

CAHUL

THE
CULTURAL-
CREATIVE
CAPITAL
OF THE
REPUBLIC
OF MOLDOVA



2022-2030



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PRIMĂRIA
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Cahul
Capitală
Cultural-Creativă

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Editors:

Cahul Municipality
Silvia Strelciuc, international expert
Simona Neumann, international expert

Translation:

Simona Neumann, international expert

Layout design:

Anna Vasina

Typeface:

Onest
onest.md

Photo Credits:

vizit.md

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1.

The strategy "Cahul – the Cultural-Creative Capital of the Republic of Moldova, 2022-2030" is a public policy document of the Local Public Administration (LPA I) Cahul developed in a participatory manner, which is the basis for priority cultural planning and interventions.

The strategy envisages actions for a coherent, integrated and efficient cultural development, able to ensure the municipality and the Cahul region the premises to become the main pole of cultural-creative growth and to consolidate its image as the cultural capital of the country. One of the vectors of the strategy is to expand the breadth of cross-border and European cultural activities in order to make the most of international twinning and cooperation in order to increase the quality and diversity of cultural services and bring them into line with international standards.

This cultural strategy is the first study developed following a series of large-scale consultations of the population of the municipality and the Cahul region on the configuration of the cultural ecosystem, determining the dynamics of development of cultural sectors and identifying priority strategic axes in line with the needs of institutions and structures, on the one hand, and the different categories of citizens, on the other. This public policy document was developed under the EU4Culture program of

the Goethe Institute, funded by the European Union. The work took into account the positioning of Culture in the economic and social context specific to the municipality and the Cahul region, the framework approach being a transversal one, targeting the Cahul territory as an ecosystem that includes: economy, culture, creative industries, youth, environment, tourism etc.

The principles underlying the development of the strategy are:

- Participation - ensured by attracting and involving different categories of population in all stages of the process;
- Inclusion - ensuring respect for equity and free access to cultural services for all categories of citizens, including those from vulnerable groups;
- Sustainability - ensured by long-term measures designed to stimulate the development of sustainable cultural and creative industries in space and time.
- Cooperation and capacity building - developing the skills and networks of the cultural sector and relevant decision-makers to

support community engagement and ensure inclusive growth;

- Active communication of information on progress in the development and implementation of the strategy and dissemination of knowledge and positive practices to promote culture and cultural industries.

The Cahul Region, as a key region, is actively involved in the accession process of the Republic of Moldova to the EU, and by implementing this Strategy, it will gradually contribute to the implementation of the Association Agreement with the EU, with particular reference to its 23-26 Chapters.

Why does Cahul Municipality need a cultural strategy?

How could the planned cultural interventions support the process of transforming the cultural-creative sector into an engine of local / regional development?

Why does the Municipality of Cahul assume the role of pioneer in this field?

These are the main questions that were the basis for defining the philosophy of the Cultural Strategy "Cahul - Cultural-Creative Capital of the Republic of Moldova, 2022-2030".

The process of elaborating the Cultural Strategy allowed the identification of a systemic and integrated strategic vision, which did not exist until now. Its vision catalyzes the process of transforming Cahul Municipality into the cultural-creative capital of the Republic of Moldova with the intention of further access the European Capitals of Culture, Cahul thus becoming a pole of creative excellence in Eastern Europe.

The latest events caused by the war in Ukraine have led to the active involvement of the Cahul region in the management of the flow of Ukrainian

refugees - Cahul being in the vicinity of Ukraine (through the Reni / Ukraine-Giurgiulesti / Moldova border crossing) - thus creating a new need . In this regard, the LPA and the community of Cahul are ready to take on the role of regional leader in promoting security in the Eastern Partnership by boosting cross-border cooperation. Priority in this regard is cooperation with the Odessa region of Ukraine by involving institutions with which long-term relationships are already developed: universities and academic centers in Izmail and Odessa, civil society organizations in Reni, Izmail, etc.

The Cultural Strategy of the Municipality of Cahul addresses, among others, the real opportunities of connection with European cultural projects, such as the "MoldArte" project, launched in May 2022 in Chisinau. It is a project funded by the European network EUNIC through the programme "European Spaces of Culture" and managed by the Romanian Cultural Institute in collaboration with the Goethe-Institut Bucharest, the Embassy of Austria in the Republic of Moldova and the Delegation of the European Union in the Republic of Moldova. The project aims to test and implement innovative models of collaboration in culture between European actors - EUNIC members and EU delegations - and local partners from non-EU countries, following the strategic objectives of the European Union, on the one hand, and the approach to international cultural relations, on the other. EUNIC - the European Union

National Institutes for Culture - is the European network of national cultural institutes from all EU Member States and associated countries which currently has 38 members. Through an online platform, artists from Cahul and the Republic of Moldova will establish connections with other professionals from different countries to address social problems faced by independent artists and identify viable solutions.

Location of Cahul Municipality
on the map of the Republic of Moldova



The Republic of Moldova is in the process of joining the European Union, being on the way to obtaining the status of a candidate country for EU accession. The implementation of the Cultural Strategy of Cahul Municipality will lead to the full involvement of local actors in carrying out actions in the fields of education, culture, thus contributing to the implementation of the Association Agreement between Moldova and the European Union (Chapter 23: Cooperation on education, training, multilingualism, youth and sports, Chapter 25: Cooperation in the field of culture, audiovisual policy and the media, etc.)

The strategy "Cahul - Cultural-Creative Capital of the Republic of Moldova, 2022-2030" is the product of the activity of the local strategic planning team coordinated by the City Hall of Cahul with the support of independent experts involved in the process. The strategy is formulated in accordance with the methodology proposed and accepted at European level, and the period of the strategic planning process was November 2021- May 2022.

The intervention area of the strategy goes beyond the geographical limits of Cahul Municipality as a level I administrative-territorial unit (APL level I) of the Republic of Moldova. The planned activities aim at developing the Cahul region, an unconventional region, which includes the territory of Cahul district (APL level II) and adjacent localities in Cantemir, Taraclia and Vulcanesti districts according to the

priority projects of inter-regional development. In some segments, the planned actions target an even larger geographical area - the southern region of the country, including the territory of ATU Gagauzia, creating the prerequisites and a model for effective development of the cultural-creative sector in a large geographical area.

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Factors that ensure the success of the implementation of the strategy

Cahul Municipality: Pole-city for Regional Growth

"The National Program for the development of cities growth poles in the Republic of Moldova" approved by the Government of the Republic of Moldova on 16.12.2020 has as general objective the creation in the Republic of Moldova of a network of cities as poles of regional growth, attractive for residents, entrepreneurs and visitors, generating growth, employment and stimulating the development of adjacent territorial areas. Cahul is one of the pillars of regional growth, which is now developing intensively and consolidating its potential for regional growth thanks to the EU4Moldova Program: key regions. Thanks to the support of the European Union, Cahul Municipality becomes an engine of economic growth in the southern region of the Republic of Moldova, contributing to the spread of growth and development in neighboring rural areas, but even further away within a radius covering 2-3 Administrative-Territorial Units II (districts). Thus, the Cultural Strategy "Cahul - Cultural-Creative Capital of the Republic of Moldova, 2022-2030" comes with efficient solutions that will generate development effects of the cultural-creative sector on a much larger geographical area than that strictly related to the territory of Cahul, thus imposing cultural life in the southern region of the country.

Certificate of Membership

This is to certify that the city of

Cahul,
Republic of Moldova

has been accepted as a
member of the UNESCO
Global Network of Learning Cities



Mr David Atchoarena

Mr David Atchoarena
Director,
UNESCO Institute for Lifelong Learning

Hamburg, 21 September 2020



UNESCO GNLC (Global Network
of Lifelong Learning Cities) Certificate
of Membership

source: Cahul Municipality
2020

Cahul - the First City in the Republic of Moldova Recognized as a "Learning City"

UNESCO's global network of "Learning Cities" includes 230 cities in 64 countries. Cahul became a member of the global network in 2020, demonstrating that effective lifelong learning policies and practices can support the development of inclusive,



Training session
source: Cahul Municipality
2021

safe, resilient and sustainable cities and contribute to the "2030 Agenda". The coordinator of the UNESCO network is the Lifelong Learning Institute. Cahul takes an active part in the network's activities and is ready to share the experience of working with adults and the elaboration and implementation of the Strategy "Cahul - Cultural-Creative Capital of the Republic of Moldova, 2022-2030" with the localities of the Republic of Moldova. [<https://uil.unesco.org/city/cahul>]

Network of international twinings and cooperation

In the last 10 years, Cahul Municipality has launched a process of international cooperation by signing 18 twinning agreements with localities in Europe and other continents. Half of these twinings are devel-

oped with the localities in Romania, namely with the cities/ municipalities of Galați, Brăila, Bîrlad, Tecuci, Vaslui, Cămpina, Iași, Medgidia and Constanța. Cahul also cooperates with Ismail (Ukraine); Port-sur-Saone (France); Leiria (Portugal); Siauliai and Jelgava (Lithuania), Bankia (Bulgaria), Novosondet (Poland), Carmagnola (Italy) and Tomi (Japan). For the most part, cooperation is aimed at the cultural field. The elaboration of the cultural strategy will allow the structuring and coagulation of cooperation initiatives, the setting of bi- and multilateral priorities and the framing of actions in a complex and detailed plan of long-term measures. The strategy will address other cooperation based on agreements with cities, actively promoting the opportunity to collaborate with cities holding the title of European Capital of Culture, such as Timisoara 2023 in Romania.



International Festival „Nufărul Alb”
source: Cahul Municipality
2019

Another priority is to launch cooperation with cities in the Eastern Partnership countries involved in the development of cultural strategies and the development of partnerships under the EU4Culture Program. These are the following cooperations:

- a. Charentsavan, Ijevan, Sevan from Armenia:
- b. Khirdalan, Lankaran, Shaki and Azerbaijan:
- c. Kutaisi, Poti, Zugdidi from Georgia
- d. Poltava, Rivne, Vinnytsia in Ukraine
- e. Extension of cooperation with Orhei, Republic of Moldova

International cultural achievements and partnerships

- The National Sports Federation of Cheerleaders is a member of the European International Federation NBTA France and is based in the municipality of Cahul in the Republic of Moldova;
- The International Festival of Folk Music and Dance "Nufărul Alb" held in Cahul is a member of the International Council of Folk-

lore Organizations, Festivals and Folk Arts (C.I.O.F.F.), a partner of UNESCO;

- "Crescendo" Union of Classical Musician in Moldova has its national headquarters in Cahul Municipality;
- The MOLDOX International Documentary Film Festival for Social Change is traditionally organized in Cahul, in collaboration with the German Cultural Center "Akzente", the Goethe Institute, the Austrian Cultural Forum, the Romanian Cultural Institute and other international partners;
- The existence of a fruitful cooperation of the City Hall of Cahul Municipality with the Consulate General of Romania in Cahul in organizing cultural events. As a result of



The Central Park "Grigore Vieru" view
source: Cahul Municipality
2022

this partnership, cultural events are organized in Cahul with the participation of European artists.

Cahul Cultural Strategy – A Framework for Correlation and Synergy with Various Local Projects

From the elaboration phase of the strategy, the correlation and attraction in the process of the projects that can bring added value in certain related sectors was taken into account. This is for example the EU4Moldova: Startup City Cahul project, funded by the European Union. This is a regional development project to be set up at Cahul EU4Innovation Center - a regional center of excellence in IT that will encourage the use of information technology in all areas of public life. The correlation with this project will involve the identification of solutions for the digitization of cultural-creative services, their connection with the creative and IT services sector and the promotion of these services both in the southern part of the country and at national and international level. Ensuring synergy with various projects ensures a creative process of research of joint actions to stimulate the effects and a greater impact in the multisectoral development of the municipality and the key region Cahul.

In 2030, Cahul Municipality will become the Cultural-Creative Capital of the Republic of Moldova, a pole of creative excellence in Eastern Europe, with a diversified and contemporary culture, connected to European values, connected to the international environment, digitized, capitalizing on intangible heritage of the local traditions and customs, contributing to the well-being of the citizens and to the increase of the quality of life so that the stay of young people in the city is encouraged, making it attractive for professionals in the country and abroad. Consequently, Culture becomes an engine of urban development of Cahul Municipality.

Strategic objectives

1. Modernisation of cultural infrastructure to diversify services and increase the quality of the creative act;
2. Encouraging the development of creative cultural entrepreneurship;
3. Ensuring the participation and access of all citizens of the city to the cultural act;
4. Developing international cultural relations and the European dimension of the cultural sector;
5. Increasing the national and international visibility of cultural-creative products and services;
6. Strengthening governance and ensuring the sustainability of the cultural sector.

Priority areas for intervention

Strategic objectives	Specific objectives
<p>1 Modernisation of the cultural infrastructure to diversify services and increase the quality of the creative act</p>	<ul style="list-style-type: none"> • Renovation and development of public spaces for cultural activities • Constant support for the protection, promotion and restoration of cultural heritage as a fundamental factor in the affirmation of cultural identity • Encouraging artistic creativity and innovation to ensure a favorable climate for the cultural and economic-social development of the community • Making the management of cultural services more efficient
<p>2 Developing the cultural and creative industries sector and encouraging cultural and creative entrepreneurship</p>	<ul style="list-style-type: none"> • Encouraging the attraction of private investment in culture • Creating the conditions for transforming the "Nicolae Botgros" Palace of Culture in Cahul into a Cultural-Creative Hub • Involving academia and increasing the role of civil society organizations in the development of cultural and creative services
<p>3 Ensuring the participation and access of all citizens of the city and region to the cultural act</p>	<ul style="list-style-type: none"> • Supporting cultural education and collective cultural consumption by promoting an inclusive, active cultural life in disadvantaged neighbourhoods and communities • Facilitating participation in culture by all social groups, thus contributing to an increase in the quality of life of citizens, social cohesion and respect for diversity • Stimulating the expansion of intra- and inter-sectoral cooperation to increase public participation and audience development

Strategic objectives	Specific objectives
<p>4 Developing international cultural relations and the European dimension of the cultural sector</p>	<ul style="list-style-type: none"> • Exploiting the potential for cultural cooperation with twinned towns • Strengthening the role of regional leader and stimulating cooperation in the Euroregion „Danube de Jos” area • Stimulating international cultural relations, including in the framework of the Eastern Partnership
<p>5 Increase the regional, national and international visibility of creative-cultural and tourist products and services</p>	<ul style="list-style-type: none"> • Create and develop an effective mechanism to promote cultural offer to the population (offline and online) • Application of tools for digitisation of cultural services • Promotion of the cultural tourist destination Cahul and emblematic cultural projects/events
<p>6 Strengthening governance ensure the sustainability of the cultural sector</p>	<ul style="list-style-type: none"> • Inclusion of culture as a key component in local and regional development strategies becoming a model and inspiration at national level • Establishing institutional and financial mechanisms to ensure the sustainability of the investment and the process of implementing the cultural strategy • Cooperation of the Municipality of Cahul with national cultural institutions and promotion of the idea of establishing the National Capital of Culture in Cahul

2. Presentation of the Municipality of Cahul



Cahul is one of the largest and most important cities in the Republic of Moldova, an academic, economic, socio-cultural centre with an enormous potential for development in all areas, including the cultural and creative industries.

The town is located in the south-western part of the Republic of Moldova on a plateau near the Prut River, 175 km from the capital Chisinau. The town borders Romania, with the border crossing point "Cahul-Oancea (RO)" located only 7 km away. The nearest cities outside the country are Galați (Romania), about 60 km away, and Reni (Ukraine), 70 km away.

The city of Cahul acquired the status of municipality in 2017 including the village of Cotihana. The total area of the municipality is 33,91 km², and almost 40.000 inhabitants live on the territory of the municipality, which represents 32% of the total population of the Cahul district/region.

Cahul city is a driving force in the development of Cahul district/region and the Southern Development Region. In the context of the regional development policy Cahul is one of the regional urban centres of the South, a growth city-pole designed to support development in the nearby rural areas. That is why

today the city of Cahul is involved in an accelerated and dynamic process of development and economic growth in order to boost and support the development of rural areas in the immediate vicinity.

The first documentary record of Cahul dates back to 2 July 1502, being founded on the site of the village of Frumoasa. It became a town much later, following an order issued in 1836. The name Cahul was given after the river Cahul, near which, in 1770, the army of the Russian Empire defeated that of the Ottoman Empire. The municipality is crossed in the east-west direction by two smaller rivers: Frumoasa 9 km long and Cotihana 7,4 km long. The Prut River, which flows near the town, is the main source of water supply.



The Union Square in Cahul,
in the interwar period
source: oldchisinau.com

Description of the City and Region of Cahul

Cahul – a Spa City

At the national level, Cahul Municipality is known as a spa town, having obtained this status in 1980 due to its curative mineral waters and mud baths. In 1986, the "Nufărul Alb" Sanatorium in Cahul, a modern spa resort where about 10.000 patients from more than 20 countries of the world are treated and rehabilitated every year, started its activities. The main curative factor is the unique mineral water, which is distinguished by its

varied chemical composition. The sanatorium is located on the banks of the Frumoasa River, in a rich scenic area, where there are natural springs containing sulphurous salts, iodine, bromine, chlorine, natrium, calcium chloride, etc. The sanatorium is increasingly consolidating its role as a provider of spa treatment and rehabilitation services, but also as an important link in the development of curative tourism.



The „Nufărul Alb” Sanatorium
source: balneo.md



Sanatorium pool „Nufărul Alb”
source: balneo.md



Cahul – an Academic Centre

The municipality of Cahul is an important academic centre for the Republic of Moldova thanks to the "B. P. Hasdeu" State University and the cross-border branch of the "Dunărea de Jos" University of Galați (Romania). The "Bogdan Petriceicu Hasdeu" State University of Cahul is a public institution, founded on 7 June 1999, with the aim of training and providing the localities in the south of the Republic of Moldova with highly qualified staff. "B. P. Hasdeu" University has three faculties: the Faculty of Philology and History; the Faculty of Law and Public Administration and the Faculty of Economics, Informatics and Mathematics.

In Cahul there are 2 colleges: the College "Iulia Hasdeu" and the College of Medicine and 2 vocational schools (Vocational Schools No. 1 and No. 2 respectively). The vocational schools provide dual technical vocational

education through programmes offered to students for the acquisition of professions in demand on the labour market.

The municipality of Cahul is dynamic thanks to the large number of young people who study here. According to the analysis of the population structure of Cahul municipality, young people aged between 14 and 35 years have a share of 36%, which is the highest level among urban localities in the South Development Region, where the share of young people in the total population varies between 31-35%.

All young people are active consumers of cultural services provided at city level. Due to the high number of young people and their activism Cahul municipality was the National Youth Capital twice (in 2012 and 2018).



Students at the State University „B. P. Hasdeu”
source: Cahul Municipality

← The State University „B. P. Hasdeu”
source: Cahul Municipality



Cahul – a Multi-ethnic City

Cahul is a multi-ethnic city where multiculturalism and ethnic diversity are supported and promoted. Several nationalities coexist peacefully here: Moldovans/Romanians make up about 60% of the population and 40% are representatives of other ethnic groups: Russians, Ukrainians, Gagauz, Bulgarians, Jews, Poles, Roma, etc. Cahul is the only city in the Republic of Moldova to hold the "Friendship of Peoples" Order, awarded in 1986 for "Coexistence in friendship of all nationali-

ties". Every year, at the end of September, the "Festival of Ethnicities" is organised in the city, giving the opportunity to the ethnic communities living in the Cahul region to present their traditions and folk customs. Thus, the city of Cahul offers an attractive environment of life, harmony and peaceful coexistence of people of different nationalities, culture being one of the areas of broad promotion of these values.



The festival of ethnic groups
source: Cahul Municipality
2018

← The festival of ethnic groups
source: [facebook.com](https://www.facebook.com)
2019



Cahul – a Multifunctional Regional Centre

The municipality of Cahul has favourable conditions for sustainable economic development and consolidation of the city as a multifunctional regional centre. At present the urban base of the city is presented by enterprises from various branches of the economy. According to the data of the State Tax Service in the municipality of Cahul there are about 3.000 economic agents. Most economic agents are in the sphere of trade and services (63%), agriculture (24%), industry, transport and construction. The trend of indicators characterizing the total sales volume of economic agents over the last 5 years shows a positive dynamic.

The municipality's industry is represented by companies in the manufacturing industry (mainly the food industry), the textile industry and, more recently, the automotive industry. The largest representatives of these sectors are SA Tricon and the DRÄXLMAIER automotive electrical wiring production plant.

Tricon Clothing Factory SA was opened in 1995 and is focused on the production and

marketing of clothing and knitwear, as well as the export and import of goods and services. The company cooperates with partners from Austria, Germany, Italy, etc., where it exports its clothing products. The number of employees in 2020 was about 300 people, slowly decreasing compared to previous years (in 2017 it was about 500 employees). In Cahul there is also a joint venture "Laboratorio Tessile Mol" S.R.L. Both companies in recent years have increased their industrial production volume. In the context of developing the cultural strategy of the municipality of Cahul, clothing companies have an important role, as they represent a relevant segment in the chain of creative industries because they relate to clothing design, but this role is not yet identified and exploited.

In 2018, with the construction of the DRÄXLMAIER automotive electrical wiring harness production plant, the development of the automotive sector started in Cahul with the expansion of the German automotive supplier DRÄXLMAIER in several regions of the Republic of Moldova with about 1.000 employees.

The "Albeer" mini-factory
source: diez.md
2020

← The DRÄXLMAIER factory
source: md.draexlmaier.com
2019



With reference to the other sectors we can mention that in the field of service provision there are registered 95 barber shops, 37 clothing repair services, 11 fitness rooms, 6 saunas, 4 hotels and a business in the provision of leisure services. In the food industry there are 43 registered HoReCa businesses and 30 terraces, but not all of them are operating. These data demonstrate the critical areas in the field of economic and social development of the municipality, in particular, those connected with the field of creative and cultural industries, i.e., a very small number of hotels and accommodation places, the insufficiency of businesses involved in the field of leisure and recreational services for the population.

The food industry is represented by enterprises producing beer, soft drinks, wine, cheese, milling and bakery products. The building materials industry (prefabricated concrete), the printing industry and the woodworking industry are also developed.

Cahul's industrial sector accounts for 32% of industrial production in the southern region.

Thanks to externally funded programmes and projects, the number of small and medium-sized enterprises (SMEs) has been growing slowly in recent years. This is due to the creation of various economic infrastructure objectives and facilities.

Among these can be mentioned the Cahul Business Incubator, opened in 2017, which provides conditions for incubating new businesses and creating jobs for about 60 people. Among the Incubator's residents are 5 tailoring workshops, with custom decoration and design elements; 2 companies providing IT services, website creation and software development and an Advertising Agency with personal branding services. These structures providing services in the cultural-creative field will constitute an important nucleus in the sector development actions planned in the given strategy.

