded everyday life;</li> <li>• Provision of opportunities for families to spend time with their children through playing different games and exploring the heritage of the region.</li> </ul>
Products & Services	<ul style="list-style-type: none"> <li>• Defining the objectives;</li> <li>• Planning of the human, technical and financial resources;</li> <li>• Planning of the activities;</li> <li>• Outsourcing;</li> <li>• Mentorship;</li> <li>• Cooperation with relevant stakeholders;</li> <li>• Proper delegation of tasks;</li> <li>• Preliminary research of the target groups and stakeholders preferences and opinion about the planned activities;</li> <li>• Monitoring and reporting of the tasks and activities.</li> </ul>

### 3.1.1.4 Objectives

The main objective of this action is to raise awareness of local citizens about the green urban space and historical heritage located in the city centre - Mogila mound, to encourage cooperation between different stakeholders and target groups.

Some specific objectives of this action include:

- Revitalization of inner city through improved play areas and open spaces;
- Contribution to the specific objective #3 of the RESTART\_4Danube project „support policy dialogue and good practice exchange in creative urban regeneration“ by organizing study visits during which partners will exchange about good practices in the frame of local creative urban regeneration projects;
- Development of a culture that generates public/private synergies and promote SMEs
- Exploiting growth potential offered by creativity
- Promotion of urban green spaces;
- Awareness rising campaign about one of the most significant archaeological discoveries for the region and for the country;
- Development of a culture that generates public/private synergies;
- Exploiting growth potential offered by the local creative industries
- Cooperation of key actors in the field of CCI;
- Development of new green urban spaces in CCI sector
- Promotion of different performances.



### 3.1.1.5 Activities

An event will be organized in the park, which will include the following activities:

- Presentation of the projects related to the improvement, restoration and renovation of the park "Mogilanska Mogila" of the Municipality of Vratsa;
- Information campaign about the benefits and needs of park spaces, their necessary maintenance and the entertainment that every citizen could do for the better parks of Vratsa;
- Distribution of materials that in an attractive way to present the necessary information for the protection of park spaces, as well as why they are so important for cities;
- Conducting a game of the type "treasure hunt" for children and teenagers, related to the protection of the parks and the cultural and historical value of the park "Mogilanska Mogila";
- Performing a theatrical production, which clearly shows why this park space is valuable for the city, not only as such, but also as a historical place, bringing added value in itself;
- Recital, traditional songs and dances by children from kindergartens;
- Presentation of projects related to the environment, development of creative industries and park spaces from CCI Vratsa;
- Conducting an external class in fine arts in the park.

### 3.1.1.6 Timeframe

The event will be organized in on 14.05.2022. The duration will be one day.

### 3.1.1.7 Cost estimation and funding sources

Some of the activities will be carried out by volunteers, as well as by organizations that want to contribute to the protection and improvement of conditions in the parks in the city of Vratsa and will not receive funding for their activities. For those who need funding, the project budget will be used. Necessary funding for the event – 2250 Euro. They will be spent on the professional organization of the event by external experts. They will prepare a program for the event that will be compliant with the different target groups and stakeholders – children with their parents, local citizens and tourists.

The Municipality of Vratsa is planning to implement the so called hard measures in the region of the Mogilanska mound but further technical and architecture research needs to be provided about the costs and the amount of funding that will be needed for the infrastructure and renovation activities that are planned to be implemented as well.

### **3.1.2 Action II: Organization of an urban picnic**

#### **3.1.2.1 Background**

The concept of the urban picnic is related to the idea for awareness rising campaign about open green spaces in the urban area in the city of Vratsa as well as the promotion of outdoor activities for the free time of the citizens.

The target groups of the event are children and their parents, local citizens, city guests and tourists, organizations which work in the field of CCI.

The Municipality of Vratsa, supported by CCI-Vratsa, will organize one-day public event within the project RESTART\_4Danube with the support of key stakeholders such as Youth House - Vratsa, Youth Centre – Vratsa, Regional Library "Hristo Botev" – Vratsa, Football club "Botev Vratsa".

The event will take place in the park in the Hristo Botev sports complex in the city of Vratsa.

For the organization of the event will be used the support of external experts in order to be reached the objectives of the event, the LAP 5 and the project as well.

Some of the planned activities in the event include children's games that their parents played and which are not so popular now. The idea is to present the youngest citizens outdoor activities without using smart devices and computers.

