

Interreg

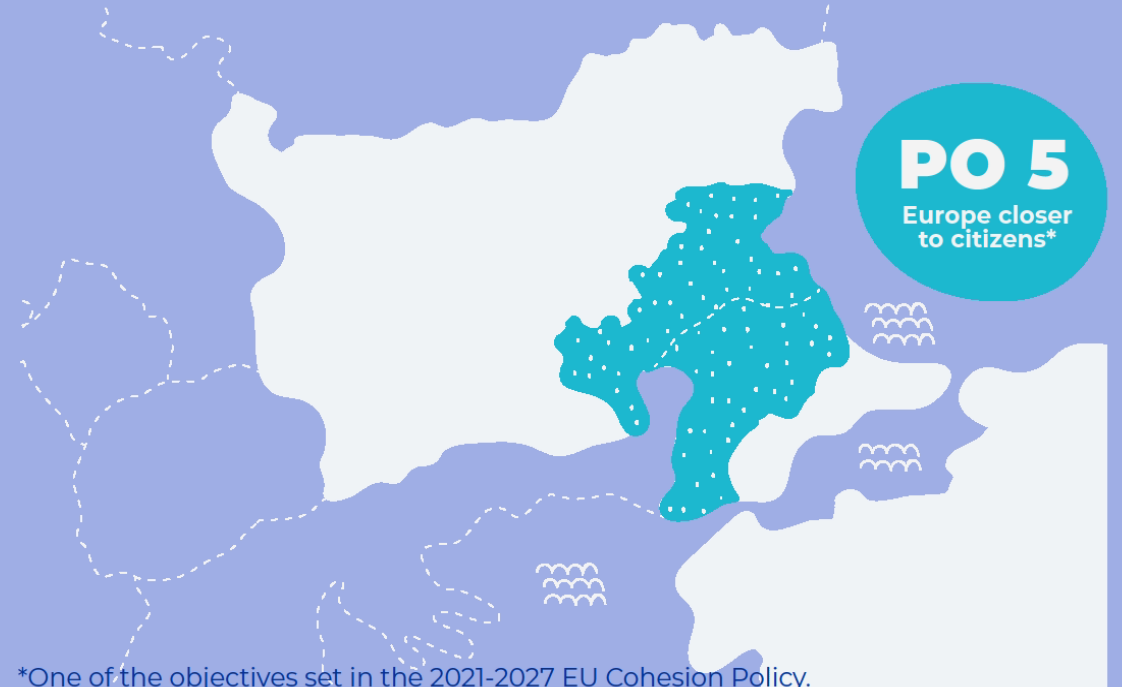


Co-funded by  
the European Union

IPA Bulgaria - Turkey

# INTEGRATED TERRITORIAL STRATEGY

that aims to stimulate the development of the territory through a set of joint operations implemented on both sides of the border.



\*One of the objectives set in the 2021-2027 EU Cohesion Policy.