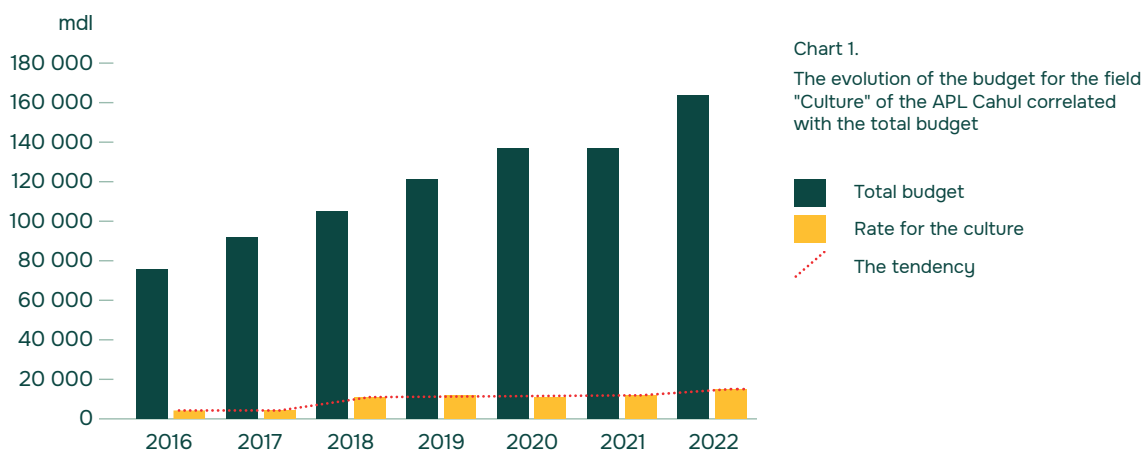
Garment from the "Tricon" factory
source: tricon.md



Cahul – Culture is a Priority

Another catalyst for the development of culture in Cahul municipality is the positive dynamics of the financing of the "culture" field by the Local Public Administration I Cahul. Thus, for the year 2022 the planned budget for culture is 15.254,4 thousand mdl, which is 9,29% of the total planned budget (164.174,3 thousand mdl).

This chart shows the slow growth trend of the culture budget. In the period from 2016 to 2021 the percentage share of culture funding in the total budget increased from 5,97% in 2016 to 8,65% in 2021.



2016	2017	2018	2019	2020	2021	2022
5,97%	5,39%	10,79%	9,81%	8,35%	8,65%	9,29%

Table 1.
Share of culture budget in the total budget of LPA (Local Public Administration) I Cahul



Cahul – a Transparent Local Authority

Cahul City Hall is the most transparent city hall in Moldova. In December 2021 Cahul City Hall was designated the most transparent City Hall in the Republic of Moldova. Cahul City Hall was ranked 1st out of 60 monitored authorities in the ranking of the most transparent LPAs in the Republic of Moldova, conducted annually by the Institute for Development and Social Initiatives (IDIS) "Viitorul". The transparency assessment includes 55 indicators that reflect overall the areas

considered important for good governance, in particular, access to information and communication with citizens. One of the effective mechanisms for involving citizens in the management of local public finances is the Participatory Budgeting mechanism, which involves citizens in identifying, promoting and participating in the solution of priority problems in Cahul Municipality.

← Cahul on the 1st place in the top of transparent and open LPAs, carried out by IDIS "Viitorul" within the project "Transparent public authorities for active and informed citizens"

2020

Cahul – the Citizens Manage Public Funds

Participatory budgeting is a tool to involve citizens in the management of public funds. It is an open, inclusive and transparent process through which members of the community are involved in formulating decisions on priorities for spending local public money. Thus, Cahul City Hall allocated 1 million lei in 2019 for projects initiated by citizens through initiative groups and civil society organizations. In 2021, the budget allocated to civic initiatives has increased to 1.5 million lei, and a single project can be allocated between 30.000 and 100.000 lei.

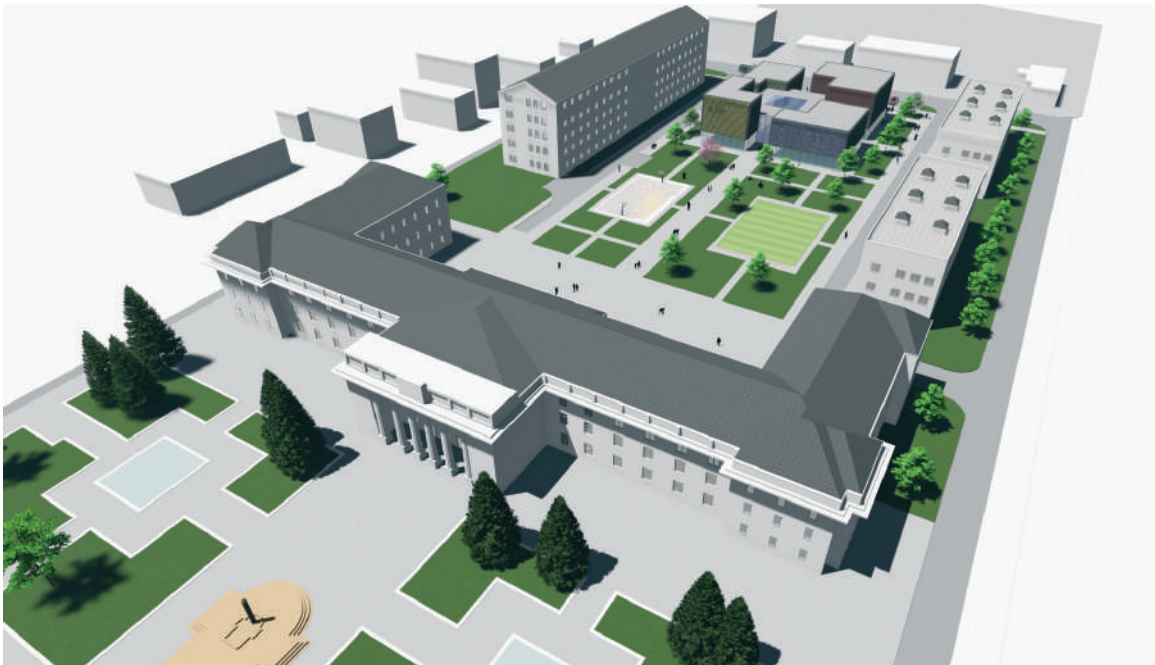
More than 50 projects are submitted annually by these groups and organizations, but

very few are in the cultural field. Through the Cultural Strategy, LPA Cahul aims to increase citizens' interest and support more cultural projects. In this regard, the local public administration intends that, starting with 2023, about 30% of the annual budget for civil society projects will be allocated to cultural projects, i.e. about 500.000 lei. In this way, the interest of civil society in cultural-educational activities, in the urban development process and in increasing the transparency of the local public administration in the management of public funds will be encouraged.

Cahul – SMART City

Cahul municipality is one of the first cities in the Republic of Moldova to have developed and started implementing the SMART City CAHUL Programme 2021-2025. The objective of the program is to stimulate the digital potential of Cahul municipality by encouraging technological entrepreneurship, innovation and social partnership towards a sustainable future. Thus, Cahul aims to demonstrate how the benefits of the transformative power of digitization can be harnessed. Through a transformation based on engagement and responsibility, with the help of digital technologies, Cahul will overcome some of the challenges to become a more attractive place for both citizens and business. The smart solutions identified focus on the following

areas: governance and policy, society, infrastructure and services, environment, business and economy. Tangentially the planned solutions and actions stimulate the development of cultural-creative sector interventions through: the creation of open data platforms for citizen participation (crowdfunding platforms, digital platforms for public interaction and consultation); the creation of smart public spaces, the stimulation of placemaking in parks and squares; the development of smart tourism, the promotion of "Investment Vehicles"/Special Purpose Vehicle ecosystems, etc. The implementation of the actions planned for the next phase will be an important pillar supporting the development of the cultural-creative sector.



The exterior plan of EU Innovation Centre
source: Cahul Municipality
2022

The exterior plan of EU Inovation Centre
source: Cahul Municipality
2022



The interior plan of EU Inovation Centre
source: Cahul Municipality
2022



Cahul – Connecting the City with the Villages

Cahul municipality is the administrative centre of Cahul district, the largest district in the Republic of Moldova, with a population of about 140.000 inhabitants. The district is composed of 55 localities (1 urban and 54 rural), administratively organized in 37 municipalities. According to the "EU4Moldova: key regions" programme, this area is called Cahul region or Cahul key region.

The strategy "Cahul - Cultural-Creative Capital of the Republic of Moldova" encourages through its approach "urban-rural" and "rural-urban" cooperation, with planned interventions going beyond the administrative boundaries of Cahul Municipality. The added value of this way of organising strategic planning is a "win-win" one:

- a) on the one hand, Cahul municipality "takes over" the resources by connecting to the economic, natural and tourism potential of rural areas and
- b) on the other hand, Cahul municipality provides the rural area with complex solutions for joint problem solving and intensified development in the segment of cultural and creative industries at regional level.

The most valuable resources of the rural area, which enhance the potential of the city are:

1. Natural:

- 1.1. "Prutul de Jos" Biosphere Reserve included in 2018 in the UNESCO World Network of Biosphere Reserves. The reserve is located in the Prut river meadow and covers a total area of over 14.7 thousand hectares. The reserve stretches from Cahul Municipality to the village of Giurgiulesti, in the extreme south of the country, and includes the territories of 9 LPA level I.

The reserve, with its flora and fauna, is a consistent premise for the development of rural, green, ecological tourism. On the territory of the biosphere there are several water basins: the Manta and Belev lakes, which are the largest natural lakes in Moldova, and the Prut river;

- 1.2. The Manta and Belev lakes in the Lower Prut area are a protected area in the Republic of Moldova, a wetland of international importance under the Ramsar Convention, with a rich biological diversity, especially for water birds;
- 1.3. The fragment of the "Valul lui Traian" fortification, which previously constituted a complex of fortifications dating back to the III-IV centuries fortifications complex to defend the eastern frontiers of the Roman Empire from barbarians. Only parts of it remain, which can be used for tourism. The Trajan Valley is also a region designated for the production of wine products with Protected Geographical Indication (PGI).

2. Geographical:

- 2.1. access to the Danube through the Giurgiulesti Free International Port, the only port in the Republic of Moldova accessible to maritime vessels, can favour the entry of tourists from other Danube countries. The Republic of Moldova is one of the 19 countries of the Danube River Basin;
- 2.2. massive flow of visitors entering the country through the 3 international border crossing points Galati (Romania) - Giurgiulesti, Oancea (Romania) - Cahul and Reni (Ukraine) - Giurgiulesti. Annually, 11% of the visitors of the Republic of Moldova transit through



Pelicans at the "Prutul de Jos" reservation
source: Cahul Municipality
2020

The "Giurgiulești" Port
source: gfp.md
2018



these border crossings, which is about 400.000 people. These people are potential consumers of cultural-creative services, including tourist services;

2.3. due to its location on the immediate border of the European Union, Cahul district has the best accessibility to the pan-European transport infrastructure (car, rail, sea) of all districts of the Republic of Moldova. At the same time, Cahul International Airport is located 7 km from the municipality and, although it is not currently operational, it is in a very good tech-

nical state, and it is expected to be relaunched in the near future. The mobility of the region can be an important factor not only for economic development but also for the development of all areas of local public life.

3. Economical and Touristical

3.1. the economic opportunities that can be offered by the Cahul Industrial Park, which is in the process of consolidation and physical modernization, and the Free Economic Sub-Zone Crihana



Views from "Vinăria din Vale"
source: Cahul Municipality
2018



- Cahul, a sub-zone of the Balti Free Economic Zone, which is also in the process of development and expansion;

- 3.2. national tourist route No 16: Chisinau-Cahul-Manta-Văleni-Slobozia Mare-Giurgiulești-Chișinău called "The Little Delta of Moldova". It is a linear route with excursions on the themes: nature, history, ecology. The length of the route is 480 km round trip. Within the cluster this route can be adapted and competed with new elements to become more attractive for visitors and tourists coming from the capital;
- 3.3. wine plantations and development of wine tourism;
- 3.4. the 4 economic clusters created in the key region of Cahul and the opportunities offered to the municipality: the tourist cluster "VIA CAHUL", the sheep cluster "Bacii Sudului", the wine and table grape clusters.

4. Administrative:

- 4.1. the connection of Cahul city with rural areas integrated in micro-regions based on the LEADER approach through 3 Local Action Groups (LAGs): the Lower Prut Plain LAG, the Halmagei Valley LAG and the South Kishmeaua LAG.

This approach to planning the Cahul cultural strategy based on the "transmission belt" of resources "from villages to cities" and solutions "from cities to villages" will create a beneficial foundation for the long-term development in the Cahul region of the cultural-creative industry sectors, which require consistent resources of people, economy, environment, processes and organizations.



Young people promoting local customs
source: Văleni Municipality
2021



Water lilies on "Beleu Lake", "Prutul de Jos" Biosphere Reserve
source: Cahul Municipality



The "Horă de la Cahul"
source: Cahul Municipality
2021



A flashmob in support of the Cahul region brand
source: Cahul Municipality
2021

Cahul – Cultural-Creative Capital of the Republic of Moldova

Cahul intends to develop and become the cultural-creative capital of the Republic of Moldova. The municipality has a valuable potential for the development of the cultural-creative industry and through joint efforts can truly become the Cultural-Creative Capital of the Republic of Moldova. Planning actions that will turn Cahul municipality into an engine of local development, becoming a model for the whole country is the main goal of the present Cultural-Creative Strategy. Cahul has a number of active public and educational institutions: the "Nicolae Botgros" Palace of Culture, the "Maria Cebotari" School of Music, the Cahul School of Fine Arts, the Cotihana House of Culture, the "Luceafărul" Children's Creative Centre, the Cahul Philharmonic, the "B. P. Hasdeu" Cahul Republican Theatre, the Natal County Museum.

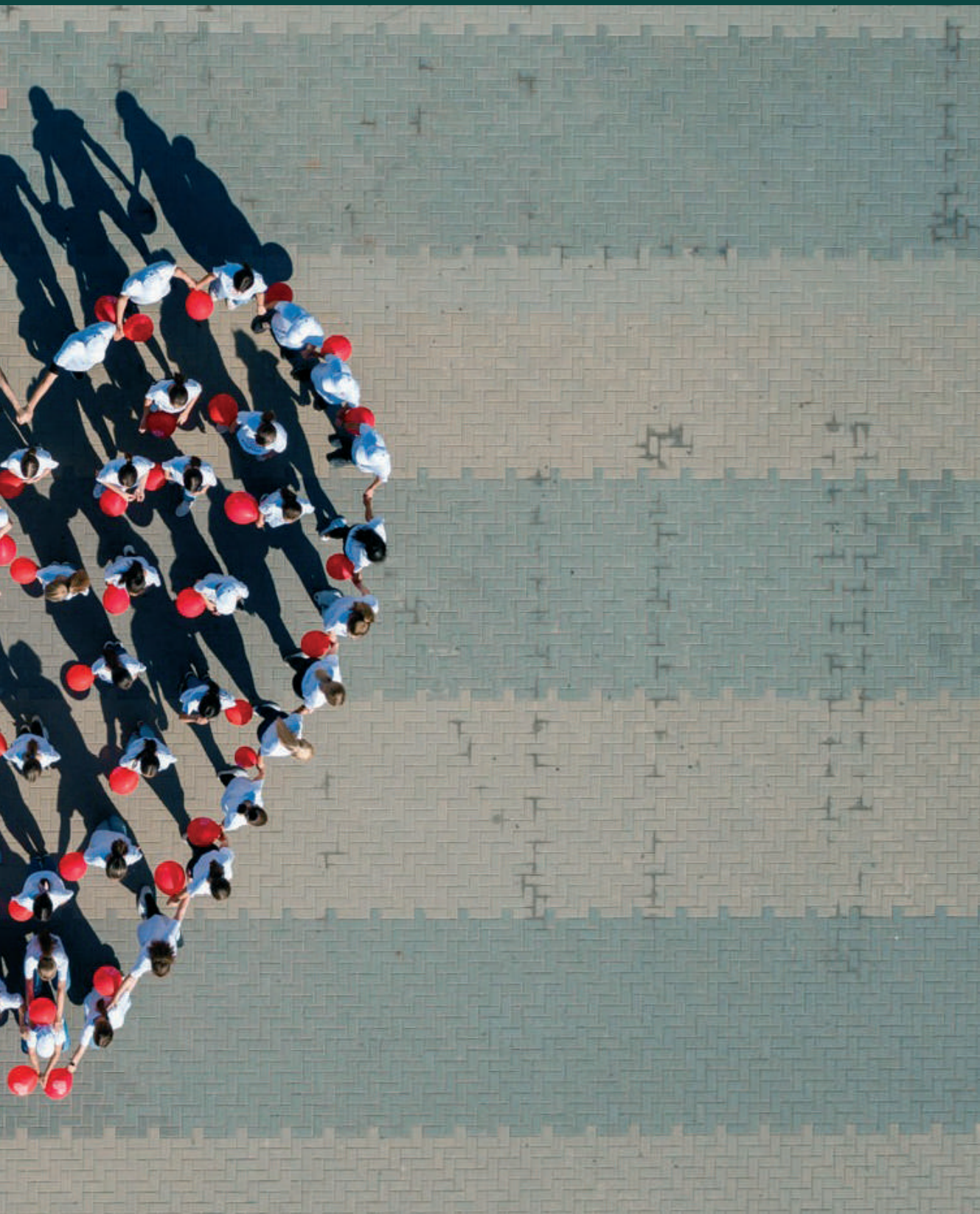
Cahul is also known for its artistic collectives: the "Izvoaraș" Orchestra, the "Izvoaraș" dance collective, the "Iuventia" model modern dance ensemble, the "Nufărul" folk dance ensemble, the "Bobocelul" modern dance ensemble, the "Masca" theatre studio, the "T&K Dance Group" dance circle which operates in the Cahul Sports School, etc.

The following elements of cultural identity are used for the broad promotion of cultural-creative potential in Cahul municipality:

- The symbol "Nufărul Alb", which can be found on the coat of arms of Cahul municipality. The white water lily is an aquatic plant that grows in the area of the Lower Prut Biosphere Reserve in the Lower Prut Plain.
- The song "La Cahul" (Text: Grigore Vieru, music: Petre Teodorovici, performer: Angela Ciumac) considered unofficially the anthem of Cahul;
- The "Horă de la Cahul", which is celebrated every Sunday on the Horelor Square in Cahul, has been a local tradition for 35 years. The atmosphere of rest is created by the "Izvoarașul" orchestra from Cahul;
- International and national festivals. The more than 10 international and 8 national festivals traditionally organised in Cahul promote the city's image as the cultural capital of the Republic of Moldova. The best known festival is the "Nufărul Alb" Folklore Festival, now in its 15th year.;
- Brand Cahul, developed within the EU-4Moldova Programme: key regions.

„Where your heart beats” – the slogan of the Cahul region →
source: Cahul Municipality
2021





Mapping Cultural Stakeholders and Related Areas

Mapping the cultural ecosystem of Cahul Municipality

Cahul municipality has an important network of cultural infrastructure characterized by the high number of existing institutions and their diversity. The vast majority are traditional public institutions financed from the local or national budget. These are: the Palace of Culture "Nicolae Botgros", the Cahul Municipal Philharmonic, the Republican Musical-Dramatic Theatre "B. P. Hasdeu", Music School "M. Cibotari", Cahul School of Fine Arts, "Luceafărul" Children's Creative Centre, Natal County Museum, Cotihana House of Culture, libraries, public rest and recreation areas, etc.

Internationally and nationally recognized artistic groups from Cahul participate in cultural events: the folk music orchestra "Izvoraş", the folk dance group "Izvoraş", the model modern dance group "Iuventă", the folk dance group "Nufărul", the modern dance group "Bobocelul", the theatre studio "Masca", the choir for the blind "Lăcrămioara", the Cahul municipal brass band, the T&K Dance Group and others.

Non-governmental/independent organisations and local economic agents are regularly involved in the production of cultural activities, but the share of these activities is relatively small.

The creative industries sector is in the process of development. This sector needs a clear vision and impetus to generate products, which will enter the economic circuit, produce value, generate public revenue through taxes paid, create jobs and profit, thus contributing to regional and national development. As a relatively new industry in Cahul, the creative industry needs to be promoted in order to develop faster and achieve progress.

Due to the lack of a clear inventory of the local potential and the lack of a cultural-creative strategy, Cahul Municipality currently lacks a systemic vision and an integrated approach to catalyse efforts from all fields and institutions to transform culture into a driver of local economic development. In order to identify the prerequisites for this process we will carry out detailed mapping of institutions and cultural-creative potential.



Performing arts

Cahul municipality has the largest performing arts potential in the southern region and one of the most generous in the Republic of Moldova. The active support and promotion of performing arts can lead to the encouragement of the independent sector, increase cultural consumption and the quality of spiritual life of the population.

The nucleus of cultural life and the generator of performing arts in Cahul is the "Nicolae Botgros" Palace of Culture under the City Hall. The premises for the establishment of the "N.Botgros" Palace of Culture in Cahul (when it was founded in 1984 it was called the "V.I.Lenin" House of Culture) were to satisfy the cultural and spiritual needs of the community. The institution's mission is to host cultural events (musical and dramatic performances, exhibitions of fine and visual arts, cinema, meetings with writers and artists, competitions and many other forms of art). Similarly, the Palace of Culture fulfils its mission by discovering and nurturing new talent, by creating and supporting amateur and professional artists' collectives, interest clubs, craft circles, and by preserving and promoting intangible cultural heritage. In the premises of the palace there are the professional music and dance ensemble "Izvoraş", the model modern dance ensemble "Iuventa", the dance ensemble

"Bobocelul", the National Sports Federation of Majorettes of the Republic of Moldova, the dramatic circle "Masca", the chess club, the blind ensemble "Lacrimioră", the District Library "Andrei Ciurunga", the GPS Club (Think, Plan, Start) and others.

In the process of functioning the Palace of Culture "N. Botgros" faces several challenges: insufficient mechanisms for operational information of the population and promotion of the cultural offer, lack of efficient equipment for cultural events in the main hall of the Palace (sound and light equipment), lack of heating system in the main hall. Also here we can mention that the organization of cultural activities and events is free of charge, which does not allow to attract financial resources for the diversification of activities, the organization of events in accordance with the requests and expectations of different categories of the population, and the impossibility of improving the technical and material base of the institution. The challenges also include the limited involvement of the business and civic sector in cultural activities.

There are also challenges resulting from the national framework of the institution's functioning: the non-existence of a cultural strategy of the Republic of Moldova (the

The "Izvoraş" professional music and dance ensemble
source: Cahul Municipality

← Majorette National Sports Federation of the Republic of Moldova
source: Cahul Municipality

"Iuventa" modern dance ensemble →
source: Cahul Municipality











previous Culture Development Strategy of the Republic of Moldova: 2013-2020 "Culture XXI/20" expired in 2020) and of a methodology for the functioning of the palaces/houses of culture in Moldova (there is no methodological guide for the conduct of cultural activities, which would allow the clear establishment of objectives and priority activities). Finally, the biggest challenge of this institution, which coordinates the cultural process in the municipality, is how to transform cultural services into a catalyst of cultural education and spiritual development into a tool for the cultivation of multiculturalism and a source of income generation to reduce the burden of funding from the state/public budget.

The structure of cultural institutions in Cahul Municipality includes the House of Culture in Cotihana village. It is part of the municipality and has a population of up to 1.000 inhabitants. The Cotihana House of Culture coordinates its activities with the "N. Botgros" in Cahul, which is why the problems and challenges of the two institutions are similar.

The theatrical art is a development factor that reaffirms the importance of local and regional identity and specificity, making the community aware of its value. The Republican Musical-Dramatic Theatre "B. P. Hasdeu" from Cahul is one of the cultural operators animating the life of the municipality and the southern region, being an important pillar of sustainable development. The theatre was found-

ed in 1987 and is still the only theatre in the southern region of the country. The Cahulean Theatre is fully involved in the promotion and valorisation of national and universal drama, classical and modern drama, the creative team of the institution being "among the few in the country that has assumed with full responsibility the noble mission of promoting dramatic art in rural areas". Here are staged plays signed by established authors, plays that have brought the theatre company high appreciation and with them, numerous awards", thus the theater is "known for its tours throughout the country and abroad, distinguished by a select and varied repertoire and, above all, a talented acting team" that "has written selected pages in the history of this temple of culture, pages that define to a large extent the national theatrical field".

