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| **1st Open Call – People to People Projects** |
| **Project code & acronym** | ROHU00591 - ENTERTAINMENT |
| **Project title** | Entertainment between tradition and modernism, old and new: culture, sports, performances and folklore in the cross border region |
| **Priority** | P3 - A more sustainable, community-based, and effective cross-border cooperation |
| **Specific Objective** | ISO6.3 - Building up mutual trust, in particular by encouraging people-to-people actions |
| **Implementation period** | 12 months (06 March 2025 - 05 March 2026) |
| **Objective** | The project’s objective is to improve the quality of life of the addressed rural communities, by promoting quality entertainment and encouraging cooperation, sharing and friendship between people and peoples. |
| **Partnership** | **Lead Partner:** Comuna Hasmas (Romania) |
| **Project Partner:** PP2 HU:Hortobágy Község Önkormányzata(Hungary) |
| **Total budget** | EUR 190.614,40, out of which ERDF EUR 152.491,52  |
| **Summary** | The project aims to improve quality of life of the rural communities in Hasmas and Hortrobagy, by promoting quality entertainment like cultural acts, sports, arts and folklore, while also relying on the importance of a new approach, that is expected to ensure the sustainability and continuity of our actions: instead of the traditional approach to people to people projects, which mainly focus on organising singular events, it proposes a more sustainable method: endowing the local communities with the means to continue the series of events planned within the project and creating a lasting, sustainable infrastructure to promote quality entertainment activities, with a high impact on the community and reduced organisational costs.The project partners will also develop an action plan for the continuation of similar activities in the next 5 years. |
| **Main results** | The project aims to achieve several key results:1. Improving the material infrastructure in Hasmas, by fencing the local Footbal Field in Hasmas, according to the technical documentation, in order to devellop and organise quality cultural-artistic entertainemnt methods for the local communities.
2. Improving the material infrastructure of the project partners, in order to devellop and organise quality cultural-artistic entertainemnt methods for their communities.

For LP professional mobile event tent, 4 wooden booths, 10 foldable, benches and tables sets, 100 chiars, a mobile, inflatable projector screen and projector for outdoor usage and 32 pieces of full folcloric costumes, including boots and headpiece, 16 for males and 16 for females shall be purchased, in order to equip the local folcloric dance group, "Ansamblul Codrenii Hasmasului".For PP 2 Electric Vehicle Charging station and Electric vehicle for passenger transportation will be purchased.1. Seting up and determinig the necessary common actions and activities, in order to be able to create solid and susteinable entertainment means in the cross border area. Survey within the targeted audience of Hasmas and Hortrobagy communities will be carried, a common strategy and action plan for develloping social, cultural, artisitic and leisure time activities in the cross border area, mainly in the local communities targeted by the project will be developed.
2. Promoting of the project and ensuring its visibility through: stickers, posters, roll-up, flyers and brochures, project album, promotional materials for the participants to the events, containing textile bags, pens, usb memory cards, project logo fridge magnet (gypsum), online and written press appearances, social media appearances, TV Appearances.
3. Inhabitants of the 2 settlemets, as well as guests and participants from neighbouring communities will be participating and cooperating in public cultural and artistic events, sport competitions and social interractions. The events planned within the project as ”Friendship days”, ”Preservation and development of the "Codrenesti" traditions in Hasmas Commune”, ”cultural picnic”, ”Old and new, tradition and modernism in the Hungarian Puszta”, will include activities depending on the results of the developed strategy.
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