Surveys

Lessons  
learned

Strategic  
context

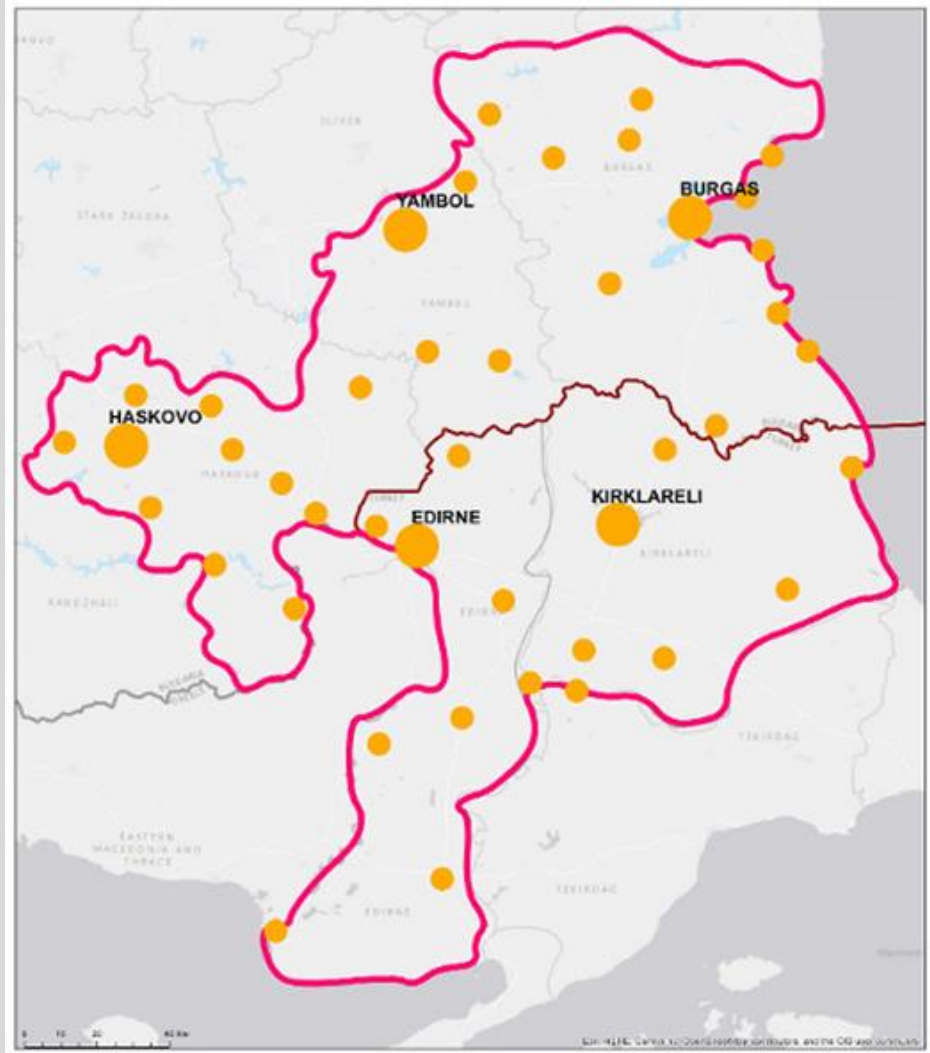
## Interreg IPA-CBC Programme between Republic of Bulgaria and Republic of Turkey

Environmentally-friendly  
cross-border region

More secure  
cross-border  
region

Integrated  
development of the  
cross-border region





The delineation of the geographical scope of the strategy was made in accordance with the legal provisions of EU 2021-2027 Regulation Package.

The delineated territory of the Strategy:

- is the result of a **consensus** of stakeholders committed to participating in the development and implementation of the Strategy;
- meets the Interact's definition of a **functional area**;
- sets up an adequate basis for proposing an **integrated response to the needs and potentials for development** of the region;
- offers an opportunity to provide **accessible and quality information** for the needs of the Strategy (analysis, measurability, monitoring, evaluation).

# NEEDS AND POTENTIAL FOR DEVELOPMENT OF THE TERRITORY

The territory of the strategy includes the districts of Burgas, Haskovo and Yambol on the Bulgarian side, and the provinces of Edirne and Kirklareli - from Turkish. The analysis is selective and focuses on the needs and potentials of the territory that are suitable to be addressed through cross-border investments. The needs and potentials are divided conditionally into two sections:

## **Sustainable and inclusive economic growth:**

- implementation of digital technologies; increasing resource and energy efficiency; implementation of models of the circular economy; investments in green transition;
- development of entrepreneurship, the culture of cooperation, new ideas for products and services, local crafts; technological updating and provision of up-to-date information;
- improving the qualification by acquiring key skills;
- overcoming the seasonality and increasing the usability of the tourism infrastructure; creation of a regional tourist product; sustainable, responsible and high quality tourism;
- implementation of nature protection policies simultaneously taking into account the ecological, scientific, cultural, economic, social and recreational requirements, as well as the regional and local characteristics.