During the three decades, the troupe's palmares have included four awards for the best male roles, awarded at the 1992, 2008 and 2013, 2016, 2021 and UNITEM Theatre Union of Moldova Galas. over the years, the troupe's palmares included an award for the best central female role, 8 awards for the most successful secondary male roles, and another 8 awards for the most convincing similar female roles, awarded at the most important theatre events in the Republic of Moldova.

The biggest problem of the Cahul theatre is working in a very small space with old facilities and equipment, which do not meet the



Performance at the "B. P. Hasdeu " Theater

source: Cahul Municipality

← "Bobocelul" dance ensemble

source: Cahul Municipality

expectations of theatre lovers in the region. The theatre's old building has been damaged by groundwater. The local authorities and the management of the institution have been constantly looking for financial resources to build a new building. In 2014, under the "Memorandum on the construction of a new headquarters of the "B. P. Hasdeu" Theatre in Cahul", the construction works of the theatre building were initiated. The Romanian Government allocated for the construction of the theatre the amount of 800.000 euro, the works being co-financed by the Ministry of Culture of the Republic of Moldova. For 2022 in the national budget financial resources are planned for the completion of works on the theatre building in Cahul. So, by the end of 2022, the people of Cahul are waiting to see their favourite actors in the new premises.

In 2022 (or in 2023, if the works will be retained) with the opening of the new building, the "B. P. Hasdeu" Republican Musical Dramatic Theatre will host in Cahul the biggest event organized by the Theatre Union of Moldova UNITEM - UNITEM Awards Gala 2022 (2023), 21st edition. UNITEM aims to support and develop the theatrical movement in the Republic of Moldova through the valorisation of the national and universal theatrical heritage. During the UNITEM Awards Gala 2022 (2023), the public of Cahul will have the opportunity to attend dozens of performances of national theatres, and the business sector - to provide quality service to guests and local population. The intention is that the UNITEM Awards Gala will be connected with the international theatre festival held in Cahul "Theatre without Borders", thus ensuring greater visibility and connection between national and international theatres. Since 2013 the UNITEM President is ALEXANDRU GRECU, People's Artist, born in Cahul region.

The Republican Musical-Dramatic Theatre "B.P.Hasdeu" from Cahul makes an important contribution to the cultural democratization of the population of the region and the country.

This takes place by supporting contemporary cultural forms, developing the audience, encouraging cultural expressions of different social groups, promoting freedom of expression, fostering tolerance and diversity, creating and strengthening conditions for creation.

Within the theatre there is the **Theatre Studio**, which has been designed since its opening to attract talented young people from the region in creative theatre workshops. After 2014, the acting courses organized by the actors of the "B. P. Hasdeu" Theatre in Cahul were relaunched, attracting young people from all over the country interested in the theatrical art. A good part of the graduates continue to work in the Cahul troupe, gaining experience and developing their artistic potential. The repertoire of the Cahul Theatre includes plays for children, including puppet theatre.

The "B. P. Hasdeu" Theatre from Cahul also promotes international cultural dialogue by organizing, with the financial support of the Cahul City Hall, the International Festival "Theatre without Borders". The first edition of the festival took place in 2019-2020. For 10 days the audience of Cahul experienced the emotions of the performances with actors from Romania, Ukraine and Moldova. Among the guests of the festival were the Theatre for Children and Youth "Vasilache" from Botoșani and the Puppet Theatre Brăila, both from Romania, and the Theatre "Maskam Rad" from Kiev (Ukraine). The theatre festival ensured cultural multidisciplinary, as during the theatre season there were exhibitions of paintings by children and young people from the School of Fine Arts in Cahul, an exhibition-fair of folk craftsmen, members of the Union of Folk Craftsmen of Moldova, of associations from Cahul and ATU Găgăuzia, as well as the Cultural Centre "Dunărea de Jos", Galați, Romania.

Republican Musical-Dramatic Theatre "B. P. Hasdeu" is an institution subordinated to the central public authorities.



Visual arts

Cahul municipality has a valuable potential in the field of visual arts. The most important institution in this field is the **School of Fine Arts for Children**, founded in 1960. More than 2.000 students have been educated in the institution so far. Today 240 students from Cahul and neighbouring localities attend the institution, of which 64 are boys and 176 girls. The visual arts courses include: painting, sculpture, composition, computer graphics courses, etc.

The long-standing experience and outstanding successes achieved by the institution's students at international level position the city distinctly on the national and international scene. Young people from Cahul have won prizes in the most prestigious painting competitions in China, Poland, Belarus, Kyrgyzstan, Russia, Ukraine, Romania, Bulgaria, Lithuania, Czech Republic, Brazil, USA, etc.

The School of Fine Arts, in collaboration with the Municipality of Cahul, holds several cultural events such as: drawing competitions, fairs and thematic exhibitions, annual exhibitions of painters (Vernal Point and Autumn Elegy), and the annual competition VIEREANA. The aim of the competition is to promote national values and the affirmation of the creativity of students from art schools, creative centres, gymnasiums, high schools and

teachers from the municipality and district of Cahul and the Republic of Moldova, as well as a better knowledge and promotion of Grigore Vieru's work. After the four editions organized at district level in 2022, the VIEREANA contest will be organized at national level.

The most renowned painters from Cahul, members of the Painters' Union of the Republic of Moldova, are Pavel Cernogolub and Gheorghe Șoitu. The municipality of Cahul regularly hosts painting exhibitions of these artists.

One of the problems in the field is the lack of galleries and exhibition spaces adapted and arranged for exhibition activities, art presentations, conferences, round tables. Most often the hall of the Palace of Culture "N. Botgros". The Cahul School of Fine Arts has an exhibition space, but it is limited and cramped and cannot be used as an exhibition space for the city.

Another problem is the lack of programmes to promote contemporary creation. Visual arts events, including outdoor events, are not systematic. There is a need for programmes to stimulate and motivate young people to get them involved in the promotion of contemporary art through regional, national and international collaboration.

← Pleinair at the School of Fine Arts for Children

source: Cahul Municipality
2018

Music

Musical cultural life is characterised by diversity. The longest-lived musical institution in Cahul is the Music School "Maria Cebotari". The institution was founded in 1954 with the aim of contributing to the artistic education of pupils, developing their interest and forming their musical aesthetic taste, forming the cognitive, affective and artistic potential of children in correspondence with their musical interests, preferences and aptitudes. The institution currently has 186 students, 122 girls and 64 boys. Children and young people study the following specialities: instrumental performance, drama, fine arts. Over the years the institution has trained many professional musicians, who have contributed to the development of the cultural life of the Republic of Moldova. The music school teaches subjects such as: cymbal, piano, violin, choir, wind instruments, guitar, theoretical subjects, singing, vocal and instrumental ensemble.

The young people of the institution are part of the following groups: the children's choir „CAPRICCIO”, the violin ensemble „ALLEGRETTO”, the theatre studio „ARLECHINO” and two other ensembles, one folkloric and the other violinist. The institution is recognized locally, nationally and internationally, adding to its record a number of significant

results in competitions in Bulgaria, Russia, Turkey, Ukraine, Czech Republic, Kyrgyzstan, Italy, Spain, Moldova, Turkey, Romania, where the students of the school have won important prizes. In 2021 alone, the students of the music school became prize-winners in a number of international competitions such as: "Tri zvezdi" held in Yurmala (Russia); "Odessa Summer fest" in Ukraine; "Danubius" Festival-Contest held in Romania, "Ca-nova" competition, organized by Turkey and Ukraine; "Art-exptess" International Festival in Belorussia; "Promenada de Navidad 2021" competition held in Balti (Republic of Moldova); "G. Muzicescu" National Choir Festival in the Republic of Moldova; International Folk Art Festival, etc. "Maria Cebotari" Music School in Cahul is the initiator of the Regional Competition of Instrumental Interpretation "Seven Musical Notes" which, starting with 2021, has become a national competition.

The Music School offers a wide range of musical opportunities for children and young people, however there are requests for organizing training on other musical instruments such as: flute, pan flute, percussion instruments, flute. In the medium term, a children's symphony orchestra is to be created in the school, to which all students



The Music School "Maria Cebotari"
source: Cahul Municipality

and graduates of the Music School will be attracted. A new musical project is to open the third level of studies in instrumental performance for young people aged 15-30. The aim of this project is to prepare specialists for the Cahul Philharmonic.

The institution operates in a building adapted and renovated in 2021 with the support of the Embassy of Japan within a project implemented by the Cahul City Hall. In order to implement the new projects and deepen the role of the institution in the cultural education of the population, however, a number of interventions are needed to increase the degree of equipping the institution with modern musical instruments, including for the launch of training in new areas; renovation of a space for storing instruments, furniture, equipment and costumes; opening branches in rural areas to reach a larger number of young people interested in music education or providing a means of transport for pupils from neighbouring areas, providing a space for outdoor activities (competitions/concerts/festivals), finding a new venue for the assembly hall, as the one in the institution is small and does not provide the necessary conditions for cultural activities in the school.

In order to strengthen the role of cultural education of the population, the institution aims to create new partnerships and active

involvement in national and international projects and programmes. To this end, it wishes to intensify cooperation with institutions of this kind in the cities twinned with Cahul Municipality, organize joint competitions, especially as there are already some experiences with institutions in Romania. This would expand the opportunities for further training of teachers in the institution within the framework of mobility programmes and exchange of experience, bringing additional motivation.

With regard to music and painting it is worth to draw attention to the fact that until 2015 these were fields of specialization of young people in the College of Pedagogy and Arts "Iulia Hasdeu" from Cahul. After 1994 there were two qualifications in the college: instrumental artist and orchestra conductor for folk instruments (piano and violin) and the qualification of painter pedagogue. The trend of recent years has shown, that the interest in these qualifications is decreasing therefore, in 2015, due to non-completion of the admission plan, training in these specializations was stopped.

Cahul Municipal Philharmonic is a theatrical-concertistic institution in Cahul Municipality, Republic of Moldova. As an artistic institution dedicated exclusively to concert activity, the philharmonic becomes the second philharmonic founded in the Republic of



Outdoor Philharmonic Concert
source: Cahul Municipality

Philharmonic Concert →
source: Cahul Municipality





Moldova 90 years after the founding of the National Philharmonic "Serghei Lunchevici" in Chisinau in 1930.

The Cahul Municipal Philharmonic was created in 2020 under the direction of the artistic director and first conductor Mr. Ilie Rotila Croitoru. It is the second philharmonic opened in the country and the only one in the southern region of Moldova. Its establishment was preceded by the transfer to Cahul in 2018 of the International Classical Music Festival "Crescendo", which has become an important cultural event at international level. Previously, the five editions of this festival were organized in Chisinau.

On 30 September 2020, the first season of the philharmonic was inaugurated in Cahul with a special opening concert, broadcast live. While all cultural institutions were closed due to the pandemic, the Cahul Philharmonic's concert crossed all physical boundaries, Cahul becoming the main stage of the world around. The performance offered to the general public was a comfort for all classical music lovers.

The philharmonic repertoire includes works of universal classical music and sacred music. The Philharmonic actively participates in the cultural life of the locality and the region by regularly organizing cultural events and outdoor activities. Musical events attract numerous visitors from all over Southern Moldova and neighbouring regions, Romania and Ukraine. In addition to physically organized events, the Cahul Philharmonic also organizes virtual performances, educating and attracting audiences from different corners of the world.

Among the Cahul Philharmonic's short and medium term prospects we can identify: opening of the Philharmonic Club, where musicians from Cahul will be trained; development of an international brand of classical music promoted in Cahul; consolidation of a team of renowned musicians; development of programmes to promote musical activities and educate the amateur public, attracting national orchestras to musical events, cre-

ation of a youth orchestra with the involvement of children from music schools in the Cahul region and teachers from these institutions (in the city and villages of the district there are about 12 music schools where about 1.000 children and young people).

One of the strategic priorities of the Cahul Municipal Philharmonic is the development of the "Cahul Philharmonic Society" where all amateur groups from the southern part of the Republic of Moldova, choral groups, brass bands and instrumental ensembles will be invited and attracted in order to create a common strategy of cultural activities. The philharmonic also aspires to strengthen the interaction between children's music schools, high schools and music faculties in the Bugeac area of the Gagauz and Bulgarian ethnic groups in order to create a common cultural dialogue.

For the implementation of these priorities, it is necessary to solve the most acute problem related to infrastructure, namely a building to house the philharmonic and, in addition, an "Organ Hall" in the Palace of Culture "N. Botgros". The creation of adequate conditions for the functioning of the Cahul Municipal Philharmonic will ensure the continuity and sustainability of activities, where chamber music concerts, piano evenings, organ music and performances of instrumental ensembles will be held, thus boosting cultural life in the southern part of the Republic of Moldova.

The Cahul Philharmonic can become an extremely valuable and important cultural centre for the city and the region, as the existence of a high-quality philharmonic orchestra can diversify the range of musical and cultural services for the region and the country.

The appearance of the philharmonic in Cahul has changed the cultural paradigm of the city, expanded the range of cultural events in the region, increased the opportunities to meet the cultural and spiritual needs of the population and once again consolidated the status of Cahul as the cultural capital of the Republic of Moldova.

Museums

The Cahul County Museum, with its collection of over 38.000 items, represents an impressive heritage value. The museum was founded in the service of society by order of the Ministry of Culture in July 1958, making its heritage available to the public. Among the museum's objectives are the acquisition, research, conservation, restoration and valorisation of the testimonies related to man and the environment for the purpose of study, education and recreation, treasuring testimonies from the area of Cahul and its surroundings. The museum's headquarters is a building built in the mid-19th century with historical value for the city. In 1858, the famous Roman writer, historian, linguist and scholar Bogdan Petriceicu Hasdeu worked here as a scholar.

The museum's collections house a rich collection of firearms and weapons, archaeology and numismatics, old books and documents. The ethnographic collection, which includes items from folk costumes, carpets and towels, has a special place. The nature section contains thematic collections of birds and animals specific to the three southern

ecosystems, and palaeozoological remains reflecting the geological history of the earth. The history section evokes the evolution of human society from the Palaeolithic to the medieval Romanian prestate formations. Of particular interest is the Ethnographic Complex, opened in 1979, consisting of a peasant household from the late 19th - early 20th century. The exhibition of towels, carpets, blankets, bark, furniture, technical and agricultural inventory offers the visitor the complexity of the material and spiritual experiences of this people.

The museum's performance and social usefulness is determined by the number of visitors who pass through its doors. Thus, in the last five years (2017-2021) the museum has been visited by 16.890 people (7.993 men and 8.897 women), including 7.216 group visitors. Also during this period, 339 tours were guided in Romanian and Russian.

Cahul County Museum preserves local traditional values and supports visitors in understanding the process of spiritual and cultural development of the community. The museum offers to the public of different ages a series



The Cahul County Museum, ethnographic complex
source: Cahul Municipality

of activities that allow them to explore the museum heritage, develop their creative potential, practical skills and social integration.

At the same time, the Cahul County Museum, like other cultural institutions, faces a number of problems including: Insufficient funding that does not allow the development of large-scale projects that benefit from national and international visibility; low cultural consumption of the inhabitants; lack of warehouses equipped with the necessary equipment for conservation and proper storage of museum heritage according to the conservation/storage regulations; low participation in international exhibitions; lack of an intersectoral approach in relation to the enhancement of mobile cultural heritage, particularly in relation to tourism and the hotel industry; insufficiently qualified staff in project management, cultural marketing, public relations, museum education, fundraising or IT etc.

In order to fully exploit the museum's cultural and tourist potential, the following are envisaged in the future: the multiplication and development of new national and international partnerships; the implementation of research actions in order to complete and enrich the museum heritage; the organization of the computerized record of the cultural heritage; the facilitation of access to information on the museum collections; the storage and securing of the museum heritage; the establishment of an audio guide system in Romanian, Russian and English; a more effective collaboration with the civil society, the cultural, academic and research environment; the promotion through travel agencies, hotels and tourist information centres / tourism fairs; the support of the Cahul Municipality in the implementation of the cultural strategy.



Traditional barn, part of the museum complex
source: Cahul Municipality

Cinema

Cahul Municipality is currently facing the lack of a proper cinema screening room. Twenty years ago the cinema "Patria-Cahul" was in operation, which was then demolished, and now the large auditorium of the Palace of Culture "N. Botgros" is used, which, however, has an old projection screen. Some of the old film projection equipment is also kept at the Palace of Culture. As a result, the city and region of Cahul has insufficient film projection spaces, lacks the necessary equipment and technical conditions for film production and projection at modern standards.

Nevertheless, film screenings are systematically carried out in Cahul. As alternative spaces are used the hall of the Theatre "B. P. Hasdeu" in Cahul and the auditorium of the Sanatorium "Nufărul Alb" in Cahul, and the

Public Park "Grigore Vieru" offers the possibility of outdoor screenings. These are usually organised by NGOs as part of fundraising campaigns, by the Romanian Consulate in Cahul, by the Alliance Française. Under the aegis of international organisations, there are weeks of film screenings to promote human rights, etc. The "Moldox" Public Association is most actively involved in film promotion and is the initiator of the "MOLDOX" International Documentary Film Festival for Social Change, held in Cahul. Moldox Festival is the only documentary film festival in the Republic of Moldova primarily oriented towards the regional audience. Since 2016 the festival brings social change through documentary film and invites the audience to both reflect on the problems of modern society and identify solutions.



The "Moldox" Festival at Cahul
source: Cahul Municipality
2019

The festival has two components:

- screenings of internationally award-winning documentary films, accompanied by question and answer sessions, panel discussions with representatives of local LPAs, change agents and policy makers, aimed at creating a platform for inclusive and

participatory governance and raising awareness of social issues;

- training component for young film-makers and development of the local film industry through the creation of social documentary films in workshops organised by Moldox Lab.



The "Moldox" Festival at Cahul

source: Cahul Municipality

2019

Audiovisual

The audiovisual sector is going through a series of challenges generated by the technological and digital revolutions of the last decade. This creates opportunities on the one hand, but also challenges related to the need to acquire modern equipment, the slow degree of adaptation to advanced technologies and the lack of new digital skills on the other.

The audiovisual sector is represented in Cahul municipality by the local press. In the 1990s there was a TV studio broadcasting news bulletins, which was managed by the cable company TRUC-3, which still operates in Cahul. Such studios and companies existed in all district centres of Moldova, some of them still continue their activity, such as CIM-TV, SOR-TV, BAS-TV, etc. According to national legislation, cable companies have the right to use a channel in their broadcasting grid to broadcast their own productions, which is not the case in Cahul Municipality where the company once published commercials.

At present, only one multimedia production studio is officially operating in Cahul (local press www.ziudeazi.md). At the same time, Cahul City Hall has a newsletter (ASPECT) to promote its activities. The rest of the audiovisual operators are self-employed.

Another component of the segment are videographers who provide photo/video services at weddings, there are about 10 teams in Cahul district. Local television remains a dream of the past. In order to stimulate the development of broadcasting it is necessary to create a local TV studio, which will ensure the transmission of the broadcasting grid to the star or cable network, but the financial effort is colossal and the solution inefficient. Launching a typical TV station is a considera-

ble financial effort, involving equipment, staff, direct maintenance costs, CCA fees, etc. A more appropriate solution would therefore be to create a local TV station.

The situation for Radio is similar to that for Television. The prospect of a local radio entering the local market is complicated by direct competition with radio stations from Moldova and Romania which are received in Cahul.

In order for broadcasting to contribute to the development of the field of culture, it is necessary to document and develop significant cultural products. At the moment this is not possible for several reasons:

- there are no rooms set up to facilitate direct broadcasts of events;
- there is no equipment for live broadcasts, festivals and large-scale performances at the Palace of Culture Hall "N. Botgros";
- there is a lack of support and promotion/funding of projects/initiatives in the field with cultural impact and promotion;
- the cultural potential of the area is not documented;
- there is no archive of the cultural heritage of the municipality of Cahul, dance ensembles, music, local soloists, etc.

Solving these challenges could lead to diversifying information sources, reducing citizens' exposure to false information, promoting and educating the population through cultural events, and building solidarity around democratic values.



Cultural education and promotion of diversity

The cultural offer for children and young people in Cahul is diversified, providing opportunities for different tastes. Even if the offer is extensive in the municipality there are no buildings dedicated to cultural activities for children and young people. Most of the circles by interests are held in the premises of the Palace of Culture "N. Botgros", the spaces are mostly limited for the efficient organization of activities. The location of the circles at the palace also means that cultural opportunities are concentrated only in the city centre. The cultural circles are largely open to all children and young people, including those from middle-income families, as they are supported from the local budget. At the same time, parents of children and young people actively participate, provide assistance and co-finance the children's artistic performance by financially supporting their travel abroad to participate in international events and festivals.

One of the cultural education institutions for children and young people is the **Creative Centre "Lucaefarul"**. This centre was opened in 1941 in the former building of the Officers' Casino. The institution was originally called the Pioneers' Palace, in 1994 it was renamed the "Miorița" Creation Centre, and from 2021, after the installation of the bust of Mihai Eminescu, it became the "Lucaefarul" Creation Centre. It has 19 circles of different specialities such as: dramatic and puppet theatre, music (violin, piano, guitar, singing), folk dance, folk and modern crafts, English civilization and culture, visual arts, ecology, regional tourism, literature. At present, the circles are attended by 564 children, 395 girls and 169 boys. The activity of the institution is financed by the Cahul City Hall, therefore the participation of children is free of charge. The Creative Centre makes a substantial contribution to the education and cultural development of children and young people, training special skills, cultivating

"Bobocelul" dance ensemble
source: Cahul Municipality



← The Creative Centre "Lucaefarul"
source: Cahul Municipality

interest in various socio-cultural activities, developing new talents and personalities. Through its work, the institution promotes the highest human values such as respect, non-discrimination, equality, solidarity, tolerance, etc. The children have the opportunity to actively participate in various international and national competitions, from which they return with prizes.

Also in the Palace of Culture there are several collectives certified by the Ministry of Culture, collectives with the title "Model" in various fields: the model folk dance ensemble

"Nufărul", the model modern dance and estrada ensembles "Iuventa" and "Bobocelul", the theatre studio "Masca", the choir for the blind "Lăcrămioara", the Cahul Municipal Fanfare, "Majorette-Show", the "Mâini dibace" Club, being just a few examples. More than 1.000 children and young people from the city and adjacent regions are involved in the cultural collectives, which are very active in international festivals..



Modern dance and estrada ensemble
"Iuventa"

source: Cahul Municipality

Major traditional cultural events

The municipality of Cahul ranks first in the Republic of Moldova in terms of the number of national and international festivals held over the years. A real festival movement has developed here, attracting more and more visitors and tourists from home and abroad. They cover a wide range of fields from music to film, poetry to theatre.

The oldest of these is the **International Music Festival "Mărțișor"** traditionally held every spring from 1-10 March. Initiated in 1966 by the Cahul City Hall, it is dedicated to the arrival of spring, the regeneration of nature and the mărțișor, the symbol of this season. During the event, for 10 consecutive days, Cahul hosts musical events with the participation of artists, groups and musical collectives from the country and abroad, so that the "Mărțișor" Festival can also be called the Cultural Decade of Cahul.

One of the most awaited and favorite festivals of the people of Cahul is the **International Folk Music and Dance Festival "The White Nymph"**, member of the International

Council of Folklore Festival and Folk Art Organizations (C.I.O.F.F.), UNESCO partner. The event was founded in 1989 as a festival of folk song and dance, and at the first editions only groups from Moldova participated. Since 1993 it has obtained the status of biennial international festival. The aim of the festival is to support the centuries-old traditions of folk dance, to promote authentic folklore, to get to know other peoples' customs and traditions and to collaborate in the field of culture with groups from European countries and other continents. The festival is organized by the Cahul City Hall in July, when the city marks the day of the first documentary evidence. Each edition is attended by collectives from more than 20 countries so far.