During the picnic, children will be able to participate in a game of checkers, folk ball, badminton, puzzle, as well as to participate in a raffle with many surprises. For the kids with an adventurous spirit, a reconstruction of the game "Guards and Apaches" will be played, as well as Treasure hunt in the park.

There will be a place where children can prepare their own food such as sandwiches, salad or juice and the emphasis will be on healthy eating as a way of life.

Another adventure in which the kids will be able to participate is a competition for drawing on asphalt. As the best drawings will be awarded with prizes, and all others will be awarded with treats.

During the event separate areas for summer reading room, recreation areas with hammocks, as well as attractive culinary workshops for the kids will be designed in the park of Hristo Botev Stadium.

Talented local musicians and performers will take care of the good mood of the children and their parents, creating a festive atmosphere.

The so called "hard" measures are planned to be implemented during the next programming period 2021-2027 in the open spaces near of "Hristo Botev" soccer stadium. On the area of over 77 sq.m. four main zones will be established:

Zone 1 - for children's play, outdoor fitness and amphitheatre for events;

Zone 2 - for extreme sports, skate and Pump Track;

Zone 3 - for recreation, with a lake and water effects;

Zone 4 - for amusement park, Ferris wheel with a diameter of 32 m and a unique view of the Vratsa Balkan, as well as Piknic area.



*Source: Municipality of Vratsa*

For this activity the Municipality of Vratsa will use the results of the Danube Transnational Programme projects CITYWALK and TRANSGREEN. Also the good practices that have been implemented in different activities and initiatives of the Youth center-Vratsa which is part of the Youth centers network will be adopted. The Municipality of Vratsa will also rely on the support of CCI-Vratsa which works in close relation with national and international SMEs, entrepreneurs and NGOs if different sectors.

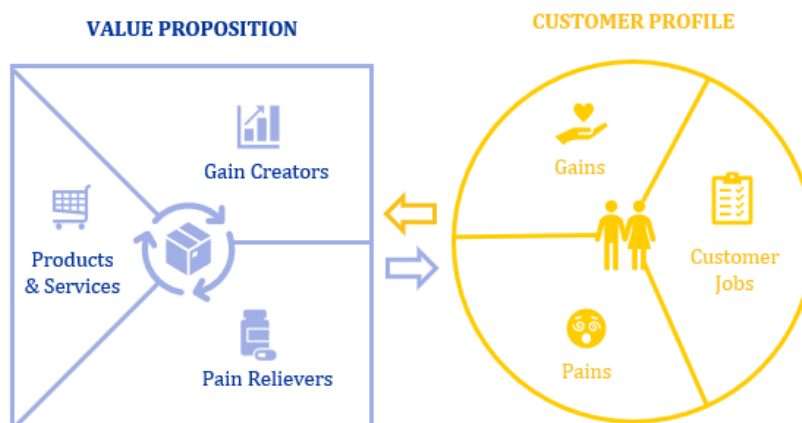
The policy dialogue and good practice exchange in creative urban regeneration which is one of the specific objectives of the RESTART\_4Danube project will be achieved by organizing study visits during when partners will exchange good practices in the frame of local creative urban regeneration projects as well as the implemented actions in relation with the LAP 5.

### 3.1.2.2 Stakeholders

Name of Organization	Allocated Tasks
Youth House - Vratsa	Participation in the organization of the event with volunteers.

Youth Centre - Vratsa	Preparation of materials that in an attractive way to present the necessary information for the protection of park spaces, as well as why they are so important for cities. Also an information campaign about the benefits and needs of park spaces, their necessary maintenance and the entertainment that every citizen could do for the better parks of Vratsa. Development of a game like "treasure hunt" for children and teenagers, related to the protection of the parks.
CCI Vratsa	Promotion of the event among businesses. Presentation of projects related to the environment, development of creative industries and park spaces.
Regional Library "Hristo Botev" - Vratsa	Will create a corner for outdoor reading, as well as a corner for puzzles and board games.
Municipality of Vratsa	Presentation of the projects related to the improvement, restoration and renovation of the park spaces.
Football club "Botev Vratsa"	Will include its players of different ages, as well as the representative team of the club. The aim is to promote outdoor play in the designated areas, as well as at the stadium " Hristo Botev" in the city.