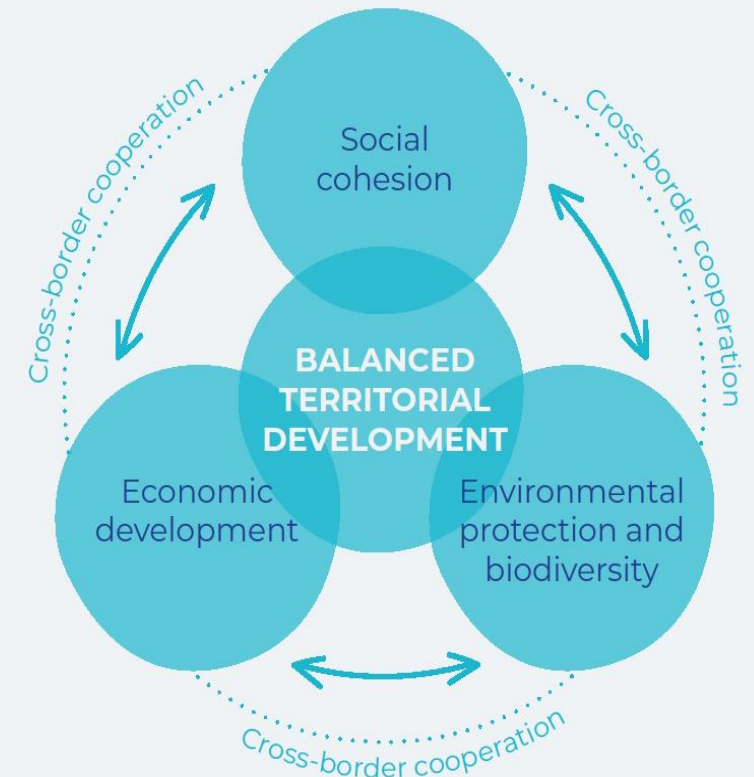
## **Access to services of general interest (SGI):**

- tackling unemployment, encouraging the economically inactive; improving access to healthcare; raising the health culture;
- pollution reduction and adaptation to climate change.

# VISION, STRATEGIC AND SPECIFIC OBJECTIVES, MEASURES

- SO 1. Sustainable and inclusive economic growth**
  - SpO 1.1.** Competitiveness and business environment
  - SpO 1.2.** Digitalisation, energy efficiency and climate neutrality
  - SpO 1.3.** Competitiveness and business environment
  - SpO 1.4.** Tourism
  - SpO 1.5.** Natural heritage and sustainable socio-economic development

- SO 2. Access to services of general interest (SGI)**
  - SpO 2.1.** Digital and green services
  - SpO 2.2.** Pollution, climate change and foreseeable natural disasters



## SO 1

### Sustainable and inclusive economic growth | measures

**Measure 1.1** Promoting entrepreneurship, joint actions (initiatives, programmes and projects), development of industrial zones, technological renewal, participation in foreign markets, use of various financing opportunities, participation in European and national programmes, development of innovative ideas for products and services and products and services with high added value

**Measure 1.2** Transformation of the local economy through measures for digital and energy transition, and implementation of the circular economy model

**Measure 1.3** Building and developing knowledge and skills adequate to the modern challenges in the local population

**Measure 1.4** Overcoming the seasonality and increasing the occupation rate of the tourist infrastructure through integrated regional tourist products that combine different activities and locations and are based on sustainable development

**Measure 1.5** Promoting joint actions for the development of ecosystem practices and services in the management of natural assets with tourism potential

## SO 2

### Access to services of general interest (SGI) | measures

**Measure 2.1** Support for actions aimed at wide implementation of consumer-oriented approaches in the provision of services of general interest

**Мярка 2.2** Implementation of joint actions to reduce pollution and provide clean air, water and food and to mitigate and adapt to climate change



## LIST OF OPERATION AND ACTION PLAN:

- ✓ Cross-border potential of the project idea.
- ✓ Connection with the needs and potential for development of the territory.
- ✓ Adequacy to the financial resources of the Programme.

Positive cumulative effect on the needs identified in the strategy and potential for development of the territory as a result of the implementation of the integrated package of projects with a focus on territorial and thematic aspects.

**MORE INFORMATION:**

**ANALYSIS**

**STRATEGY**

**Budget: € 22 369 912**

**WE ARE LOOKING FORWARD TO YOUR PROJECT  
IDEAS FOR THE PROGRAM PERIOD 2021 - 2027**