During the festival, the more than 200 participants, guests and invited guests, constitute a stable source of income for local economic agents, with demand for accommodation, catering, leisure services, entertainment, tourism and folk crafts. It is difficult to estimate in figures the economic effect of the



The International Folk Music and Dance Festival "The White Nymph" (Nufărul Alb)
source: Cahul Municipality
2019

The International Folk Music and Dance Festival "The White Nymph" →
source: Cahul Municipality
2019

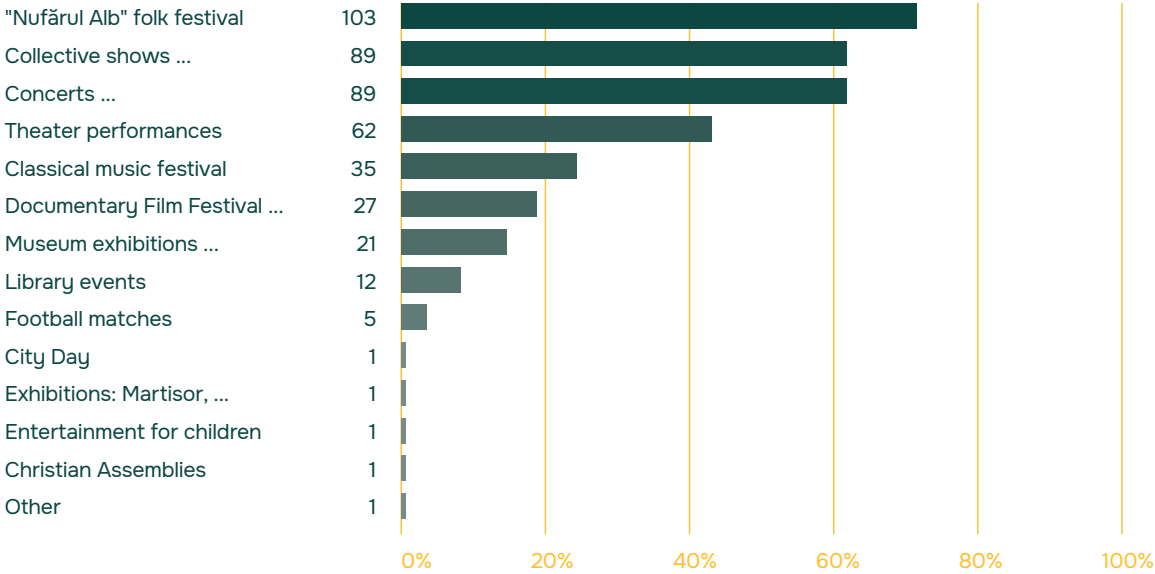




festival, but it exists and is very important for the local economic sector.

According to a survey, 71% of those interviewed prefer this festival. When asked: What

are your favourite cultural activities that you went to most often in recent years (before the pandemic) the answers were ranked as follows:



The "Crescendo" Festival
source: Cahul Municipality

The increased interest of the population of the city and the region for this large-scale event, with organizational experience and wide promotion at national and international level can be the premise for its transformation into a cultural event generating large revenues for the cultural-creative sector of the Cahul region.

Another important event is the international music festival "Faces of Friends", which brings together young performers aged 15-25 from various countries: Romania, Uzbekistan, Ukraine, Belarus, Russia, Bulgaria, Lithuania, as well as Moldova. The festival aims to promote young talent and musicians in general and comprises two sections - light music and jazz music, with the performers being judged by an international jury, including well-known composers, producers and soloists. After a few editions, however, the festival has been stopped and needs to be restarted.

One of the most significant classical music festivals in the Republic of Moldova and abroad is the "Crescendo" International Classical Music Festival in Cahul. It aims to promote universal classical music and true artistic values by organising concerts of music by Bach, Mozart, Beethoven, Shostakovich, Enescu and others. Three symphony orchestras perform at the Cahul Festival: that of the

"Teleradio Moldova" Company, the "Serghei Lunchevich" National Philharmonic Orchestra and the European Youth Orchestra of Cahul, which is made up of young musicians from Iasi, Odessa, Tiraspol and Cahul. Admission to the performances is free for the interested public. This year, in 2022, the jubilee edition will take place. All concerts are broadcast live on National Television and watched live from all over the world.

Cahul's location in the "Lower Danube" cross-border area and its close proximity to Ukraine and Romania provide conditions for attracting music lovers from these countries to cultural events and promoting culture internationally, strengthening the city's status as a cultural capital.

Another international festival is the "MOLDOX" Social Change Documentary Film Festival, which was initiated in 2015, reaching its 7th edition this year. It takes place in September, bringing to the public's attention, through documentary screenings and public discussions, the current problems we face, caused by the fragility of social systems. The Moldovan public is presented with in-depth documentaries with social impact, opening new horizons about the world we live in, stimulating awareness of social phenomena and global issues that are closer than we think and directly affect us. The festival is



Workshop participants at the "Moldox" Festival

source: Cahul Municipality
2019

organized by the "Moldox" Public Association, in partnership with "Svenska Filmstudion", with the financial support of the Swedish Institute, the Cahul City Hall, the Austrian Cultural Forum, the German Cultural Centre "Akzente", the Goethe Institute, the German and Dutch embassies, the National Film Centre, the Romanian Cultural Institute and other institutions.

In 2019 a new event was launched, namely the **International Festival - "Theatre without borders"**, organized in partnership with the Cahul City Hall in October, when the Repub-

lican Musical-Dramatic Theatre "B.P.Hasdeu" from Cahul opens its theatrical season. Important theatres from the country and from the cross-border area Romania and Ukraine participate in the event. For 10 days, the Cahulan audience experiences the emotions of the performances with their favourite actors, so that theatre, a source of entertainment and inspiration, has the power to unite different cultures and peoples from all over the world.



Ignite Cahul Conference: iZestre edition

source: Cahul Municipality

2021

National and regional festivals and events organized in Cahul

The **National Minorities Festival "Unity through Diversity"** has been organized since September 2001 (this year it will be the 21st edition). It is a festival, which promotes inter-ethnic communication and contributes to facilitating the civic and socio-cultural integration of national minorities in society. The objective of the Ethnic Festival is to promote and perpetuate the traditions of national minorities, as well as to develop intercultural dialogue and strengthen friendly relations between representatives of different nationalities living in the Republic of Moldova. Over the years, the Festival brings colour, song, play and good cheer. Representatives of ethnic minorities, dressed in national costumes, display their handicraft creations in exhibitions, welcome visitors with traditional dishes and share the secrets of their cuisine.

The **European Small Town** is a regional cultural event organised annually in the context of Europe Day celebrations. The event took place for the first time in Cahul in 2019 and is organized by the Cahul City Hall in cooperation with the Delegation of the European Union to the Republic of Moldova. The event is traditionally attended by various EU officials, ambassadors of EU Member States, MPs, representatives of central and local authorities, donor organizations and guests of Cahul Municipality. The European Small Town is a major event for all those who want to know about the opportunities of European programmes, and highlights the considerable contribution and support provided by the European Union in the development of our country and the Southern Region. Several countries exhibit, in tents, their cultural traditions, gastronomy, projects they carry out in the Republic of Moldova. The celebration also

provides inspiration for the institutions of the Republic of Moldova benefiting from projects financed by the European Union.

The target audience for the next festival is children and young people. It is the **Festival-Contest "Poetry in the Verse of Longing"**, which is organized in March by the Cahul City Hall, reaching its 5th edition this year. The aim of the festival is to increase interest in culture among young people, to promote values through culture and art, to strengthen artistic skills and to support poetry recitals by promoting talented students in the field of literature. The festival is divided into two age categories: middle school - for grades V-IX; high school - for grades X-XII and includes two sections: poetry recital and own creation.

The **"Lavanda Fest"**, organized in Cahul in August by Lavanda Vera Provence with the support of the Cahul City Hall, is also highly appreciated by the local public. This year the festival is at its second edition. It is an event promoting hand-made products and spending time outdoors. During the festival participants can buy natural handmade products (lavender lemonade, butter and lavender biscuits, baskets, bunches of purple flowers) while listening to relaxing music. There are also photo areas for those who want to take pictures of their loved ones.

Cultural events in Cahul are supported by local artistic collectives: "Izvoaraș Orchestra", "Izvoaraș" Dance Collective, "Iuventă" Model Modern Dance Ensemble, "Nufărul" Folk Dance Ensemble, "Bobocelul" Modern Dance Ensemble, "Masca" Theatre Studio.

One of the most important collectives is the **Folk Music and Dance Ensemble "Izvoarașul"** of the Palace of Culture "N. Botgros". This

















ensemble was founded in 1957 and is a real school of folklore. The musical creations come from folk culture, representing lute traditions, songs of mourning and joy, folk games, instrumental pieces. The ensemble "Izvoarașul" is a laureate of several national and international festivals in Romania, Bulgaria, India, Hungary, France, Slovakia, Czech Republic, Germany, Turkey and Slovenia. One of the most important trophies is the gold medal, won in 2008 in Saratov (Russia) during the World Delphic Games.

Another outstanding collective is the Ensemble of Folk Music and Dance "Bobocelul", founded in 1998. The ensemble attracts over 200 children from the town and surrounding areas. Throughout its activity, it has achieved many notable successes at national competitions, successfully representing our country at international festivals in Lithuania, Czech Republic, Belarus, Slovakia, Poland, Bulgaria, Ukraine, Turkey, Greece.

Modern dance is promoted in Cahul through the collectives "Iuventă" and "Nufăruł".

The Model Ensemble of Modern and Street Dance "Iuventă" was founded in 1994 with the aim of promoting the art of choreography and healthy lifestyle among children, young people and adults. More than 180 children aged between 4 and 19 are attracted to the 6 groups of dancers in the collective. The "Iuventă" collective actively participates in festivals and championships, national and international competitions. The most important prizes have been won in Turkey, France, Hungary, Bulgaria, Azerbaijan, Georgia, Poland, Estonia, Lithuania, Italy, Slovenia, Czech Republic, Austria. Thanks to the success of the "Majorete Show" group of dancers, the National Cheerleading Sports Federation was opened in Cahul, a member of the European International Federation NBTA France.

The Model Folk Dance Ensemble "Nufăruł", founded in 1996, provides conditions for



The Ensemble of Folk Music and Dance "Bobocelul"
source: Cahul Municipality

← The Model Folk Dance Ensemble "Nufăruł"
(p. 90-91)

← The "Izvoaraș" Orchestra
(p. 92-93)

← The Folk Music and Dance Ensemble "Izvoarașul"
(p. 94-95)

← Model Ensemble of Modern and Street Dance "Iuventă"
(p. 96-97)

the promotion of choreographic art among about 220 children aged between 5 and 18. The most notable results have been obtained through participation in festivals, national and international competitions, such as the festival "Hora din străbuni" Romania, "Сердце городов" Prague, "Малешеве пеее и танцува" Bulgaria, participation in other countries like Slovakia, Turkey, Georgia and online Lithuania.

Cahul municipality has a unique cultural tradition at the country level, conferred by the Cahul Hora. Every Sunday in the centre of the small seaside town the locals come to the horă - a real horă with live music, where the protagonists are not professional artists, but the inhabitants of Cahul and the surrounding villages. Every summer, this is also the place where people who are resting at the "Nufărul Alb" sanatorium in Cahul usually come. The tradition of dancing the hora began in 1986 and is performed in a special place in the

centre of the town called "Horelor Square". The Cahul Hora is a true spectacle of dance, music, traditions and solidarity between people. Over the years the Hora de la Cahul has become an element of local identity, which can be exploited and transformed into a tourist attraction and an element of boosting creative industries through filming, video and promotion, online master classes of traditional dances, other types of attractive cultural products.

Starting with 2022 the City Hall of the Cahul Municipality intends to launch a new festival, namely the Beer Festival. The city is home to several craft beer producers, so this festival comes to support the efforts of these companies, connecting the event with other local producers (catering, companies that provide entertainment and leisure activities, thus helping to support the economic sector.



The Cahul Hora in the "Horelor Square"
source: Cahul Municipality

Libraries

The public library is a space where communication is intense and diverse, it is also an institution that creates events, networking situations that are useful from all points of view for those involved. The most important libraries in Cahul are "Grigore Vieru" Children's Library and "Andrei Ciurunga" District Library. Both libraries have the mission to provide information, study, education, reading and recreation for the citizens of Cahul, by free and non-discriminatory access to information and knowledge through their databases and collections. Cahul libraries have developed creative services for their users, organizing a series of events that stimulate reading and research. Every year in April the Children's Library organizes the Children's Book and Reading Week. In addition, the Viereana Week is organized from 7 to 14 February. In collaboration with the Cahul Culture Section, important activities and competitions are held, such as: "The most active reader of the library", Robotics Club, "I Am Smart" general culture competition, "10 Days of Holiday at the Library" summer camp. An event awaited by the children is the Summer School in IT organised with the aim of studying information technologies in practical classes at the 3D Workshop, Laser Cutter

Workshop; 3D Printer Workshop and Image Promotion Applications. Another course requested by the children is the course "Useful applications in online education". In this way libraries contribute to the development of creativity among readers, promoting innovation and information technologies.

At the same time, libraries in Cahul do not currently carry out sufficient actions to promote new books. Book fairs, book launches and meetings with national and cross-border publishers are not organized, thus readers are lacking information about new books. Through this strategy, we propose that the libraries of Cahul hold monthly book launch events and annual book fairs to which publishers from Moldova and Romania will be invited. Representatives of the academic community will also be involved in the organization of the events. We also intend to attract to Cahul prominent personalities and NOBEL award winners, who will stimulate research and innovation in the region and the country.

To support the effort to promote reading among the population of Cahul, an informal club called BookClub has been created. Book Club Cahul has been initiated in August 2021 with the aim to promote reading and good



Readers in the library
source: Cahul Municipality

books! The Club's goal is to make books and reading a priority! Club members choose the book, read it, discuss and learn.

In order to communicate with book lovers, the private Facebook group Book Club Cahul has been created and currently has 90 members. In the group books are proposed and club members express their opinion by vot-

ing, so the book with the highest number of votes is selected. The books are ordered and the day of the meeting is set for discussion of the content. Usually, personal development books are voted and during the discussions participants relate the book's learning to their personal experiences.

Multicultural diversity

Several nationalities live peacefully together in Cahul. Moldovans/Romanians make up about 60% of the population, and 40% are ethnic Russians, Ukrainians, Bulgarians, Gagauz, Poles, Roma and others. Each nationality promotes its customs, traditions and cultural values in cultural activities. Choreographic collectives are involved in promoting ethnic cohesion, performing dances belonging to all nationalities, and coexistence and tolerance are highlighted through music, films, performances and various cultural actions and expressions. The most valuable event in this respect is the National Minorities Festival "Unity through Diversity", also

called the Cahul Ethnic Festival, which has so far succeeded in strengthening friendly relations between different ethnic groups in the municipality and the region. One of the challenges is the poor representation of ethnic groups in the cultural life of the city and the low interest in promoting the values of ethnic minorities, the responsibility being passed on to the Cahul City Hall. At present, the subject of multi-ethnic cooperation in Cahul remains a sensitive issue not only at the cultural level, but also at the social, economic and political levels. That is why the municipality needs appropriate cultural policies that effectively promote interculturality.

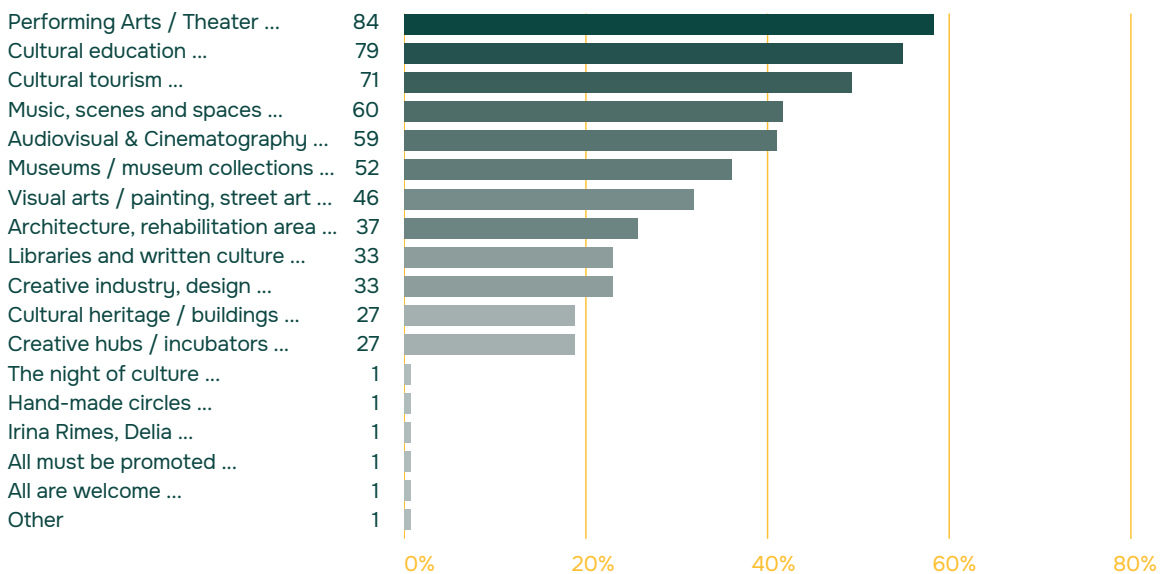


"Hobby Boom" collective-weaving
"mărtișor" for the fair
source: [facebook.com](https://www.facebook.com)

Spaces for art and culture

The focus group discussions and individual interviews clearly identified the problem of insufficient spaces for culture and arts in the municipality and the region, especially outdoor spaces.

According to the answers given by the citizens of the city, we note that they ask for more outdoor theatre events and performances (58,3%), cultural education events for children (54,9%) and cultural tourism through the development of outdoor leisure and recreation areas (49,3%).



The Horelor Square
source: Cahul Municipality

At present, one of the main leisure and recreational spaces for art and culture is the "Grigore Vieru" Municipal Park located in the city centre. Here various cultural activities take place, such as film screenings, International Children's Day, family day events, competitions, children's activities, etc. Another outdoor space is the Horelor Square, where the traditional Cahul horeas are held. There are other areas that could be transformed into cultural and art spaces, but a lot of investment is needed for their rehabilitation

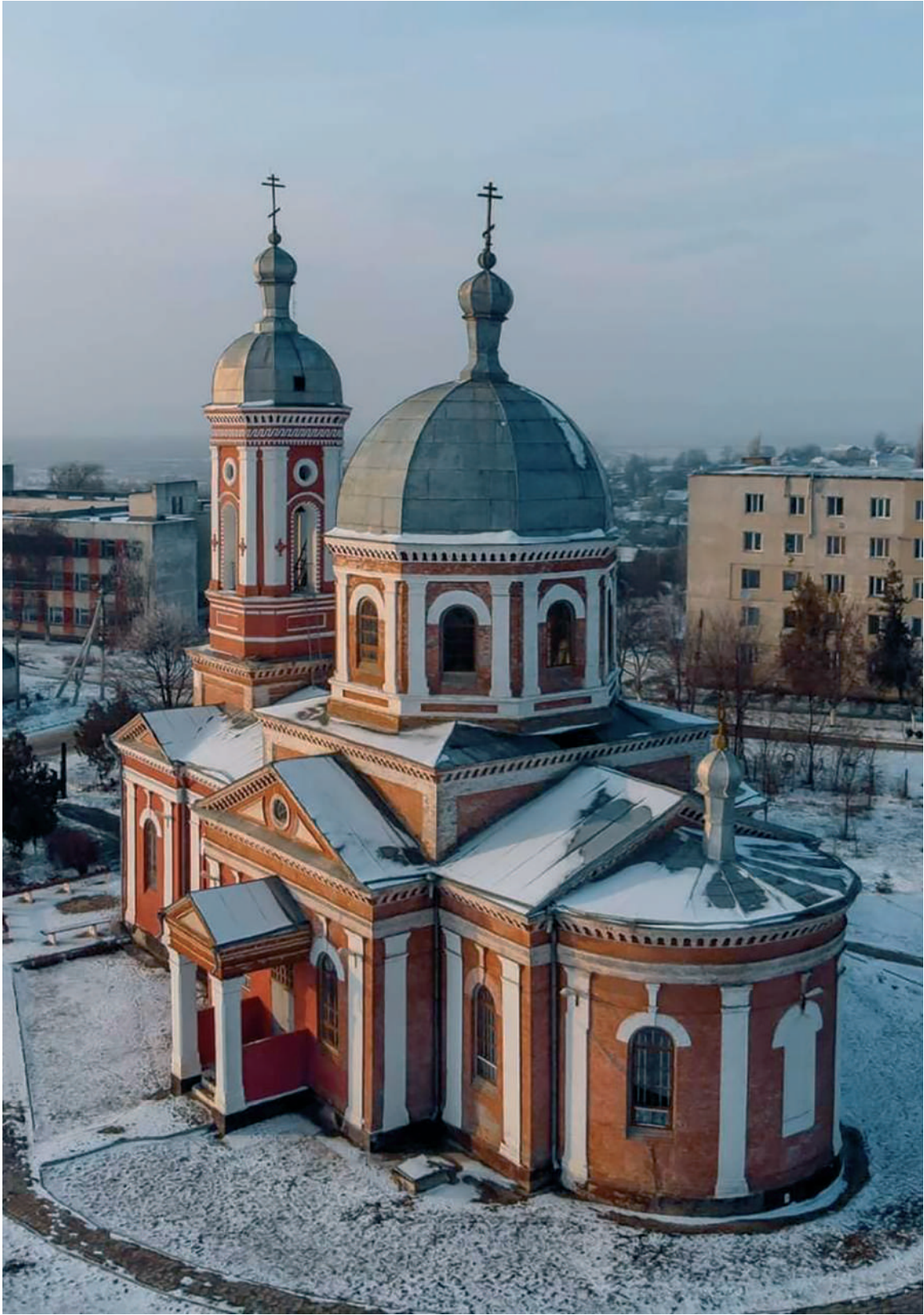
and development. These include the "Frumoasa Lake" area, the "Salt Lake" area, the area around the Botanical Garden, the area outside the city where the "Airplane" monument is located. At present the city cannot offer interesting opportunities for art and culture for families and children because of insufficient publicly owned spaces and lack of financial resources for their rehabilitation. Both functional spaces for art and culture are located in the city centre, while there are no such opportunities in the neighbourhoods.



The „Grigore Vieru” municipal park
source: Cahul Municipality



The Episcopal Cathedral "The Holy Archangels Mikhail and Gavriil" in the central park
source: Cahul Municipality



Architectural heritage

Architectural heritage is a bridge between the human past and present. The municipality of Cahul has a number of architectural objectives of national and local interest. Among them we can mention: the Cathedral "St. Archangels Michael and Gabriel" built in 1850; the Old Rite Church "The Covering of the Mother of God" from 1892 called the Lipoveneer Church; the headquarters of the Cahul County Museum, the School of Art, the House of the writer A. Lipcan. According to the Register of Monuments of Local and National Importance there are about 60 architectural objectives in Cahul alone, which have an important architectural value.

Very attractive for visitors are the Mosaics, which reflect the life and activity of the city. Most were built in the 1970s. Some of the mosaics can no longer be restored, but today they are of real architectural interest, especially those on the facade of the Palace of Culture "N. Botrgos", Sports School No. 1, "S. Rahmaninov" High School, "Moldova".

The enhancement of the cultural-archaeological objectives can be an important direction in the urban development of Cahul.



Mosaic on the facade of the "Lucefărul" Creation Center, created in 1986
source: Cahul Municipality

← Church of the Old Rite "Coverage of the Mother of God" from 1892
source: Cahul Municipality

Mosaic on the facade of the N^o1 Sports School, created in 1989 →
source: Cahul Municipality







Pelicans in the Lower Prut Biosphere Reserve
source: Cahul Municipality

Natural and tourist heritage

One of the priceless natural resources of Cahul municipality are natural mineral waters, which are the central element of treatment in the "White Cloud" Sanatorium in Cahul. The sulphurous, weakly thermal, saline mineral water, with a high concentration of iodine and bromine, contributes beneficially to the treatment of diseases of the locomotor system, the central and peripheral nervous system, the cardiovascular system, gynaecological, dermal and digestive tract diseases. Spa services attract thousands of patients for treatment and rehabilitation every year.