### 3.1.2.3 Value Proposition Canvas



CUSTOMER PROFILE	
Gains	<ul style="list-style-type: none"> <li>• Regeneration of green open spaces;</li> <li>• Revitalization of inner city spaces;</li> <li>• Another green space for relaxation and outdoor activities in the pandemic COVID -19 situation;</li> <li>• Better experience in the urban area</li> <li>• Safety playgrounds for children</li> <li>• Provision of access to sports facilities;</li> <li>• More benches and fountains in the area.</li> </ul>
Pains	<ul style="list-style-type: none"> <li>• Renovation of the old sports infrastructure;</li> <li>• Promotion different sports activities;</li> <li>• Promotion of healthy lifestyle;</li> <li>• Providing access to different sports gathered in one sports complex;</li> <li>• Improvement of the green spaces in “Hristo Botev” sports complex;</li> <li>• Lack of financing;</li> <li>• Complicated procurement procedures.</li> </ul>
Customer Jobs	<ul style="list-style-type: none"> <li>• Better conditions for outdoor training</li> <li>• New types of entertainment for children and adults;</li> <li>• New opportunities for family time in the urban area;</li> <li>• New open spaces for work and recreation in relation to the COVID-19 pandemic;</li> </ul>

VALUE PROPOSITION	
Gain Creators	<ul style="list-style-type: none"> <li>• Preliminary research and planning of the infrastructure activities</li> <li>• Attracting different stakeholders for the organization of the planned one-day event;</li> <li>• Consultations with different experts;</li> </ul>
Pain Creators	<ul style="list-style-type: none"> <li>• More opportunities for spending time outdoor;</li> <li>• Provision of opportunities for work spaces outside which is very common solution in the COVID-19 pandemic;</li> <li>• Promotion of sports activities;</li> <li>• Provision of new types for entertainment.</li> </ul>

Products & Services	<ul style="list-style-type: none"> <li>• Defining the objectives;</li> <li>• Planning of the human, technical and financial resources;</li> <li>• Planning of the activities;</li> <li>• Outsourcing;</li> <li>• Mentorship;</li> <li>• Cooperation with relevant stakeholders;</li> <li>• Proper delegation of tasks;</li> <li>• Preliminary research of the target groups and stakeholders preferences and opinion about the planned activities;</li> <li>• Monitoring and reporting of the tasks and activities;</li> <li>• Expanding the scope of funding.</li> </ul>
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### 3.1.2.4 Objectives

The main objective of this action is to attract citizens and city guests to urban green spaces as well as to promote different outside activities.

Other objectives are related to:

- Revitalization of inner city through improved play areas and open spaces;
- Development of play areas;
- Development of synergies between local government, NGOs and local businesses / SMEs within manufacturing industries.
- Exchange of good practices.
- Cooperation of key actors in the field of CCI;
- Contribution to the development of green infrastructure and sustainable integrated urban development;
- Promotion of different performances
- Promotion of the park space as a place for recreation and outdoor play
- Building a healthy lifestyle for the youngest residents of the city
- Development of a culture that generates public/private synergies and promote SMEs.

### 3.1.2.5 Activities

The event will be organized in the park and includes the following activities:

- Information campaign about the needs to maintain the park spaces, that every citizen could do for better green spaces in Vratsa, their benefits and use for entertainment and recreation.
- Dissemination of materials that in an attractive way to present the necessary information for the protection of park spaces, as well as why they are so important for cities;
- Conducting the game "treasure hunt" for children and adolescents related to the protection of parks;
- Organizing a picnic where the children will be able to prepare sandwiches themselves;
- Performance of local musical talents;
- Presentation of projects related to the environment, the development of creative industries and park spaces from CCI Vratsa;
- Organizing a raffle with prizes and games for children;

- Designing a place where children will prepare their own food for the picnic, related to a healthy lifestyle
- Organizing a competition for painting on asphalt
- Construction of recreation areas with hammocks.

### **3.1.2.6 Timeframe**

The event will be organized on 11.06.2022. The duration will be one day.

### **3.1.2.7 Cost estimation and funding sources**

Some of the activities will be carried out by volunteers, as well as by organizations that want to contribute to the protection and improvement of conditions in the parks in the city of Vratsa and will not receive funding for their activities. For those who need funding, the project budget will be used. Necessary funding for the event – 2250 Euro. They will be spent on the professional organization of the event by external experts. They will prepare a program for the event that will be compliant with the different target groups and stakeholders – children with their parents, local citizens and tourists.

The project for revitalization and implementation of infrastructure measures is a major priority for the development of the urban environment of Vratsa and is set in the Plan for integrated development of the municipality for the period 2021-2027. The indicative budget for this project is about € 3 067 751. Planned activities include the establishment of a multifunctional sports complex for various activities, playgrounds, attractions as well as parking spaces, green spaces and afforestation.