



# BEAUTIFUL ROMANIA PROJECT

Developed in partnership with the Ministry of Culture, Religious Affairs and National Heritage, with the Ministry of Regional Development and Housing and with 12 local authorities, the Beautiful Romania Project seeks to initiate a process of revitalisation and rehabilitation of the urban and architectural heritage of the historical centres in Romania.

## NEWSLETTER

No. 1, September 2009

Closer to you through the monthly newsletter of the Beautiful Romania Project (BRP)

You are receiving this newsletter because you were, are and hopefully will continue to be involved in the Beautiful Romania Project. Beginning with this issue, we would like to be even closer to you, our partners and collaborators, and to acquaint you with our activities through monthly newsletters. Through these periodic notifications we seek to increase the visibility of BRP's activities on a national and international level. Nonetheless, we would like to remind you that this project is first of all concerned with local communities, with whom we aim to maintain an even closer relationship.

The activity report of the Beautiful Romania Project is now available

We invite you to access the English version of the activity report 2003-2009 of the Beautiful Romania Project [here](#) or by copying the following link in the Internet browser: [http://dl.fisier.ro/files/nlnoe2dionii2k1/Presentation\\_31.08.09\\_English\\_version\\_final.pdf.html](http://dl.fisier.ro/files/nlnoe2dionii2k1/Presentation_31.08.09_English_version_final.pdf.html). The report consists of a detailed presentation of our objectives and of the methodology used in the completion of the rehabilitation and restoration projects initiated in 12 cities by UNDP Romania, together with the Ministry of Culture, Religious Affairs and National Heritage and with the Ministry of Regional Development and Housing as well as with other central and local institutions. Both, the Romanian and French versions of the report are available.



Projects to be finalised in Târgoviște, Sighișoara and Sulina

The works which we had begun in the cities of Târgoviște, Sighișoara and Sulina are to be finalised by the end of this year. In Târgoviște, the park set on the Radu de la Afumați Street (right photo), in a new area of the city, will be inaugurated in September. In Sighișoara, the restoration of the park in the area around Zaharia Boiu Street will be completed this month as well, while the rehabilitation project of the area around Street 1, set between Eminescu and Păcii Streets in Sulina is expected to be finalised in October. For details regarding these projects and more images, please access our report as well as the photo galleries on Facebook which can be found [here](#).



Structural funds for new projects

Together with local authorities, we seek to identify new needs of communities and project ideas for the promotion of cultural heritage. In order to complete such projects, we are looking for available funding opportunities. More details regarding existing funds for the development of cultural heritage and for historical centres can be found through [The Regional Operational Programme managed by the Ministry of Regional Development and Housing](#), [The National Program for Rural Development managed by the Ministry of Agriculture, Forests and Rural Development](#), [The Black Sea Basin Joint Operational Programme](#) and [The Romania-Bulgaria Crossborder Cooperation Program](#).

Volunteering Center in support of the Beautiful Romania Project

April 2009 saw the beginning of a recruitment process seeking to activate a volunteer centre within the project, a structure which is meant to support and to develop the activities of the BRP. The first member joined us in June and presently we have a team of 7 interns and other 10 remote collaborators.

Online resource center for the encouragement of durable initiatives that promote the built cultural heritage

The BRP interacts online with people and institutions interested in its activity through our Facebook ([www.facebook.com/beautifulromania](http://www.facebook.com/beautifulromania)) and Twitter (<http://twitter.com/brproject>) pages. In only 2 months, the number of subscriptions on Facebook has reached 3200. Presently, we are in the process of developing our new official website ([www.beautifulromania.ro](http://www.beautifulromania.ro)).

These online tools aim to promote the initiatives of our programme, leading to a rise in visibility and interactivity at the level of citizens and local institutions.



TV Appearances

In July and August, the news programmes of the TV networks Realitatea TV and PRO TV covered the activities of the Beautiful Romania Project in Alba Iulia and Sighișoara.

Media collaborations to promote built cultural heritage at local level

Presently, we are focusing on the development of several collaborations with radio and TV broadcasters with the purpose of supporting policies that are centered around the appreciation of the built cultural heritage. Through this kind of promotion, we hope to inform as many age and social groups as possible about the importance of built cultural heritage in the rediscovery of local identity.

Short video presentation of the Project realized by the BRP's interns

Please watch [here](#) the short video presentation of the Beautiful Romania Project developed by our team within the Volunteering Center.



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