In the villages south of Cahul, in the Lower Prut Plain area, there is the Lower Prut Biosphere Reserve, included in 2018 in the UNESCO World Network of Biosphere Reserves. The reserve covers a total area of more than 14,7 thousand hectares stretching along the Prut River. The Manta and Belev lakes, some of the largest natural lakes in the country, are located on the territory of the reserve. Rural, ecological, adventure and cultural tourism has been developing rapidly in the Biosphere Reserve area in recent years. More than 20 guesthouses and rural houses have already opened in the area, and local indigenous traditions and values are being exploited.

In the same context, we can mention that the Lower Prut lakes (Belev and Manta) constitute a protected area in the Republic of Moldova, a wetland of international importance according to the Ramsar Convention, having a rich biological diversity and an important role for water birds.

The Republic of Moldova is one of 19 countries in the Danube River Basin. Access to the Danube is provided through the Giurgiulesti Free International Port located about 55 km from Cahul. Giurgiulesti is the only port in the Republic of Moldova accessible to maritime vessels, constituting an economic and strategic infrastructure element for the region and the country. It favours the entry of tourists from other Danube countries to the Cahul region.

Also in the Cahul region on the territory of the village of Vadul lui Isac a portion of the Trajan's Valley has been preserved. Previously, the Valul lui Traian was a complex of fortifications dating back to the III-IV centuries to defend the eastern borders of the Roman Empire from the barbarians. Due to intensive agricultural work this valley is hardly visible, but some segments remain, which can be exploited for tourism. The Valul lui Traian is also a region delimited for the production of wine products with Protected Geographical Indication (PGI).

The Cahul region is crossed by the National Tourist Route No. 16: Chisinau-Cahul-Manta-Văleni-Slobozia Mare-Giurgiulești-Chișinău, called the "Little Delta of Moldova". It is a linear route with thematic excursions (nature, history, ecology). The length of the route is 480 km round trip. Within the cluster this route can be adapted and competed with new elements to become more attractive for visitors and tourists coming from the capital.

The "Belev" Lake →
Lower Prut Biosphere Reserve
source: Cahul Municipality







Gastronomic traditions

A number of culinary traditions are preserved in the Cahul region and there are many housewives passionate about traditional gastronomy. The Bread Museum is located in Văleni (Cahul). Here, visitors can learn about the holiday rituals related to bread, what the different types of festive breads mean: pretzels, doughnuts, pupăza, 12 types of wedding cakes and 8 types of cakes related to religious holidays - Christmas, Dry Sunday or Holy Sunday. In the village of Slobozia Mare there is the gastronomic workshop "La tanti Masha", where the cook, Maria Minciună, is nationally known because she keeps all the local recipes with great care. She cooks according to local traditions various jams, liqueurs, red pepper paprika, couscous which originates from Moroccan cuisine, dried fruits and other various works of taste. Culinary competitions with the country's most renowned cooks, master classes and gastronomic events are held here. Gastronomic traditions are preserved and promoted, especially in the countryside.

Cahul region is also known for its wine traditions, wine cellars and wineries with tasting rooms. The most recognized are the wine

factory "Vinăria din Vale" from Slobozia Mare; the winery "Vinia Traian" S. A from Găvănoasa village; the wine factory ÎM "GRAPE VALLEY" SRL from s.. Borceag; Wine factory "Albastrele Wines" SRL/ Acorex Wine Holding SA from s. Borceag, Wine factory "Vin Nobil" from Brânza, Wine factory SRL Isovar, S R L VIERUL-VIN and SRL TerraVitis from s. Burlacu, winery "Corbu" from Văleni etc.

The most important wineries in the area are included in the "Valul lui Traian" wine area. The route with visits to the wineries is combined with hiking activities to discover the attractions of the south - "Golden Hills", "Petru Rares' Road", Belevu Lake and so on.

Cahul municipality also has a hidden and untapped tourist potential. It is the underground labyrinths on which the city is located. The city hides in its depths one of the largest underground galleries, a 5 km long labyrinth of tunnels dug more than four centuries ago, six metres underground. Today these labyrinths are only used for private purposes and do not represent historical and architectural potential open to the general public.

"Vinăria din Vale" wine cellar
source: Cahul Municipality



← Boonika bate doba (Eurovision)
source: elenabalatel.com

In the Cahul region culture is at home: The Hora de la Cahul, which is traditionally danced on the Horelor Square; a network of rural museums with interconnected tourist information points; tourist destinations and attractions set like magnets that stop you in your tracks. The most valuable potential of the region, however, is its human potential - the people are warm, hospitable, you meet folk craftsmen here, who maintain and pass on traditional customs and skills, and the guests' rest in the region is spoilt by the Bejenaru rhapsodists, i.e. "Bunica ce bate doba" and the bunel, recognised after their participation in Eurovision in 2016.

Currently 4 emerging business clusters are being created in Cahul. Connecting businesses, authorities and research-development-innovation institutions in clusters will be a prerequisite for accelerating the development process in different segments. The main clusters in formation are: the tourism cluster "VIA Cahul (Values, Innovation, Authenticity); the livestock cluster "Bacii Sudului", the cluster of grape growers and the Cahul wine cluster.



Gastronomic traditions
source: Cahul Municipality





Traditional regional heritage
source: Cahul Municipality

Entrance into underground galleries
source: ipn.md
2019



Traditional local dishes →
source: Văleni Municipality







Cultural and creative industries, workspaces and business incubators

The cultural and creative industry in the Cahul region is experiencing positive dynamics. Creative services are being developed by economic operators and creative entrepreneurship is being encouraged through start-up funds and support for creative spaces. In Cahul Municipality operates the "Business Incubator" Cahul, which incubates 22 economic agents, 10 of which are in the field of creative industries: tailoring and fashion workshops with custom design, decoration elements, leather garment making, advertising agencies and custom branding, IT services and creation of websites and software, photo-video services with custom photo sessions. The incubated economic operators felt the need for association to enhance the economic development effects of the sector. Thus, in 2018 the business cluster called CREATIVE Cluster Cahul was created. The cluster was created by associating business-

es from the Cahul Business Incubator, its aim being to support the development of creative services in the region.

A particular impetus for the development of the sector, especially with regard to the digitisation component, is provided by the project "EU4Moldova: Startup City Cahul" launched in 2020. Thanks to this project, the city of Cahul will become the first "Startup City" in southern Moldova. The EU financial assistance amounts to about 6,8 million Euro and is aimed at strengthening the potential of the digital economy, increasing the local ICT workforce, developing innovation-based businesses, as well as increasing the competitiveness and attractiveness of the southern area, with Cahul, Taraclia, Leova and Cantemir districts. The initiative supports the development of the ICT sector and Moldova's digital reform agenda, encouraging innovation partnerships in the private sector, public

Residents of the Business Incubator
source: Cahul Municipality



← Business Incubator Headquarters
source: Cahul Municipality

sector and educational institutions.

The project is building the EU4INNOVATION CENTRE CAHUL. The opening of this centre will increase the prospects and opportunities for employment in IT or related fields, further training of non-IT professionals and specialists, as well as the possibilities for launching and developing new IT businesses in the Cahul region. It will host common spaces for relaxation, creation, sports, mini-cafe and even accommodation, in line with the global concepts of "co-living" and "co-working" - necessary amenities for managing startup programs and hosting conference participants. Through the development of the center, the project aims to contribute to increasing the attractiveness of the Cahul region, economic development through innovation and creation, creating more opportunities for the inhabitants of the Cahul district. The initiative is implemented in the period 2020-2024 by ATIC, with financial assistance from the European Union in partnership with Sweden.

The project "Startup City" Cahul and the business cluster "CREATIVE" Cahul contribute to vocational training by supporting the incubation of business ideas in the field

of cultural and creative industries. Within the framework of "Startup City" Cahul, 4 acceleration programs have been carried out, monthly activities of coagulation of the technological community, planned and financed through 3 training programs on entrepreneurship. A digital impact program is in preparation, other business financing programs, including in tourism, and other interesting and interactive activities for various categories of population.

So far, actions in the creative field are sporadic, do not have a common goal, there is no networking between those involved in the cultural and creative industries and there is no transfer of know-how in the creative field. A strategic approach based on strengthening the sector by establishing a clear vision, cooperation, exchange of experience and successful practices, promotion of creative products, multiplication of existing examples and models, in the medium term, can lead to the transformation of Cahul into the cultural-creative capital of the Republic of Moldova.

transformarea Municipiului Cahul în Capitala cultural-creativă a Republicii Moldova.



Children trained in various educational activities - part of the project Startup City Cahul
source: Cahul Municipality



Robotics courses for children –
- part of the project Startup City Cahul
source: Cahul Municipality

Children trained in various educational
activities - part of the project Startup
City Cahul →
source: Cahul Municipality





Civil society organisations involved in the field of culture

In the municipality and the Cahul region several NGOs carry out cultural activities related to their core activities and mission.

The main NGOs are: AO "Perspectiva", AO "CONTACT-Cahul Center", Association for Cross-Border Cooperation and European Integration (ACTIE), AO "Azi", AO "Pas cu Pas", AO Cahul Business Center. Some of these civic associations have been actively involved and have twice attracted the "Youth Capital" of the Republic of Moldova to Cahul. The title of National Youth Capital is awarded by the Ministry of Youth and Sport on the basis of a national competition, for which the candidates are NGOs which, together with the LPAs, propose an action plan as relevant as possible to the youth sphere.

The aim of the Youth Capital is to develop localities by involving young people and making the most of their potential, as well as encouraging the development of new ideas and innovative projects concerning the active participation of young people in society. Cahul municipality was the National Youth Capital in 2012 and 2018. Several NGOs were part of the organizing committee of the National Youth Capital, including: AO "Perspectiva", CONTACT Center - Cahul, AO "Pro Art" AO "Pas cu Pas", Association for Cooperation and Democratic Communication "Dialog", Pro-Europe Center Cahul, Community Foundation Sustainable Development Cahul, "AIESEC CAHUL".

These NGOs are constantly involved in carrying out various traditional cultural activities such as International Children's Day, Europe Day in Cahul, Day of Persons with Disabilities, participation in fairs, exhibitions, cultural events.

The Public Association "Perspectiva", in partnership with the Cahul City Hall, manages the "Cahul Youth Fund" with the support of the East-European Foundation from resources provided by Sweden. The slogan of the fund is "We Increase Value through Involvement!".

The Cahul Youth Fund is a funding programme for young people in the localities of the Cahul district, which promotes the involvement of young people in the life of the community by assuming active roles that empower them and give them the opportunity to spend their free time by engaging in positive actions from which they can learn. Every year the Small Grants Programme financially supports initiatives of young Cahulans in order to increase their participation in the decision-making process with a view to strengthening the youth sector, developing local youth services and increasing civic activism. The Cahul Youth Fund was launched in Cahul in 2014 and is already in its ninth edition. In these years, 758.460 lei have been managed under the Cahul Youth Fund in 91 implemented projects. Around 2.000 young people have been involved in the projects on a voluntary basis. For the year 2022, 21 winning projects have already been selected (11 from the localities of Cahul district and 10 from Cahul municipality), through which young people will carry out actions worth a total of 181.606 lei. During its period of activity, about 10 projects funded were projects in the field of culture.

Mapping the cultural situation in the municipality revealed that the cultural sector faces a number of problems, some strategic, some operational. Finally, following the effort of mapping the institutions, according to the results of the actual opinion survey among the



"Perspectiva" Association at the International Youth Day (ZIT)
 source: Cahul Municipality
 2018

National Association of Scouts, Cahul branch, at the International Youth Day
 source: Cahul Municipality
 2018



inhabitants and from the information gathered in focus groups and individual discussions, the following major challenges of the cultural-creative sector of Cahul Municipality can be mentioned:

- Low degree of modernization of the infrastructure of public cultural institutions and insufficient endowment with new and performing equipment;
- Insufficient places for leisure, entertainment and creativity for the population, especially in the open air;
- Limited public financial resources which do not allow for the expansion and diversification of the cultural offer;
- Low involvement of the academic and educational sector in the development of creativity;
- Low private sector interest in investing in culture;
- Poor access to information about cultural offer and ineffective and non-operational promotion;
- Location of culture in the city centre at the expense of neighbourhoods and regions;
- Low degree of digitisation of cultural services and inability to book and purchase tickets online;
- Untapped and untapped potential of creative cultural industries;
- Insufficient mechanisms to stimulate and motivate the creativity of the cultural act;
- Low participation of the population in the cultural act;
- Neglected cultural, architectural and historical heritage;
- Insufficient regional, national and international cooperation;
- The lack of a local structure to catalyse the effort to develop the creative cultural industries sector;
- Dependence of the sector on public funding and its inability to find solutions for income generation and self-sustainability.

These and other challenges on the public agenda in the process of developing the Cahul cultural strategy will become the focus of interventions by interested community actors in the period 2022-2030.

2.

3. CDS process description

Currently, the cultural-creative sector in Cahul Municipality does not have a medium and long term strategic document, assumed by the local public administration, which would represent an autonomous strategic framework capable of substantiating and guiding the development of the sector and raising it to a new exponential level.

The lack of strategy, in fact, means the lack of in-depth analysis of the field, the lack of a vision and development goals, the clear misunderstanding of the role of culture and related sectors and the "scattering" of actions for cultural-creative development in various strategic development documents. local. At the stage of elaboration of the present cultural-creative strategy, the participants in the consultations raised a series of questions that must be answered in the process of participatory planning of the development of the sector:

What is the basic vision, what do we want to achieve by developing cultural services in Cahul?

How do we amplify the educational and creative role of the sector for the population of the city and the Cahul region?

How do we increase the population's interest in cultural-creative services?

How do we motivate the economic sector in the city to be more actively involved in the provision of cultural-creative services?

How do we turn cultural events into revenue-generating events to reduce the financial burden of local public authorities?

Which cultural activities and traditions can be amplified or what cultural actions should we organize to increase the attractiveness of the region and attract financial resources to Cahul?

How to reposition culture at the heart of the sustainable local development process so that culture is a cross-cutting area among other development sectors?

How do we capitalize on international cooperation in

support of the development of cultural and creative services?

How to turn culture into a factor of social cohesion in the multiethnic context of the city?

How do we consolidate our position as Cultural-Creative Capital of the Republic of Moldova?

And, finally, how do we integrate all local efforts so that the cultural-creative sector becomes an engine of the development of the municipality and the key region of Cahul?

Performed Activities and Methodology

The participatory process of elaborating the cultural strategy took place between November 2021 and May 2022. The official launch of the strategic planning process took place on 11 September 2021 with the receipt by the City Hall of Cahul of the grant certificate and the subsequent organization of an extended meeting of the Mayor's Office with the participation of different categories of actors in the field of culture.

The process was initiated by carrying out a series of analysis and documentation activities, public consultations and working on the formulation of the document. The most important actions to involve the population and the actors interested in the elaboration of the strategy were:

1. Physically organized focus group meetings in various locations in Cahul. 12 focus groups were held with the involvement of the following categories of people: performing arts (16), IT and Creative Industries (11), cultural institutions (dance and music) - (18), cultural institutions subordinated to APL Cahul: museum, libraries, Palace of Culture (12), NGOs and active women (20), representatives in the field of culture from rural areas of the Cahul region (15), youth art (24), diaspora (18), members of the "Cahuleni" reunite "(7), people with a temporary job in Cahul (5), local performers and celebrities (4), guests of the city (12). A total of 162 people were attracted to the focus groups.
2. Individual interviews on the online platform Zoom with people living in the country or abroad and working in national and international organizations (13 interviews).
3. Opinion poll among the populati-

on of Cahul Municipality through an interview questionnaire created on googleforms with wide distribution. The questionnaire aimed to consult consumers of cultural services on the cultural offer, cultural preferences and the degree of satisfaction, challenges and development plans for the next 5 years. So far, 144 people have been consulted through the online survey.

4. Mapping the city's cultural resources. This was done by sending 15 requests for information to authorities, public and cultural institutions, working with the information collected and conducting additional interviews to clarify the information. At this stage, a total of about 30 people from the city were attracted.
5. Strategic planning workshops for SWOT analysis, vision, mission, values, strategic and specific objectives and action plan. 4 workshops were held with the participation of 91 people.
6. Presentation workshop and approval of the first draft of the strategy.
7. Public consultation of the document (placing it on social networks and organizing public consultations) - will follow.
8. Approval by decision of the Cahul Municipal Council.

Thus, more than 430 people participated directly in the elaboration of the strategy (more precisely, 438). Hundreds of people learned about the process of planning the development of culture thanks to the posts on the Facebook page of Cahul City Hall, [facebook.com/primariamunicipuluicahu]

The Philosophy Beyond the Planning Process

Organizing the process of planning the cultural strategy Cahul highlighted the role of culture as a cross-cutting dimension and umbrella for various areas of public life. The integration of culture in several development sectors implies the need to correlate this document with national, regional and local development strategic documents in order to ensure through sustainable effort and synergy the sustainable development of the municipality and the Cahul region.

Cahul's Cultural Strategy is correlated with:

- "Culture Development Strategy of the Republic of Moldova: 2013-2020" Culture XXI / 20 ". The national strategy aims at elaborating the guidelines for the evolution of the sustainable cultural process in the Republic of Moldova, meant to contribute to the continuous socio-economic development of the country. The national strategy takes into account and integrates the priorities of the European Cultural Agenda. At the regional level there are no strategic documents developed for the cultural field.

The local strategic documents that lead to the anchoring of culture as an engine of development of the municipality and the Cahul region are:

- The vision, strategic development directions and action plan of Cahul Municipality "2019 - 2025 approved by decision no. 3/9 (39/9) - XXV of May 30, 2019;
- Capital investment plan for the period 2020-2024 - approved by the Decision of Cahul City Council no. 6/8 (8/4) from 03.12.2020;
- The urban revitalization program of Cahul municipality for the years 2022-2025 approved on March 25, 2022;
- The local operational plan for the development of the city-pole of growth of Cahul Municipality (2022 - 2027);
- SMART City CAHUL (Smart City) 2021 - 2025 program developed under the "EU4Moldova: Key Regions" Program;
- The youth strategy elaborated for the period 2017-2020 approved by the decision of the Cahul City Council no. 9/21 (14/21) -XXV of 27.12.2016 and the new strategy elaborated in 2022 for the period 2022-2025.

4. SWOT Analysis

Strengths

The city, the geography

- Favorable geographical location on the border with the European Union
- It is the capital of the southern part of the country
- Existence of rivers and lakes
- The fifth largest city in the Republic of Moldova in which distances are easy to travel

Educational center

- Educational center ("B. P. Hasdeu" State University from Cahul; Cross-border Faculty of "Dunărea de Jos" University from Galați, Romania, two colleges)
- "Learning city" status

Multicultural city

- Multiethnic city (holds the "Friendship of Peoples" order)

Cultural Center

- Complex ecosystem of cultural institutions (theater, philharmonic, palace of culture, schools of fine arts and music, creative center, museum, etc.) that have a diversified cultural offer (music, dance, theater, film, historical heritage)
- Traditions in organizing cultural activities (festivals, Hora de la Cahul, book fairs, exhibitions, fairs...)
- The presence of several artistic collectives certified by the Ministry of Culture with the title of "Model Collectives" of different genres: the ensembles "Nufărul", "Bobocelul", "Iuventa", the theater studio "Masca", the choir of the blind "Lăcrămioara", the municipal fanfare Cahul, "Majorette-Show", "Mâini dibace" club ...
- Folk customs preserved, preserved and capitalized efficiently (folk crafts capitalized by the regular organization of fairs and exhibitions)

Weaknesses

Infrastructure

- Critical local infrastructure (damaged historic buildings, bad roads, insufficient accommodation services ...)
- Insufficient spaces for cultural institutions and their inadequate endowment (there is no headquarters for the Cahul Municipal Philharmonic, there is no hall with organ, small spaces for the "Lucefărul" Creation Center and the School of Fine Arts, etc.)
- Underdeveloped and diversified HoReCa services
- Deficiencies related to urban mobility and lack of public transport, ensuring the connection of the city with the region
- Insufficient leisure and recreation areas for outdoor families
- Lack of buildings for cultural and creative activities of children and young people
- Lack of technology for online events
- Lack of a mobile stage, equipment and inventory needed to organize outdoor activities and conduct them in various sectors of the city

Promotion, marketing, information and inter-institutional communication

- The municipality of Cahul is not sufficiently promoted and still has a modest presence on the cultural map of the country
- Insufficient information of the population about the cultural possibilities
- Low efficiency of tourist information centers in the region
- Poor communication between cultural institutions
- Insufficient promotion of cultural activities, artists and prominent personalities in the field

Strengths

Valuable material and intangible cultural heritage, which ensures the perpetuation of the local identity

- Traditions in the organization of major cultural events - 5 international festivals, including the folk festival "White Water Lily" is a member of the International Council of Folklore Organizations Festivals and Folk Arts (C.I.O.F.F.), UNESCO partner

Support from the administration

- Active support by LPA I Cahul of the cultural sector and its significant budgeting
- The existence of the participatory Budget as a mechanism for the participation of citizens in the management of public money
- Financing by the LPA of the professional folk music and dance group "Izvorașul", internationally recognized

Existence of implementation capacity

- The existence of qualified specialists in the field of culture
- Valuable experience in implementing publicly and externally funded projects
- Efficient functioning of Local Action Groups in the Cahul region
- Implementation of large local development projects "EU4Moldova: key regions", Start up City Cahul and others.

