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| Call Type: Call for operations of strategic importance |
| Acronym & Project code | CULTURAL LIVING LAB – ROHU00618 |
| Project title | Romanian-Hungarian Cross-Border Cultural Living Lab |
| Priority | P2 - Cooperation for a more social and cohesive PA between Romania and Hungary |
| Objective Specific | RS04.6 - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation |
| Implementation period | 36 months (23 December 2024 – 22 December 2027) |
| Objective | The main objective of the project is to strengthen the role of culture in economic development, social inclusion, and innovation in the RO-HU region, in alignment with RSO4.6. This will be achieved through the following initiatives:* Establishing one cross-border cultural living lab to facilitate cultural exchanges between relevant entities by constructing one cultural site.
* Enhancing cross-border cultural interactions through 11 joint actions, the creation of one joint digital platform, and the establishment of one Twinning Agreement, all contributing to a culturally vibrant RO-HU region.
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| Partnership | Lead Partner: Bihor County Council  |
| Project partners:PP2 HU: Hajdú-Bihar County Council  |
| Total budget | EUR 8.893.185,00 of which ERDF EUR 7.114.547,99 |
| Summary | The creation of a cross-border cultural living lab is essential for addressing the cultural, social, and economic challenges in the RO-HU region. The project will leverage the region's cultural resources and opportunities to create a vibrant, integrated, and prosperous cross-border community. The project proposes the following solutions: cultural exchange programs, youth engagement initiatives, the development of a digital cultural platform, the development of cultural tourism, infrastructure development, and joint cross-border actions. The establishment of new spaces, both physical and virtual, will facilitate communication between the involved entities and increase interest in cultural events, leading to changes in the behavior of the population and how they engage with cultural consumption.Main project activities:1. **Construction of a Multifunctional Cultural Center in Bihor County:** The Multifunctional Cultural Center will consist of a complex including the cultural center building, an open-air plaza leading to the main entrance of the building, the area designated for stage-related activities, and the green space adjacent to the building.
2. **Acquisition of land and construction of infrastructure:** To ensure adequate storage conditions for equipment used in joint cultural activities, the Hajdú-Bihar County Council has decided to build a light structure building on land acquired through the project. The new infrastructure will serve as a safe storage space for valuable equipment funded by the project as well as those purchased with own contributions, aiming to facilitate the successful implementation of cultural activities. The location of the technical site is in Ebes, Hajdú-Bihar County. The infrastructure features include:
* 300 m² area
* Thermal insulation
* Protection against theft and fire
* Rainwater drainage system

Soft activities:1. **The Romanian-Hungarian Cultural Echoes Festival** will be a two-day event organized at the new cultural center in Oradea, becoming an annual cross-border event. A variety of activities will be organized, such as traditional dance and music performances, art exhibitions, culinary fairs featuring traditional Romanian and Hungarian dishes, craft workshops, concerts, and a festive event for the official signing of the **Twinning Agreement between Bihor and Hajdú-Bihar counties**. The purpose of this agreement is to strengthen the cultural, economic, and social ties between the two regions, leveraging both their shared history and geographical proximity.
2. Organization of **12 joint cultural events** to stimulate collaboration and exchange between the two communities, involving over 7,500 participants. These events will primarily engage local contributors and performers (traditional dance groups, music ensembles, singers, traditional communities, craftsmen, and folk-art creators, etc.), including:
* **Fine art talent competition**, involving localities from Bihor and Hajdú-Bihar counties (expected participants 2000 people).
* **3 Fine Art Camps** involving participants from the cross-border region (expected participants 75 people).
* **Theatre performances I and II** with the involvement of theatres from Romania and Hungary, addressing the audience from the cross-border region. This activity will build on the best practices of the previous strategic project ROHU445.
* **Common traditional festivities I and II** in various settlements in Bihor and Hajdú-Bihar counties.
* **2 Cultural and Tourist Exhibitions**: The focus will be on the impact of spa resorts on the socio-economic situation of settlements.
1. **Equipment acquisition** by the Hajdú-Bihar County Council to support soft activities:
* 2 cars for the transportation of people and equipment to events.
* 1 camera, 2 digital panels, 1 mobile stage.
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| Main results | The main outputs produced through the project are:1. 1 new cultural site supported in Oradea – The Multifunctional Cultural Centre
2. construction of a lightweight technical facility on a newly purchased building site in Hajdú-Bihar County (Ebes).
3. 7.724 participations in cultural actions and events during the implementation period achieved through 12 Joint Cultural Actions (camps, talent competitions, theatre performances, traditional festivities, expositions), including the creation on an annual festival "Romanian-Hungarian Cultural Echoes Festival". The variety of cultural events developed by the partners addresses diverse target groups, from children to elder people from both counties.
4. 1 digital cultural platform developed to better engage all the relevant cultural factors.
5. 1 Twinning Agreement signed between Bihor and Hajdu-Bihar Counties including 1 Joint Action Plan
6. 2 Organisation cooperating across borders, namely the 2 partners directly involved but who will act as facilitators for other relevant cultural actors to develop Joint plans after project completion

The main beneficiaries of the outputs are represented by the local and regional public authorities from both counties, interest groups including NGOs, infrastructure and service providers, education institutions, SMEs, general public and others. |