Regional, national and international collaborations

- Collaboration relations and exchange of experience with authorities and institutions in the region and the country
- International cooperation initiated on the basis of 18 signed twinning agreements
- The role of polarizing development center in Cahul district and southern region;

Weaknesses

- Insufficient specialized human resources (in communication, cultural marketing ...)
- Reduced access to information on the cultural offer of the city and the region
- Lack of connection between museums in the Cahul region

Economic aspects

- Culture is exclusively a consumer of public money and does not generate profit.
- Cultural resources have been underestimated over the years and are not addressed as local development resources

Cultural services

- Absence of private agencies for organizing cultural and business events
- Lack of an online ticketing system
- Insufficiency of qualified specialists and low number of specialization courses at national and international level
- Low salaries for culture specialists
- Underdeveloped creative industries sector

Cultural planning

- Lack of a long-term cultural strategy at local and national level
- Lack of a strategy to attract the general public to participate in events
- Poorly represented ethnic groups in the cultural life of the city
- Cultural supply is often out of step with demand due to lack of opinion polls to identify public expectations
- Fragile pluralism in local and national media reduces cultural diversity
- Cultural diversity is not valued as a distinctive advantage

Strengths	Weaknesses
<ul style="list-style-type: none"> • Member city of the "Lower Danube" Euroregion and the "Black Sea" Euroregion • Good cross-sectoral cooperation between the Cahul Directorate of Education and the Directorates of Education in the twin cities 	<ul style="list-style-type: none"> • Insufficient programs for children and young people in the field of culture • The normative framework for the functioning of cultural institutions is out of date and does not correspond to the rigors of time (lack of regulations, methodology and curricula ...)
<p>Accessibility, social inclusion</p> <ul style="list-style-type: none"> • The only city in Moldova that has a group entitled "Model" for the blind ("Lăcrămioara" Blind Choir) • Ensured access for people with disabilities in the main cultural institutions, the Palace of Culture, the museum, the "Lucaefărul" Creation Center, the "M. Cebotari" Music School, the School of Fine Arts for children, etc. 	<ul style="list-style-type: none"> • The modernization process does not integrate / capitalize on traditions and customs • Reduced cooperation with rural areas in promoting and conducting cultural events • Concentration of cultural events in the city center and lack of cultural life in neighborhoods
<p>Public diplomacy</p> <ul style="list-style-type: none"> • The National Cheerleading Sports Federation is a member of the European International Federation NBTA in France • The existence of the region's brand - "Where your heart beats" • Promoting the image of the city internationally by well-known personalities • City of residence of painters, members of the Union of Fine Artists of Moldova (Pavel Cornogolub, Gheorghe Șoitu) • Quarterly edition of the only profile magazine - "Cahulul literar și artistic" - initiated and published with the financial support of the local public administration • The activity of the Consulate General of Romania in Cahul, as well as ensuring the collaboration with the Romanian Cultural Institute 	<p>Population apathy</p> <ul style="list-style-type: none"> • The low interest of the inhabitants for cultural activities and the lack of spectators at certain events • Disinterest on the part of the economic agents for the cultural life of the locality which leads to a small number of sponsors
<p>Civil society, economy and tourism</p> <ul style="list-style-type: none"> • The existence of NGOs active in the city, which are involved in cultural life 	<p>The international component</p> <ul style="list-style-type: none"> • Low degree of internationalization of the population (low number of known international languages) • Reduced capitalization of cross-border cooperation in the area of the Euroregion "Lower Danube" <p>Poorly developed creative industries sector</p> <ul style="list-style-type: none"> • There is no vision for the development of creative industries • The region / locality does not have a creative-cultural hub, which would have the mission of boosting the development of the creative industries sector

Strengths	Weaknesses
<ul style="list-style-type: none"> • Creation of business clusters in the Cahul region in the field of tourism, wines and table grapes as fields related to the development of culture through tourism • Organizing the Ethnic Festival as a factor of multiethnic cohesion • The status of a spa resort and the operation of the "Nufărul Alb" Sanatorium 	<ul style="list-style-type: none"> • The effort to stimulate the creative industries is not strengthened due to the low connection between projects, which directly or tangentially support the field <p data-bbox="686 395 1148 459">The management of cultural activities in Cahul is underdeveloped</p> <ul style="list-style-type: none"> • In Cahul City Hall there is no consolidated structure responsible for the cultural activity of the city (insufficient people responsible for the sector) • The role of cultural institutions in organizing and conducting large-scale cultural events is not clearly determined
Opportunities	Threats
<ul style="list-style-type: none"> • The possibility of promoting culture internationally in various fields (by participating in international events: competitions, festivals, fairs, exhibitions ...) • Opening and interest of Cahul City Hall in the development and diversification of cultural-creative services (Cahul City Hall was designated "The most transparent in the Republic of Moldova") • Enhancing international cooperation through the presence of the Consulate General of Romania in Cahul, of the French Alliance, the cross-border faculty of the "Dunărea de Jos" University of Galați • The activity of the Draexlmaier factory and the presence of dual education • International festivals promote ethnic coexistence • Cultural projects / cultural dialogue unite ethnic minorities in the region and the country 	<ul style="list-style-type: none"> • Military conflicts near borders (Ukraine) • Large number of refugees and the emergence of problems related to the creation of conditions for refugees, which lead to priority budget reallocations for this purpose • Population migration / fluctuation of specialists, including young people • Pandemics (for example, with the new Coronavirus), epidemics (swine fever, bird flu). • Low cultural consumption • Unstable economy and economic crisis • Population aging • The fragility of the culture budget • Competition with other cities for attracting external funds • Corruption

Opportunities

- Organizing master classes with international specialists to discover: new talents, interested people and increase the professionalism of people MOL-DOX Laboratories (in cinema), within the music festival "Crescendo", master class organized online for Majoret Show Iuventa
- The presence in the municipality of the locations that allow the organization of outdoor events (Independence Square, Horelor Square, "Grigore Vieru" Public Park, Frumoasa Lake, sports stadiums, theater yard, "I. Creangă" theoretical high school yard, Palace of Culture square) N. Botgros ", Veterans Park, etc.)
- Intensify volunteer activities and increase the number of volunteers
- Attracting investments and external projects in accordance with the Strategy of socio-economic development of Cahul municipality and the Capital Investment Plan of the mayor's office
- Cross-border cooperation with Romania and Ukraine
- Make effective use of the opportunities offered by twinning
- Increasing interest in consumer tourism
- Capitalizing on the brand of the Cahul region
- Increasing the interest of the population for the history and culture of Cahul
- Existence of international funding
- Encouraging the transformation of culture into a creative industry by supporting LPAs for young entrepreneurs through tax exemptions
- Capitalizing on the educational potential of the city
- Large number of economic agents that can be involved in the development of the creative sector and can invest in the sector
- Implementation of the "EU4Moldova: Key Regions" and Start up City Cahul Program
- Development of leisure and recreation areas "Salt Lake", "Beautiful Lake", Botanical Garden, etc.
- Development of clusters in the Cahul region
- The potential of the "Nicolae Botgros" Palace of Culture to be transformed into a cultural-creative hub of the southern region.
- The existence of the Digitization Strategy of Cahul municipality, which also includes culture
- Strengthening the partnerships between Cahul City Hall and the private and civic sector to increase the volume of foreign investments attracted
- The existence of the "Urban Revitalization Strategy" of some public spaces
- Existence of the Urban Mobility Plan
- The existence of the Participatory Budgeting Regulation, which allows the involvement of citizens in the development of the city

5. Vision, mission and values

Cahul 2030 Vision:

Cahul – the Cultural-Creative Capital of the Republic of Moldova, a creative pole of excellence in the Eastern part of Europe, with a diversified and contemporary culture, connected to European values, connected to the international environment, digitized, which values the intangible heritage of traditions and customs of the place, contributing to the welfare of citizens and increasing the quality of life so that it encourages young people to settle in the city, becoming attractive to professionals from the country and abroad. In this sense, Culture becomes an engine of urban development of Cahul Municipality.

Mission For The Mayor's Office Of Cahul Municipality

Cahul City Hall is committed to actively contribute to the creation, support and promotion of a dynamic, diverse and inclusive space based on the multicultural, educational, historical and civic values of the city, capitalizing on local and regional identity, diversity, creativity and culture as drivers for sustainable and durable community development.

Values:

- participation
- opening
- excellence
- dialogue
- civility
- creativity

6. Strategic, specific objectives and projects/actions

Strategic objectives:

1. Modernisation of cultural infrastructure to diversify services and increase the quality of the creative act;
2. Encouraging the development of creative cultural entrepreneurship;
3. Ensuring the participation and access of all citizens of the city to the cultural act;
4. Developing international cultural relations and the European dimension of the cultural sector;
5. Increasing the national and international visibility of cultural-creative products and services;
6. Strengthening governance and ensuring the sustainability of the cultural sector.

Strategic Objective 1

Strategic Objective	Specific objectives
1. Modernisation of the cultural infrastructure to diversify services and increase the quality of the creative act	1.1. Renovation and development of public spaces for cultural activities
	1.2. Constant support for the protection, promotion and restoration of cultural heritage as a fundamental factor in the affirmation of cultural identity
	1.3. Encouraging artistic creativity and innovation to ensure a favourable climate for the cultural and economic-social development of the community
	1.4. Making the management of cultural services more efficient

The cultural heritage of the city and region of Cahul is the heritage handed down by previous generations, consisting of a rich and diverse palette of cultural-creative expressions. This mosaic brings together tangible and intangible values, and we are responsible for preserving and ensuring their sustainability. The renovation, reactivation, modernisation and diversification of the cultural, historical and architectural heritage is one of the priorities of local authorities. At the same time, the austere local budget cannot ensure serious investment in built heritage objectives, but various ways of attracting investment will be used as follows: through attracting international cooperation projects, national projects launched for local public authorities and civil society; harnessing funding mechanisms through citizen involvement - Participatory Budgeting; Cahul City Hall funding; Cahul Youth Fund projects; fundraising campaigns with the attraction of the Cahul Diaspora, campaigns to direct 2% of the income tax of individuals directed to the Cahuleni reUniti Association; Public-Private Partnership projects etc.

1.1. Renovation and development of public spaces for cultural activities.

Projects/Actions:

- Renovation of the space for the Cahul Organ Hall, equipping it according to the standards existing in the field;
- Elaboration of the feasibility study and technical documents for the construction of the Cahul Municipal Philharmonic;
- Equipping the Palace of Culture with modern equipment for cultural activities at the palace and in the sectors (LED screen, mobile stage, amplification equipment, green carpeting, tents, folding tables and chairs);
- Development of the rest and recreation area at "Lake Frumoasa" and in the Botanical Garden area;
- Completion of the construction works of the building of the Republican Musical-Dramatic Theatre "B. P. Hasdeu" and their commissioning;
- Aestheticizing the buildings in the city by applying thematic images, including in 3D (Peace theme, promoting the local brand, values and specificity of the region);

- Mapping of underground tunnels in Cahul and elaboration of the technical documentation necessary for the cleaning some sectors
- Carrying out restoration and conservation works of some sectors in the underground tunnels with the aim of being included in the national and international touristic circuits.

1.2. Continued support for the protection, promotion and restoration of cultural heritage as a fundamental factor in the affirmation of cultural identity

Projects/Actions:

- Launch an information and awareness-raising campaign on the need to protect the region's tangible and intangible cultural heritage;
- Identify a local historic cultural heritage site in need of renovation with the participation and co-financing of the inhabitants;
- Organize a crowdfunding campaign to restore the historic building in the city;
- Launch by the Association of the Natives "Cahulenii reUniti" of the campaign to collect financial resources through the mechanism of disseminating 2% of the individual's income for the restoration of cultural heritage objectives;
- Introducing in the Participatory Budgeting mechanism Regulation the priority of financing cultural projects for the years 2023-2025 by allocating 30% of the budget to finance cultural projects initiated by citizens, initiative groups and civil society organisations;
- Cooperation with NGO Perspectiva for financing cultural projects from the resources of the "Youth Fund" Cahul.

1.3. Encouraging artistic creativity and innovation to ensure a climate conducive to the cultural and economic-social development of the community

Projects/Actions:

- Creation of a creative laboratory/studio for cultural collectives in the region for audio and video recordings of music, dance, theatre performances, philharmonic concerts, local guide topics in Romanian, Russian and English and provision of services against payment;
- Cooperation with the national structures "ArtCor" and "MediaCor" Moldova to ensure the transfer of creative-innovative practices;
- Equipping the Palace of Culture "N. Botgros" with equipment for live transmission of cultural events (festivals, concerts, performances);
- Motivating young people's creativity to launch creative cultural projects (street art projects, urban planning, cultural education);
- Quarterly publication of the magazine "Literary and Artistic Cahul";
- Opening of a music training section within the educational institutions in Cahul;
- Create a skatepark for the city's youth community;
- Monthly organisation of book launch events;
- Running a Book Fair in Cahul.

1.4. Making the management of cultural services more efficient

Projects/Actions:

- Creation of a section/department within Cahul City Hall responsible for planning, implementing and managing cultural activities in the city (2-3 people);
- Planning in the budget of the Cahul City Hall the financial resources nec-

- necessary for the activity of the cultural department of Cahul Municipality;
- Elaboration of an annual Cultural Program indicating clear tasks to the institutions subordinated to the Mayor's Office and to the partners;
- 5-day training workshop for the capacity building of cultural department members and representatives of cultural institutions in project writing and fundraising;
- developing a portfolio of projects necessary for the development of culture;
- active participation of the management of cultural institutions in attracting European and private funds for programmes and projects;
- Initiate training and mobility programmes for the exchange of best practices for public and private cultural operators;
- Capacity building of cultural managers and administrative staff in diversity management;
- Better correlation of the municipal cultural agenda with that of the Cahul region.

Strategic Objective 2

Strategic Objective	Specific objectives
2. Developing the cultural and creative industries sector and encouraging cultural and creative entrepreneurship	2.1. Encouraging the attraction of private investment in culture
	2.2. Creating the conditions for transforming the "Nicolae Botgros" Palace of Culture in Cahul into a Cultural-Creative Hub
	2.3. Involving academia and increasing the role of civil society organizations in the development of cultural and creative services

The cultural and creative industries sector represents an integrative understanding of culture as a valuable resource for economic and technological development. The municipality and the region of Cahul have a high potential for strengthening this sector, assuming to this end responsibilities of support and propulsion. The lack of a clear vision of how the development of the cultural and creative industries could be stimulated, on the one hand, and the limited knowledge and awareness of the field, on the other, are holding back development. Interventions are

needed to develop a cultural system that will generate understanding, content and vision for the development of the cultural and creative industries. Private investment in culture needs to be attracted, and academia and the independent sector need to be attracted to enhance creativity.

2.1. Encouraging the attraction of private investment in culture

Projects/Actions:

- Organising a Hakaton to identify solutions and areas for the development of cultural and creative industries in Cahul;
- Elaboration of the Action Plan the development of cultural and creative industries in the Cahul region;
- Conducting training courses in creative entrepreneurship for entrepreneurs involved in the cultural dimension;
- Creation of an investment profile/offer and distribution among economic agents and the Kashubian diaspora to identify investors;
- Effective implementation of the facilities system for young entrepreneurs and encouraging investment in culture (based on the Cahul City Hall Regulations);
- Stimulating the economic agents within the "Gala of Laureates" for the most valuable sponsorships and investments in the development of the cultural sector;
- Organising the Beer Festival la Cahul.

2.2. Creating the conditions for transforming the "Nicolae Botgros" Palace of Culture in Cahul into a Cultural-Creative Hub

Projects/Actions:

- Capital repairs to the basement of the institution, demarcation of spaces and creation of creative work and production spaces for entrepreneurs;
- Cooperation with the Start up City Cahul project, for the placement of

entrepreneurs from the creative sector in the coworking spaces opened within EU4INNOVATION CENTRE CAHUL.

2.3. Involving academia and increasing the role of civil society organizations in the development of cultural and creative services

Projects/Actions:

- Setting-up of capacity building programmes by the academic and educational environment to increase professional skills in culture (seminars, training programmes for cultural managers, workshops);
- Organise conferences and meetings with specialists to provide a platform for dialogue between academia and education;
- Involving young people from academia in organising awareness-raising and information campaigns on the role of culture in the education of society;
- Financial support, provided through open calls to NGOs through programmes, which engage children and young people in creative cultural activities;
- Support and strengthen the scouting movement in the Cahul region by organizing hiking, nature adventure activities, physical education and sports;
- Promoting artistic sport.

Strategic Objective 3

Strategic Objective	Specific objectives
3. Ensuring the participation and access of all citizens of the city and region to the cultural act	3.1. Supporting cultural education and collective cultural consumption by promoting an inclusive, active cultural life in disadvantaged neighbourhoods and communities
	3.2. Facilitating participation in culture by all social groups, thus contributing to an increase in the quality of life of citizens, social cohesion and respect for diversity
	3.3. Stimulating the expansion of intra- and inter-sectoral cooperation to increase public participation and audience development

In order to achieve the desired effects and produce the expected changes in the socio-economic development of the city and the Cahul region, a good interaction between all the representatives of the cultural sector is necessary. This means effective and operative communication, coordination of actions, joint planning of activities and active participation in their implementation. By ensuring synergies between all institutions involved: LPAs, public institutions, business structures, NGOs, Civic Initiative Groups we will be able to move forward dynamically and place culture at the heart of local development.

3.1. Supporting cultural education and collective cultural consumption by promoting an inclusive, active cultural life in disadvantaged neighbourhoods and communities

Projects/Actions:

- Reactivation of neighbourhoods by renovating and setting up 2 spaces for cultural events in Lapaevca and Spirin neighbourhoods (renovation and arrangement works, installation of stages);

- Stimulating communication between creators and the consumer public by creating a public information service;
- Opening of a film screening room (in the new theatre building) dedicated to the screening of cultural-educational films for different categories of population;
- Ensuring access to information about culture by involving different local actors (education, transport, tourism);
- Improve the street display system and make it more attractive;
- Building access ramps, adapting conditions and increasing accessibility in cultural institutions.

3.2 Facilitating participation in culture by all social groups, thus contributing to an increase in the quality of life of citizens, social cohesion and respect for diversity

Projects/Actions:

- Stimulating communication between creators and the consumer public by creating a public information service;

- Screenings of cultural-educational films in the newly built theater hall;
- Ensuring access to information about culture by involving different local actors (education, transport, tourism);
- Improve the street display system and make it more attractive;
- Building access ramps, adapting conditions and increasing accessibility in cultural institutions.

3.3. Stimulating the expansion of intra- and inter-sectoral cooperation to increase public participation and audience development

Projects/Actions:

- Establishment of a regional network of cultural institutions of music schools with the involvement of institutions on the territory of the Gagauzia Territorial-Administrative Unit (UTAG);
- Establishment of a regional network of cultural institutions of painting schools

with the involvement of institutions on the territory of the Gagauzia Territorial-Administrative Unit (GTAG);

- Encouraging the creation of non-governmental organisations to promote the rights of the people of the region in various fields of art (dance, music, painting, visual arts);
- Connecting cultural activities in the city with those of the Local Action Group "GAL Lunca Prutului de Jos" by linking cultural priorities in development strategies;
- Creation of the Cahul Cultural Cluster and promotion of the principles of cultural clustering;
- Connecting the Cahul Cultural Cluster with existing regional, national and international clusters (Tourism Cluster "VIA Cahul", Innovative Cluster "INNOSTARS" (Romania etc.);
- Connecting cultural activities in the city with those of the Local Action Group "GAL Lunca Prutului de Jos".

Strategic Objective 4

Strategic Objective	Specific objectives
4. Developing international cultural relations and the european dimension of the cultural sector	4.1. Exploiting the potential for cultural cooperation with twinned towns
	4.2. Strengthening the role of regional leader and stimulating cooperation in the Euroregion "Danube de Jos" area
	4.3. Stimulating international cultural relations, including in the framework of the Eastern Partnership

This strategic objective sets out the directions for international cooperation, fostering cooperation relations, exchanging experience

and practices, exploiting opportunities offered by international exchange programmes, boosting cooperation within the Eastern

Partnership, all of which can strengthen the European dimension of the cultural sector.

The objective also includes actions to involve cultural actors from Cahul in international cultural projects, including the "MoldArte" project, which aims to test and implement innovative models of collaboration in culture between European actors – members of the EUNIC network and EU delegations – and local partners from non-EU countries, launched in May 2022 in Chisinau.

4.1. Exploiting the potential for cultural cooperation with twinned towns

Projects/Actions:

- Employment at the Palace of Culture "N. Botgros", or the inclusion in the job description of a person already employed, of responsibilities related to international cultural cooperation;
- Developing a vision of cultural cooperation between Cahul and the twin cities;
- Creating a database of cultural institutions, festivals and cultural events in the twinned towns;
- Organising the exchange of experience between different categories of cultural actors (cultural institutions, art and music schools, creative centres, etc.);
- Training courses and transfer of experience in the field of international cultural cooperation project management from the representatives of the cultural sector in the twinned cities to the employees of the institutions in Cahul;
- Organisation of summer camps in different cultural sectors (painting, sculpture);
- Organizing an International Cultural Forum in Cahul - "Cahul4Culture" (biennial).

4.2. Strengthening the role of regional leader and stimulating cooperation in the Euroregion

"Danube de Jos" area

Projects/Actions:

- Revitalising the role of the Euroregion "Danube of the Lower Danube" in promoting cultural cooperation in the cross-border area;
- Creation and launch of a cultural route in the Euroregion "Dunărea de Jos" (physical and virtual);
- Strengthening regional cooperation and attracting institutions from the Odessa region, Ukraine in cultural activities.

4.3. Boosting international cultural relations, including in the framework of the Eastern Partnership

Projects/Actions:

- Participation of cultural actors from Cahul in workshops and exchanges of experience with participants from partner countries (Romania, Austria and Germany), within the MoldArte project implemented by EUNIC;
- Organizing an international painting camp with the participation of artists from cultural cities (EU4Culture);
- Exploiting the opportunities of European Union mobility programmes (exchange of practices between students), EU4Youth project;
- Identifying mechanisms and launch cooperation with partner cities in the Eastern Partnership by establishing direct communication;
- Organising master classes for the professional development of cultural sector representatives;
- Developing cooperation projects and attracting EU funding (Erasmus+ etc.);
- Promoting cultural exchanges through the participation of artistic collectives in international events: festivals, competitions, painting exhibitions;
- Opening of headquarters of national and international organizations in Cahul;

- Participation in fairs, conferences and events organised within the framework of the Eastern Partnership;
- Organising online events for cultural

employees to exchange experiences between countries.

Strategic Objective 5

Strategic Objective	Specific objectives
5. Increase the regional, national and international visibility of creative-cultural and tourist products and services	5.1. Create and develop an effective mechanism to promote cultural offer to the population (offline and online)
	5.2. Application of tools for digitisation of cultural services
	5.3. Promotion of the cultural tourist destination Cahul and emblematic cultural projects/events

Cahului's culture is currently undervalued. Even if we are talking about a valuable cultural, historical tourist and identity potential, it is not sufficiently promoted. Cahul can currently be found on the cultural map of the region and partly of the country, but less is said about cultural Cahul in the cross-border area. In the age of information technologies this can be actively achieved through the use of digitisation tools. The development of digital culture through the use of new and emerging technologies will produce a leap in the visibility of Cahul's cultural-tourist product and will transform the city into a "smart city".

5.1. Create and develop an effective mechanism to promote cultural offerings to the public (offline)

Projects/Actions:

- Development and dissemination of the annual cultural offer;

- Facilitating communication between cultural operators to promote the local cultural offer;
- Creation of an interactive website/platform to promote cultural potential and cultural offer with information in three languages: Romanian, Russian, English;
- Installation of billboards and information boards in city neighbourhoods;
- Quarterly distribution of cultural offers in the neighbourhoods through the "Post Office of Moldova", the residents' associations, the newspaper "Cahul Express";
- Elaboration of cultural brochures with info about events during the year and their distribution to institutions and travel agencies.

5.2. Application of tools for digitisation of

cultural services

Projects/Actions:

- Setting up the mechanism for online booking and sale of tickets for cultural events such as E-tickets;
- Digitization of the services and offer of the Cahul Museum and creation of a video guide;
- Creation and launch of three virtual tours presenting the cultural potential of Cahul municipality and region and placing them on the website/interactive platform;
- Creation and promotion of 5 internal digital routes and circuits connecting and promoting cultural heritage objects in the city and region;
- Development of a SMART zone in the city centre where cultural events take place with public WiFi, SMART street furniture, air quality or motion sensors, SMART lighting and spatial design;
- Installation of about 10 multilingual information boards with QR codes at cultural sites of national interest;
- Mapping public heritage assets with historical and cultural value, using a SMART platform and facilitating the connection between city infrastructure

and public heritage with historical and cultural value;

- Increasing the national and international visibility of artists and creation of Cahul through promotion on national and international platforms.

5.3. Promotion of Cahul cultural-tourist destination and emblematic cultural projects/events

Projects/Actions:

- Organizing the special edition of the "White Water Lily" festival with the participation of the partner cities' collectives from the Eastern Partnership and other international partners and turning the festival into an emblematic project of the Republic of Moldova to promote cultural cooperation;
- Initiating a new children and family festival held annually on International Children's Day;
- The enhancement through continuous promotion of tourist routes and places ("Nufarul Alb Sanatorium", "Wine Road", wine cellars) through collaboration with the VIA Cahul Tourism Cluster;

Strategic Objective 6

Strategic Objective	Specific objectives
6. Strengthening governance ensure the sustainability of the cultural sector!	6.1. Inclusion of culture as a key component in local and regional development strategies becoming a model and inspiration at national level
	6.2. Establishing institutional and financial mechanisms to ensure the sustainability of the investment and the process of implementing the cultural strategy
	6.3. Cooperation of the Municipality of Cahul with national cultural institutions and promotion of the idea of establishing the National Capital of Culture in Cahul

In order to guarantee progressive development in all areas of cultural life, it is necessary to ensure a systemic implementation process based on systemic and quality interventions that ensure a greater impact, but also to apply clear mechanisms to ensure the sustainability of interventions. This can be achieved in various ways, including by linking and integrating cultural priorities into other strategic development documents and by identifying and applying effective financial and institutional mechanisms.

6.1. Inclusion of culture as a key component in local and regional development strategies becoming a model and inspiration at national level

Projects/Actions

- Linking at least three local strategies to the Cahul cultural strategy, namely: socio-economic strategy, urban revitalization strategy and economic development plan;
- Initiating long-term cultural programmes and projects;

6.2. Establishing institutional and financial mechanisms to ensure the sustainability of

the investment and the process of implementing the cultural strategy

Projects/Actions:

- Implementarea strategiei de către Implementation of the Strategy by the Cultural Department of the Cahul City Hall;
- Annual budgeting of the resources needed to carry out a set of clearly defined activities within the Cahul cultural strategy;
- Attracting the resources generated by the work of the Cultural-Creative Hub, the Creative Lab and other activities of entrepreneurs and young people involved in cultural entrepreneurship to the field of culture;
- Initiate at least 3 thematic working groups and involve them in the implementation of the strategy (working groups in the areas of digitisation, international cooperation, private sector involvement);
- Creation of a Cahul Cultural Committee made up of different categories of community actors as a structure for monitoring and evaluating the development of the cultural-creative sector;

- Organising research among the region's population on the willingness to pay for cultural services and adjusting the mechanism for carrying out these activities.
- Presentation at national level of the implementation mechanism of the "Cahul Cultural-Creative Capital of the Republic of Moldova" and the experience gained.

6.3. Cooperation of the Municipality of Cahul with national cultural institutions and promotion of the idea of establishing the National Capital of Culture in Cahul

Projects/Actions:

- Elaboration, in collaboration with representatives of the Ministry of Culture of the Republic of Moldova, of a Regulation on the initiation of the project "Cultural Capital of the Republic of Moldova";
- Submission of the Regulation to the Ministry of Culture for approval;

NOTE: Cahul's cultural strategy includes the Action Plan for 2022-2030. At the same time, the strategy provides for the Action Plan and the Budget for the period 2022-2024, as well as the Logical Matrix of the strategy. The planning documents for the period 2022-2024 are included in the annexes to the strategy.

7. Required steps/work plan (for the period 2022-2030)

N° d/o	Name of project/action	Implementation period	Cost (mdl) of them:
			Local budget
1	Strategic Objective: MODERNISATION OF THE CULTURAL INFRASTRUCTURE TO DIVERSIFY SERVICES AND INCREASE THE QU		
1.1	Specific objective: Renovate and develop public spaces for cultural activities		
1.1.1	Renovation of the space for the Cahul Organ Hall, equipping it in accordance with the standards in the field	2024-2025	1 mln (50000 €)
1.1.2	Elaboration of the feasibility study and technical documents for the construction of the Cahul Municipal Philharmonic	2022	
1.1.3	Construction of the Cahul Municipal Philharmonic building	2024-2027	40 mln mdl (2 mln €)
1.1.4	Equipping the Palace of Culture with modern equipment for cultural activities at the palace and in various parts of the city	2022-2023	-
1.1.5	Development of the rest and recreation area at "Lake Frumoasa" (elaboration of the feasibility study, technical documentation and realisation of the works)	2023-2030	will be estimated
1.1.6	Completion of the construction works of the building of the Republican Musical-Dramatic Theatre "B. P. Hasdeu"	2022-2023	-
1.1.7	Aestheticising buildings in the city by applying thematic images, including 3D images	2022-2023	10000 mdl annually
1.1.8	Mapping of underground tunnels in Cahul and elaboration of the technical documentation necessary for the cleaning some sectors	2024-2028	200.000 mdl
1.1.9	Carrying out restoration and conservation works of some sectors of the underground tunnels to be included in the national and international tourist circuit	2024-2028	1 mln mdl
1.2	Specific objective: Constant advocacy for the protection, promotion and restoration of cultural heritage as a fundamental factor		
1.2.1.	Launch an information and awareness-raising campaign on the need to protect the region's tangible and intangible cultural heritage	2023	200,000 mdl (10000 €) Participatory budgeting projects
1.2.2	Identification of a local historic cultural heritage site in need of renovation with the participation and co-financing of local residents	2023	-
1.2.3	Organise a crowdfunding campaign to restore the historic building in the city	2023	200.000 mdl (10000 €)
1.2.4	Launch of the 2% fundraising campaign by the "Cahuleni reUniti" Association of Natives	2023	-
1.2.5	Introducing into the Participatory Budgeting mechanism regulation the priority of funding cultural projects for the years 2023-2025 by allocating 30% of the budget and managing them	2023	500.000 mdl (25000 €)
1.2.6	Cooperation with NGOs Perspective for financing cultural projects from the resources of the "Youth Fund" Cahul (at least 3 projects annually)	annually	-

Cost (mdl) of them:		Managers	Partners	Results/monitoring indicators
	Sources of supply			

THE QUALITY OF THE CREATIVE ACT

	1 mil. mdl	LPA I Cahul	Ministry of Culture	Organ hall renovated, equipped and open to the public
	1 mil.mdl (50000 €)	LPA I Cahul	EU4Culture	Feasibility study and technical documents prepared
	60 mln mdl (3 mln €)	LPA I Cahul	External donors	Building constructed
	2 mil. mdl (100.000 €)	LPA I Cahul, Palace Administration	EU4Culture	The palace of culture equipped
	will be estimated	LPA I Cahul	External donors	Elaborated documents, accomplished works
	6 mil. mdl (300000 €)	LPA I Cahul, theatre administration	Government of the Republic of Moldova	Theatre building built and open to the public
	20.000 mdl (10000 €)	LPA I Cahul, NGOs, independent organizations	UNDP/MIDL	Buildings beautified annually
	100.000 mdl	APL Cahul	External donors	Mapping done
	5 mil. mdl	APL Cahul	External donors	Underground tunnels open to the general public

factor in the affirmation of cultural identity

cts	-	NGOs, APL I Cahul	NGO MOLDOX	Population at least 30% informed
	-	LPA I Cahul	NGO Cahulenii reUnited	Historical objective identified
	200.000 mdl (10000 €)	NGO "Cahulenii reUnited"	LPA Icahul, other NGOs	Raise at least 200.000 mdl (10000E) for the renovation of a historic site
	-	NGO Cahulenii reUnited	LPA I Cahul, other NGOs	At least 20000 mdl (1000E) collected
	-	LPA I Cahul	NGOs, Local Initiative Groups, citizens from neighbourhoods	At least 5 cultural projects implemented
	30.000 mdl	NGO Perspectiva	LPA I Cahul, other NGOs, external donors	At least 3 projects per year funded in the field of culture

N° d/o	Name of project/action	Implementation period	Cost (mdl) of them:
			Local budget
1.3	Specific objective: Encouraging artistic creativity and innovation to ensure a favourable climate for the cultural and economic-s		
1.3.1	Creation of a creative laboratory/studio for cultural collectives in the region for audio and video recordings and the provision of services for a fee	2023-2024	-
1.3.2	Cooperation with national structures "ArtCor" and "MediaCor" Moldova to ensure the transfer of creative-innovative practices	Systematic	-
1.3.3	Equipping the Palace of Culture "N. Botgros" with equipment for live transmission of cultural events (festivals, concerts, performances)	2023-2024	-
1.3.4	Motivating young people's creativity to launch creative cultural projects (street art projects, urban planning, cultural education)	2023-2025	-
1.3.5	Publication of the magazine "Literary and Artistic Cahul"	Quarterly	120.000 mdl annual 6.000 € annual/ 1.500 € per published edition
1.3.6	Opening of a music training section within the educational institutions in Cahul	2023-2024	-
1.3.7	Creating a skatepark for the city's youth community	2025	
1.3.8	Monthly organisation of book launch events	monthly	24.000 mdl (1.200 €)
1.3.9	Running the Book Fair in Cahul	annually	100.000 mdl (5000 €)
1.4	Specific objective: Making the management of cultural services more efficient		
1.4.1	Creation of a section/department within the City Hall of Cahul responsible for planning, implementation and management of cultural activities in the city (2-3 people)	2023	-
1.4.2	Planning in the budget of the municipality of Cahul of the financial resources necessary for the activity of the cultural section/department of mun. Cahul	From 2023 annually	
1.4.3	Elaboration of an annual Cultural Program indicating clear tasks for the institutions subordinated to the Mayor's Office and for the partners	2022-2023	-
1.4.4	5-days training workshop for capacity building of the Cultural Department members and representatives of cultural institutions in writing projects and attracting funds	2022-2023	50.000 mdl
1.4.5	Developing a portfolio of projects necessary for the development of culture	2022-2023	

Cost (mdl) of them:		Managers	Partners	Results/monitoring indicators
Sources of supply				
Economic-social development of the community				
	2 mil. mdl (100.000 €)	LPA I Cahul, private sector representatives	External donors	Laboratory created
	-	Managers of cultural institutions, AO MOLDOX	LPA Cahul	Transfer of practices achieved
	400000 mdl (20000 €)	LPA I Cahul, Palace of Culture "N. Botgros"	EU4Culture, International donors	The palace is equipped with live transmission equipment
	200.000 mdl annually (from private budgeting, Cahul Youth Fund, 2% of personal tax, fundraising resources)	LPA I Cahul, Palace of Culture "N. Botgros"	International donors	Projects implemented annually
	-	LPA Icahul	Local and national cultural institutions	Magazine published and distributed
	-	LPA I Cahul, high school administration	Ministry of Education, Culture and Research	A music training section opened
		Private sector	NGOs, youth organisations	Skatepark created
	-	Libraries of Cahul, LPA I and LPA II Cahul	BookClub Cahul	New books promoted, public taste for reading increased
	100.000 mdl (5000 €)	LPA I Cahul	National and international publishing houses	Book fair organized
	-	LPA I Cahul	Cultural institutions	Open Cultural Department
		LPA Icahul	Cahul District Council	Funding secured for the cultural section/department
	-	Palace of Culture "N. Botgros", cultural institutions	APL Icahul	Elaborate cultural annual plan, the tasks of the institutions are set
	-	Cultural section/department representatives and managers of cultural institutions	LPA I Cahul	Cultural section/department trained, cultural institutions with trained capacities
	25000	LPA I Cahul, representatives of the cultural department and managers of cultural institutions	Cahul District Council, cultural NGOs, private companies	Portfolio of cultural projects developed

Nº d/o	Name of project/action	Implementation period	Cost (mdl) of them:
			Local budget
1.4.6	Initiate training and mobility programmes for the exchange of best practices for public and private cultural operators.	systematic	-
1.4.7	Capacity building of cultural managers and administrative staff in the field of diversity management	systematic	
1.4.8	Correlation of the municipal cultural agenda with that of the Cahul region	systematic	-
2.	Strategic Objective: ENCOURAGE THE DEVELOPMENT OF CREATIVE-CULTURAL ENTREPRENEURSHIP		
2.1	Specific objective: Encouraging the attraction of private investment in culture		
2.1.1	Organisation of a Hakaton to identify solutions and areas for the development of creative industries in Cahul	2023	-
2.1.2	EU4Moldova: key regions" programme	Hakaton organised, solutions collected	50000 mdl (2500 €)
2.1.3	Elaboration of the Action Plan for the development of creative industries in Cahul region	2022-2023	150000 mdl (7500 €)
2.1.4	Conducting training courses in creative entrepreneurship for entrepreneurs involved in the cultural dimension	systematic	-
2.1.5	Effective implementation of the facilities system for young entrepreneurs and encouraging investment in culture (based on the Cahul City Hall Regulations)	from 2023	-
2.1.6	Stimulating economic agents within the "Gala of Laureates" for the most valuable sponsorships and investments in the development of the cultural sector	annually	50.000 mdl
2.1.7	Organising the Craft Beer Festival in Cahul	from 2023	-
2.2	Specific objective: . To create the premises for the transformation of the "Nicolae Botgros" Palace of Culture in Cahul into a Culture		
2.2.2	Capital repairs to the institution's basement, demarcation of spaces and creation of creative work and production spaces for entrepreneurs	2025-2028	3 million mdl

Cost (mdl) of them:		Managers	Partners	Results/monitoring indicators
	Sources of supply			
	-	LPA I Cahul, representatives of the cultural department and managers of cultural institutions	Cahul District Council, cultural NGOs, private companies	Mobility programmes launched
		LPA I Cahul, representatives of the cultural department and managers of cultural institutions	Cahul District Council, cultural NGOs, private companies	Organised training programmes
	-	LPA I Cahul	Cahul District Council	Cultural agenda linked between city and region
	100.000 mdl	LPA I Cahul, Cahul Chamber of Commerce and Industry, Cahul Business Center, Cahul Business Incubator	"Start up City Cahul" Project,	Hackathon organizat, soluții colectate
	100.000 mdl (5000 €)	APL I Cahul, Camera de Comerț și Industrie Cahul, Centrul de Business Cahul	EU4Culture, Consiliul Raional Cahul	Plan de acțiuni elaborat
	150000 mdl (7500 €)	LPA I Cahul, Cahul Chamber of Commerce and Industry, Cahul Business Centre	EU4Culture	Action Plan developed
	-	Cahul Business Incubator, Cahul Business Center, Cahul Chamber of Commerce and Industry	LPA I Cahul, proiect "Start up city Cahul"	Courses held
	-	LPA I Cahul, Cahul Chamber of Commerce and Industry	Cahul District Council	Facilities system created and implemented
		LPA I Cahul, Cahul Chamber of Commerce and Industry, Cahul Business Centre	Cahul District Council, Cahul Diaspora	At least 2 economic agents mentioned and stimulated You for investments/sponsorship in the cultural sector
	200000 mdl	Cahul breweries	APL I Cahul, APL II Cahul	The craft beer gets promoted, increasing the number of visitors to Cahul
a Cultural-Creative				
	2 million mdl	LPA I Cahul	Cahul District Council, external donors	Create areas for creative activities

Nº d/o	Name of project/action	Implementation period	Cost (mdl) of them:
			Local budget
2.2.3	Cooperation with the project Start up city Cahul, for the placement of entrepreneurs from the creative sector in the coworking spaces opened within EU4INNOVATION CENTRE CAHUL	From 2023 with the opening of the centre	-
2.3	Specific objective: Involve academia and increase the role of civil society organizations in the development of creative cultural s		
2.3.1	Organisation by the academic and educational environment of programmes to increase professional skills in culture (seminars, training programmes for cultural managers, workshops)	Annual programme	-
2.3.2	Organising conferences and meetings with specialists to provide a platform for dialogue between academic, educational and cultural circles	Annual programme	-
2.3.3	Involving young people from academia in organising awareness-raising and information campaigns on the role of culture in the education of society	2024-2028 (annually)	-
2.3.4	Financial support through open calls to NGOs through programmes, which involve children and young people in cultural-creative activities	Annual	-
2.3.5	Support and strengthen the scouting movement in the Cahul region by organizing hiking, nature adventure activities, physical education and sports	Annual	50.000 mdl (2500 €)
2.3.6	Promotion of artistic sport	Systematic	-
3.	Strategic Objective: ENSURING THE PARTICIPATION AND ACCESS OF ALL CITIZENS OF THE CITY TO THE CULTURAL ACT		
3.1	Specific objective: Support cultural education and collective cultural consumption by promoting an inclusive, active cultural life i		
3.1.1	Reactivation of neighbourhoods by renovating and setting up 2 spaces for cultural events in Lapaevca and Spirin neighbourhoods (renovation and arrangement works, installation of stages)	2023-2024	100.000 mdl (5000 €) Participatory Budgeting projects
3.1.2	Creating neighbourhood initiative groups and involving citizens in the preparation and staging of cultural performances	2023-2024	-
3.1.3	Procurement of street furniture equipment for outdoor cultural activities (folding chairs, puf cosy, cushions, stands)	2023-2025	100.000 mdl annually (from private b Cahul Youth Fund, 2% of personal ta raising resources)
3.1.4	Regular organization of cultural events in all the city's districts (reading days, concerts of the students of the Children's Creative Centre "Luceafărul" and the Music School "Maria Cebotari", theatre plays, etc.)	Systematic	-

Cost (mdl) of them:		Managers	Partners	Results/monitoring indicators
	Sources of supply			
	-	Cahul Business Centre, local NGOs, APL I Cahul	Project Start up city Cahul	At least 3 businesses in the cultural-creative sector get coworking spaces in the centre
Cultural services				
	-	"B. P. Hasdeu" State University of Cahul, "Dunărea de Jos" University of Galati Cross-Border Faculty	APL I Cahul, Cahul District Library	Growth programmes developed, at least 10 people trained annually
	-	"B. P. Hasdeu" State University of Cahul	LPA I Cahul, Cahul District Library, Cahul District Council	Growth programmes developed, at least 10 people trained annually
	-	"B. P. Hasdeu" State University of Cahul, youth NGOs, youth initiative groups	LPA I Cahul, Cahul District Library, Cahul District Council	Campaigns/flash mobs organised annually
	-	NGO Perspectiva, youth NGOs, other social NGOs	International donors	At least 2 projects implemented annually in the field of culture
	50.000 mdl (2500 €)	NGO Egreta, NGO of scouts,	National Scout Association of Moldova, APL Cahul, Cahul Raion Council	Scout camps organised annually
	-	Palace of Culture "N. Botgros", sports dance groups	LPA I Cahul	Artistic sports promoted
Cultural life in disadvantaged neighbourhoods and communities				
Projects	100.000 mdl (5000 €) - EU4Culture	LPA I Cahul, Owners Associations	EU4Culture, Social NGOs	2 districts modernised and reactivated for cultural life
	-	NGOs, Owners Associations	LPA I Cahul	At least 2 initiating groups created in 2 larger neighbourhoods
Private budgeting, personal tax, fund-	-	NGOs, initiative groups, citizens, cultural institutions, owners' associations	LPA I Cahul	Street furniture purchased
	-	Palace of Culture "N. Botgros, artistic collectives	Cahul Municipal Philharmonic, "Luceafărul" Creation Center, "M. Cebotari", School of Fine Arts, Book Club etc.	At least 2 cultural events organised annually in each of the 2 districts

Nº d/o	Name of project/action	Implementation period	Cost (mdl) of them:
			Local budget
3.1.5	Attracting the Independent NGO Coalition of Moldova and launching the "Mozzart in the slums" Project	2024	-
3.1.6	Annual organisation of summer nature camps for children and young people	Annually from 2023	100.000 mdl (5000 €) annually
3.1.7	Organisation of open-air Jazz Evenings	Starting from 2024	100.000 mdl annually
3.2	Specific objective: Facilitating participation in culture by all social groups, thus contributing to an increase in the quality of life of		
3.2.1	Stimulating communication between creators and the consumer public by creating a public information service (within the created cultural section)	2023	-
3.2.2	Stimulating public involvement in cultural projects through the Participatory Budgeting mechanism/30% of the annual budget planned for Participatory Budgeting will be allocated to cultural projects initiated by citizens)	Annually from 2023	500.000 mdl (25000 €)
3.2.3	Opening of a film screening room (in the new theatre building) for the presentation of cultural-educational film screenings for different categories of population	2023	-
3.2.4	Ensuring access to information about culture through various local actors (education, transport, tourism...)	Systematic	-
3.2.5	Improving the street display system and making it more attractive	Systematic	150.000 mdl (7500 €)
3.2.6	Building access ramps, adapting conditions and increasing accessibility in cultural institutions	2022-2023	100.000 mdl (5000 €)
3.3	Specific objective: Stimulating the expansion of intra- and inter-sectoral cooperation for increasing public participation		
3.3.1	Establishment of a regional network of cultural institutions of music schools with the involvement of institutions on the territory of the Gagauzia Territorial-Administrative Unit (UTAG)	2023-2024	-
3.3.2	Establishment of a regional network of fine arts schools with the involvement of institutions on the territory of the Gagauzi Territorial-Administrative Unit (UTAG) of music schools	2025-2026	-
3.3.3	Creation of the regional association of managers of cultural institutions in the southern region	2027	-
3.3.4	Connecting cultural activities in the city with those of the Local Action Group "GAL Lunca Prutului de Jos" by linking cultural priorities	2022-2023	-
3.3.5	Creation of the Cahul Cultural Cluster and promotion of the principles of cultural clustering	2023-2024	-

Cost (mdl) of them:		Managers	Partners	Results/monitoring indicators
	Sources of supply			
	-	Palace of Culture "N. Botgros", National Association of Independent NGOs	Music school	Musical events organised in at least 2 city districts
y	100000 mdl (5000 €) annually	APL I Cahul	International donors, local churches	Annual summer camps organised
	100.000 mdl annually	LPA I Cahul, NGOs, Cahul Municipal Philharmonic	International donors, regional Churches	Open air jazz evenings organized
Quality of life of citizens, social cohesion and respect for diversity				
	-	LPA I Cahul	Palace of Culture "N. Botgros", Cahul District Council	Information service created
	-	LPA I Cahul	NGOs, citizens' groups, ordinary citizens in the city	At least 5 projects with a budget of 100.000 mdl implemented annually for the development of culture
	-	Theater administration	LPA I Cahul	Movie screening room opened
	-	LPA I Cahul, cultural institutions	Universities, colleges, vocational schools, high schools	At least 10 partners attracted in the dissemination of the cultural offer
	-	LPA I Cahul	Social NGOs	Improved public information system
	100.000 mdl	LPA I Cahul, social NGOs	Cultural institutions	All cultural institutions provide access for people with special needs
	-	Department of Culture of Cahul City Hall, Music School "M. Cebotari"	Management of music schools in the region	Music schools network set up
	-	Department of Culture of Cahul City Hall, Cahul School of Fine Arts	Management of fine arts schools in the region	The network of fine arts schools set up
	-	Department of Culture of Cahul City Hall	Managers of cultural institutions in the region	Regional association established
	-	LPA I Cahul, Management NGO GAL Lunca Prutului de Jos	Cahul District Council	Related cultural activities
	150.000 mdl	LPA I Cahul, management of cultural institutions	Cahul District Council, external donors	Cultural cluster created

Nº d/o	Name of project/action	Implementation period	Cost (mdl) of them:
			Local budget
3.3.6	Connecting the Cahul Cultural Cluster with existing regional, national and international clusters (Tourism Cluster "VIA Cahul", Innovative Cluster "INNOSTARS" (Romania etc.)	From 2024	-
4.	Strategic Objective: TO DEVELOP INTERNATIONAL CULTURAL RELATIONS AND THE EUROPEAN DIMENSION OF THE CULTURAL POLICY		
4.1	Specific objective: Exploiting the potential for cultural cooperation with twinned towns		
4.1.1	Employment at the Palace of Culture "N. Botgros"/or the inclusion in the job description of an employee of responsibilities related to international intercultural cooperation	2022-2023	-
4.1.2	Development of a plan for intercultural cooperation between Cahul and the twin cities	2023-2024	-
4.1.3	Creation of a database of cultural institutions, festivals and cultural events in the twinned towns	2023-2025	-
4.1.5	Training courses and transfer of experience in the field of international cultural cooperation project management	2023-2024	
4.1.6	Organisation of summer camps in different cultural sectors (painting, sculpture...)	2025	200.000 mdl (10000 €)
4.1.7	Organisation of an International Cultural Forum in Cahul – "Cahul4Culture (biennial)	2024	
4.2	Specific objective: Strengthening the role of regional leader and stimulating cooperation in the Euroregion "Danube de Jos" area		
4.2.1	Revitalising the role of the Euroregion "Dunărea de Jos" in promoting cultural cooperation in the cross-border area	From 2022	-
4.2.2	Creation and launch of a cultural route in the Euroregion "Dunărea de Jos" area (physical and virtual)	2024	75.000 mdl (3750 €)
4.2.3	Strengthening regional cooperation and attracting institutions from Odessa region, Ukraine in cultural activities	Systematic	-
4.3	Specific objective: Fostering international cultural relations, including in the framework of the Eastern Partnership		
4.3.1	Participation of cultural actors from Cahul in workshops and exchanges of experience with participants from partner countries (Romania, Austria and Germany), within the MoldArte project implemented by EUNIC;	2022-2025	-

Cost (mdl) of them:		Managers	Partners	Results/monitoring indicators
	Sources of supply			
	-	Cluster management entity	International Cluster Management, CLUSTERO Network in Romania	Cluster linked to existing national and cross-border clusters
CULTURAL SECTOR				
	-	LPA I Cahul, Palace of Culture "N. Botgros" Cahul	Cahul District Council	Person responsible for international cooperation identified
	-	LPA I Cahul, Palace of Culture "N. Botgros" Cahul	MoldArte project, EU4Culture	Clarified cooperation vision
	-	LPA I Cahul, LPAs of twinned towns	Cultural institutions, universities	Database created
	30000 mdl (15000 €)	LPA I Cahul, LPAs of twinned towns Cultural institutions, universities	Eastern Partnership LPAs	At least 2 training courses organised
	100.000 mdl (5000 €)	LPA I Cahul, LPAs of twinned towns Cultural institutions, universities	Eastern Partnership LPAs	Summer painting camp organised
	600000 mdl (30000 €)	LPA I Cahul, LPAs of twinned towns, LPAs from the Eastern Partnership	EU4Culture, Cultural institutions, universities, Start up city Cahul	International Cultural Forum organized
"s" area				
	-	Euroregion partners from Md, Ua, Ro	Management of the Euroregion "Dunărea de Jos", LPAs from the participating localities	The role of the Euroregion clarified and boosted
	175.000 mdl (8750 €)	Euroregion partners from Md, Ua, Ro	Management of the Euroregion "Danube of the Lower Danube", cultural institutions, the Palace of Culture "N. Botgros"	Cultural route created physically and virtually
	-	APL I Cahul, Palace of Culture "N. Botgros", cultural institutions	Ministry of Culture, cultural institutions of the Odessa region	Cooperation relaunched
	-	LPA I Cahul, Palace of Culture "N. Botgros", cultural institutions	Ministry of Culture, EU-NIC partners, MoldArte project	Cultural institutions involved in international activities

Nº d/o	Name of project/action	Implementation period	Cost (mdl) of them:
			Local budget
4.3.2	Organizing an international painting camp with the participation of artists from cultural cities (EU4Culture)	2023	-
4.3.3	Valorificarea oportunităților programelor Uniunii Europene pentru tineri (EU4Youth, (Erasmus+ ș.a)	sistematic	-
4.3.4	Exploiting opportunities of European Union mobility programmes (exchange of practices between students...), EU4Youth project, ERASMUS +...	Systematic	-
4.3.5	Identify mechanisms and launch cooperation with Eastern Partnership partner cities by establishing direct communication	From 2022	-
4.3.6	Organisation of master classes for capacity building of cultural sector representatives	Annual	100.000 mdl (5000 €)
4.3.7	Cultural exchanges through the participation of artistic collectives in international events: festivals, competitions, painting exhibitions	Systematic	LPA budget
4.3.8	Participation in fairs, conferences and events organised within the framework of the Eastern Partnership	Annual	-
4.3.9	Organisation of online events for cultural sector employees to exchange experiences between countries	Annual	-
5.	Strategic Objective: INCREASE THE NATIONAL AND INTERNATIONAL VISIBILITY OF CULTURAL-CREATIVE PRODUCTS AND SERVICES		
5.1	Specific objective: Create and develop an effective mechanism to promote cultural offerings to the public (offline)		
5.1.1	Development and dissemination of the annual cultural offer	Systematic	-
5.1.2	Facilitate communication between cultural operators to promote the local cultural offer	From 2022 systematically	-
5.1.3	Creation of an interactive website/platform to promote cultural potential and cultural offer with info in 3 languages: Romanian, Russian, English	2022-2023	-
5.1.4	Installation of billboards and information boards in city neighbourhoods (3 units)	2024-2025	-
5.1.5	Development of cultural brochures with info about events during the year and their distribution to institutions and travel agencies	Annual	-

Cost (mdl) of them:		Managers	Partners	Results/monitoring indicators
	Sources of supply			
	400.000 mdl (20000 €)	LPA I Cahul, Palace of Culture "N. Botgros", cultural institutions	EU4Culture project, MOLDOX Association, LPAs from twinned cities	At least 10 artists attracted to Cahul, creating works of art
	-	APL I Cahul, ONG-uri, Universitatea de Stat "B. P. Hasdeu" din Cahul, colegiul "Iulia Hasdeu"	Asociații și grupuri de inițiativă a tinerilor, APL din orașele înfrățite	Cel puțin 10 tineri implicați în programe de mobilitate
	-	LPA I Cahul, NGOs, "B. P. Hasdeu" State University of Cahul, "Iulia Hasdeu" College	Associations and youth initiative groups, LPAs in twinned towns	At least 10 young people involved in mobility programmes
	-	Strategy Implementation Unit, LPA I Cahul	Palace of Culture "N. Botgros" Cahul, LPAs from Eastern Partnership cities	Communication initiated
	300.000 mdl (15000 €) Partner LPA budget	Strategy Implementation Unit, LPA I Cahul	Palace of Culture "N. Botgros" Cahul, LPAs from the twinned cities and the Eastern Partnership	At least 1 event organised annually
	partner budget	LPA I Cahul	Cultural institutions	Collectives participating in at least 3 festivals
	200.000 mdl (10000 €)	Strategy Implementation Unit, LPA I Cahul	LPAs in Eastern Partnership cities	At least 5 cultural representatives participating in events
	-	LPA I Cahul, LPA twin cities	LPAs in Eastern Partnership cities	At least 1 online event with the participation of city representatives
ND SERVICES				
	-	Palace of Culture "N. Botgros", APL Cahul	Culture section of the town hall, cultural institutions	Cultural offer developed in time and widely disseminated
	-	Palace of Culture "N. Botgros", APL Cahul	Culture section of the town hall, cultural institutions	Streamlined communication
	100.000 mdl (5000 €)	APL I Cahul, Palace of Culture "N. Botgros",	EU4Culture, Strategy, Culture section of the town hall	Multilingual platform created
	600.000 mdl (30000 €)	Privat sector	LPA I Cahul, Palace of Culture "N. Botgros", Cahul District Council	At least 3 billboards installed
	100.000 mdl annually (5000 €)	Economic agents (on the basis of advertising)	Culture section of the town hall LPA I Cahul	Information brochure published annually

Nº d/o	Name of project/action	Implementation period	Cost (mdl) of them:
			Local budget
5.2	Specific objective: Aplicarea instrumentelor de digitalizare a serviciilor culturale		
5.2.1	Implemented of a mechanism for online booking and sale of tickets for cultural events such as E-tickets	2023-2024	150.000 mdl (7500 €)
5.2.2	Digitization of the services and offer of the Cahul Museum and creation of a video guide	2024-2026	-
5.2.3	Creation and launch of 3 virtual tours presenting the cultural potential of Cahul municipality and region with their placement on the website/ interactive platform	2026-2027	-
5.2.4	Creation and promotion of 5 internal digital routes and circuits connecting and promoting cultural heritage objects in the city and region	2023-2026	-
5.2.5	Developing a SMART cultural zone in the city centre (where cultural events take place) with public WiFi, SMART street furniture, air quality or motion sensors, SMART lighting and spatial design	2025-2026	
5.2.6	Installation of about 10 multilingual information plaques with QR codes at cultural sites of national interest	2023-2024	
5.2.7	Mapping public heritage assets with historical and cultural value, using a SMART platform and facilitating the connection between city infrastructure and public heritage with historical and cultural value	2026-2029	100.000 mdl (5000 €)
5.2.8	Increasing the national and international visibility of Cahul's artists and creation through promotion on national and international platforms	Systematic	-
5.3	Specific objective: Promotion of the cultural tourist destination - Cahul and of emblematic cultural projects/events		
5.3.1.	Organisation of the special edition of the "White Water Lily" ("Nufărul Alb" ethnofolkloric festival with the participation of the partner cities' collectives from the Eastern Partnership	2023	400000 mdl (20000 €)
5.3.2	Initiation of a new children and family festival held annually on International Children's Day	From 2025	
5.3.3	Enhancement through continuous promotion of tourist routes and places ("Nufărul Alb" Sanatorium, "Wine Road", wine cellars) through collaboration with VIA Cahul Tourism Cluster	Systematic	-
6.	Strategic Objective: STRENGTHENING GOVERNANCE AND ENSURING THE SUSTAINABILITY OF THE CULTURAL SECTOR		
6.1	Specific objective: Include culture as a key component in local and regional development strategies, becoming a model and inspiration		
6.1.1	Linking at least 3 local strategies with the Cahul cultural strategy (socio-economic strategy, urban revitalization strategy and economic development plan)	2023-2025	-
6.1.2	Initiating long-term cultural programmes and projects	Systematic	-
6.2	Specific objective: Establish institutional and financial mechanisms to ensure the sustainability of investments and the process of		

Cost (mdl) of them:		Managers	Partners	Results/monitoring indicators
	Sources of supply			
	150.000 mdl (7500 €)	APL I Cahul	External donors	Booking platform created
	300.000 mdl (15000 €)	LPA I Cahul, Museum Administration	Minister of Culture, International Donors	Video tourist guide created, services and offer digitised
	200.000 mdl (10000 €)	LPA I Cahul	External donors	3 virtual tours created and disseminated online
	300.000 mdl (15000 €)	LPA I Cahul, Cahul District Council, external donors	External donors	5 tourist trails created
	500.000 mdl (25.000 €)	LPA I Cahul	External donors	SMART cultural zone created
	200.000 mdl (10.000 €)	LPA I Cahul, LPA II Cahul	EU4Culture	10 QR code pads installed
	300.000 mdl (15000 €)	LPA I Cahul, management of cultural institutions	Project Start up city Cahul	Public heritage placed on smart platform
	-	Palace of Culture "N. Botgros"	Management of cultural institutions, NGOs, local initiative groups	Promoted artists
	750000 mdl (35000 €)	LPA I Cahul, LPA of the Eastern Partnership cities and twin cities	EU4Culture, Ministry of Culture	Fesival organized with the participation of partners from the Eastern Partnership
	500.000 mdl (25.000 €)	LPA I Cahul	Cahul District Council, management of cultural institutions, kindergartens and schools	Children's festival initiated and run
	-	VIA Cahul Tourism Cluster Management Entity	LPA I Cahul, Cahul Raion Council	Promoted tourist and cultural routes
d inspiration at national level				
	50000 mdl (2500 €)	Culture Department	External donors, EU-4Moldova: key regions	Correlated strategies
	-	Culture Department	External donors	Projects initiated and implemented
cess of implementing the cultural strategy				

Nº d/o	Name of project/action	Implementation period	Cost (mdl) of them:
			Local budget
6.2.1	Implementation of the strategy by the Cultural Department of the Cahul City Hall	2022-2023	-
6.2.2	Annual budgeting of the necessary resources to carry out a set of clearly defined activities from the Cahul cultural strategy	2022-2023	-
6.2.3	Attracting resources generated through the work of the Creative Lab and other activities of entrepreneurs and young people involved in cultural entrepreneurship to the field of culture	Annual	-
6.2.4	Initiate at least 3 thematic working groups and involve them in the implementation of the strategy (working group on digitisation, international cooperation, private sector involvement)	From 2024	-
6.2.5	Creating a cultural committee involved in monitoring and evaluating the strategy	Systematic	-
6.2.6	Organise research among the region's population on the willingness to pay for cultural services and adjust the mechanism for carrying out these activities	2024	-
6.3	Specific objective: Cooperation of the Municipality of Cahul with national cultural institutions and promotion of the idea of estab		
6.3.1	Elaboration, in collaboration with representatives of the Ministry of Culture of the Republic of Moldova, of a Regulation on the initiation of the project "Cultural Capital of the Republic of Moldova".	2025-2027	-
6.3.2	Submission of the Regulation to the Ministry of Culture for approval	2027	-
6.3.3	Presentation at national level of the implementation mechanism of the "Cahul Cultural-Creative Capital of the Republic of Moldova" and the experience gained	2028	-

Cost (mdl) of them:		Managers	Partners	Results/monitoring indicators
	Sources of supply			
	-	APL I Cahul		Secția de implementare creată
	-	LPA I Cahul		Implementation unit created
	-	LPA I Cahul	Cahul District Council	Annual budgeted achievements
	-	LPA I Cahul, Palace of Culture "N. Botgros"	Private sector	Resources generated for cultural activities
	-	LPA I Cahul, all cultural institutions	"B. P. Hasdeu" State University, educational institutions	3 thematic working groups created and attracted
	-	LPA I Cahul, Palace of Culture "N. Botgros" Cahul	Cultural institutions	Organised study, willingness to pay for cultural services identified
establishing the National Capital of Culture in Cahul				
	-	Culture Department of Cahul City Hall, Cahul Cultural Committee	LPA Cahul, cultural institutions	The Rules for the organization of the annual competition "Cultural-Creative Capital of the Republic of Moldova" is elaborated
	-	Culture Department of Cahul City Hall, Cahul Cultural Committee	LPA Cahul, cultural institutions	Regulation submitted for discussion and approval
	-	Culture Department of Cahul City Hall, Cahul Cultural Committee	LPA Cahul, cultural institutions	Implementation mechanism presented at national level

8. Summary of the pillars

1. Content pillar

Represents the key themes included in the Cultural Strategy of the Municipality of Cahul, namely, the development of the cultural sector, the development of public (state) cultural institutions, the support of the independent sector (NGOs) to submit more cultural projects for funding, the development of the cultural and creative sector of the Municipality of Cahul.

The strategy aims to turn culture into a long-term development engine of Cahul Municipality. In this respect, opportunities are indicated for the creation of intersectoral synergies for the development and enhancement of built architectural heritage, intangible heritage (traditional festivals, customs, Hora), cultural and wine tourism (tourist routes and enhancement of traditions and customs), local and regional gastronomy, balneological and climatic resorts.

All the themes included underline the clear trend of Cahul Municipality to strengthen the cultural sector and become a creative pole of excellence in the Eastern part of Europe. Some actions strengthen the local value chains horizontally, for example, in the musical field it is planned to open a music institution to train musicians for the Cahul Municipal Philharmonic; and in other segments, vertical cooperation, namely, together with the Ministry of Culture, the "Cultural-Creative Capital of the Republic of Moldova" competition will be initiated, Cahul Municipality becoming a promoter and model at the country level.

The strategy highlights the main emblematic cultural events of the city, which are carried out through the synergy of several local partners: public authorities, cultural institutions, economic agents, tourism operators, folk craftsmen. It is about the festivals "Nufărul Alb", "Crescendo", "MOLDOX", etc., which connect the potential of various sectors and support the economic sector. As a result, they all lead to the sustainable development of the cultural-creative sector of Cahul city and region.

2. Professional networks pillar

The aim of this pillar is to create sustainable partnerships in order to implement the objectives proposed in the strategy. In this respect, the Cultural Strategy of Cahul includes:

- development of collaboration with sister cities;
- initiating partnerships in European and international projects;
- initiation of cross-sectoral partnerships (between the cultural sector, on the one hand, and the academic/educational, economic and tourism sectors, on the other);
- creation of professional partnerships in culture, i.e.: professional collaborations between different cultural institutions, creation of different professional circles, creation of platforms for dissemination of professional knowledge, partnerships with cities participating in the EU4Culture programme, partnerships with current, former and future European Capitals of Culture;
- continuation of actions within the framework of professional partnerships developed in the "Danube of Lower Danube" Euroregion;
- creating partnerships through the EU-NIC network in the framework of the "MoldArte" project recently launched in Chisinau. Local artists will establish connections with professionals from different countries in order to address social problems faced by independent artists and identify viable solutions.

Through the cultural strategy, the Municipality of Cahul aims to promote the establishment of networks between institutions in the southern region (network of music schools, schools of fine arts, Association of managers of cultural institutions, etc.). The network will attract institutions from the territory of Gagauzia, promoting multiculturalism.

It is also planned to hold an international painting camp with the participation of visual artists from the cultural cities of the Eastern Partnership.

3. Capacity development in culture pillar

This pillar concerns, on the one hand, projects for the development of professional skills in culture (cultural management, cultural production, communication and marketing in culture) and, on the other hand, the management of cultural events and the internationalization of cultural events through participation in European and international projects (EU4Culture and others) and professional networks (EUNIC and others).

The categories targeted by this pillar are: local politicians, the Culture Department of the Cahul Municipality, cultural-creative organizations, NGOs, cultural managers and performance agencies.

The mechanism that will facilitate the capacity-building process is the Culture Department, to be created in early 2023 within the Cahul City Hall. One of the tools for exchange of experience, training and internationalization is the "Cahul4Culture" Forum planned in the strategy. The forum will be attended by cultural cities from the Eastern Partnership and cities twinned with Cahul Municipality.

4. Policy pillar

The Cultural Strategy of the Municipality of Cahul is deeply connected to local, regional, national and European development policies.

In the elaboration of the Cultural Strategy of the Municipality of Cahul, the provisions of the "Strategy for the Development of Culture of the Republic of Moldova: 2013-2020 "Culture XXI/20", which is the main sectoral strategic document at the country level, were taken into account.

At the local level, the cultural strategy is connected with public policy documents among which we mention::

- Vision, strategic development directions and action plan of Cahul Municipality 2019 - 2025;
- Capital investment plan for 2020-2024;
- Urban revitalization program of Cahul Municipality for 2022-2025;
- Local operational plan for the development of the city-growth pole of Cahul Municipality (2022 - 2027);
- SMART City CAHUL Programme 2021 - 2025;
- Youth strategy for the period 2017-2020.

The need to develop the cultural-creative sector has resulted from the need to change the approach of the cultural sector, i.e. from a consumer of financial resources, culture becomes an attractive sector for business and creative industries generating resources and development. In order to identify ways to boost the creative sector, in the process of implementing the cultural strategy together with the local community and stakeholders, a Creative Sector Development Plan for Cahul will be developed, a necessary policy document for the municipality.

The experience gained by the community of Cahul in the elaboration and implementation of the cultural-creative strategy will be transmitted and promoted among other cities and localities in the Republic of Moldova. The team of Cahul Municipality is ready to get involved in the process of updating the Strategy for the development of culture in the Republic of Moldova, when this process will be initiated.

5. Communication and dissemination pillar

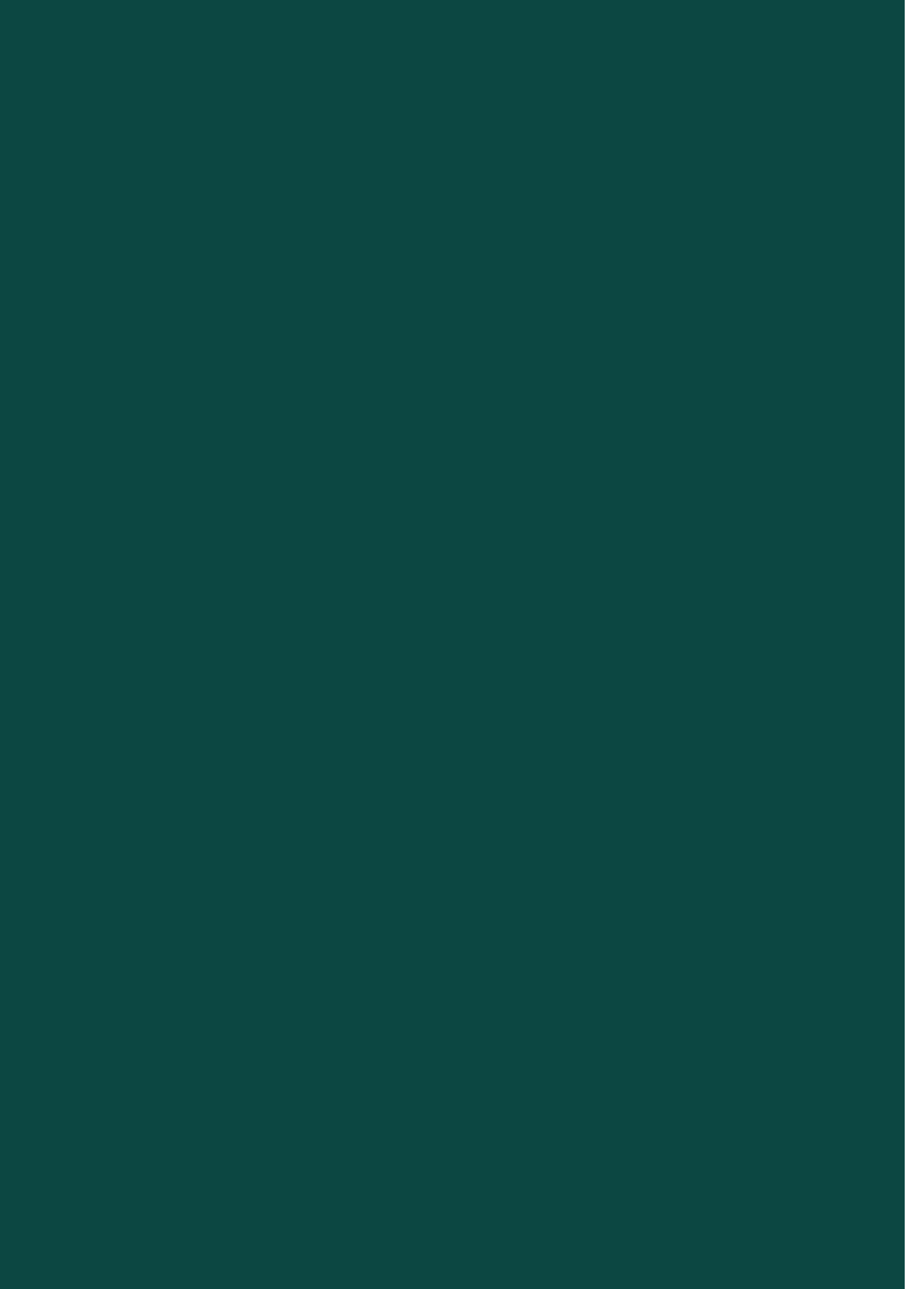
The current strategy includes methods of communication and dissemination of cultural events and actions to the following target groups:

- Culture and education professionals;
- Various NGOs;
- Universities and schools;
- Culture Department of Cahul Municipality (implementing the strategy);
- Cultural institutions;
- Sponsors and potential sponsors;
- Tourism sector;
- The general public.

Communication and dissemination will be done through:

- Creating an interactive platform for information and promotion of the cultural offer with information in 3 languages: Romanian, Russian, English;

- Social media;
- Television, radio and online news channels;
- Local and national information campaigns;
- Installation of multilingual information boards with QR codes at cultural objectives;
- Crowdfunding campaigns through which the community will communicate and show solidarity around social causes related to the restoration and preservation of cultural heritage;
- Live broadcasts of various events.

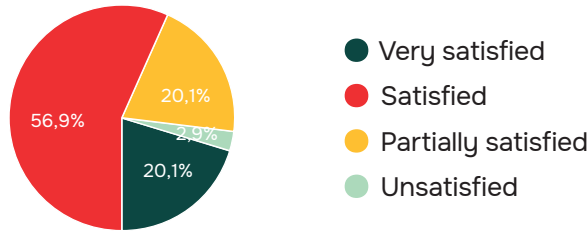


Annexes

Survey on Cultural Services in Cahul Municipality

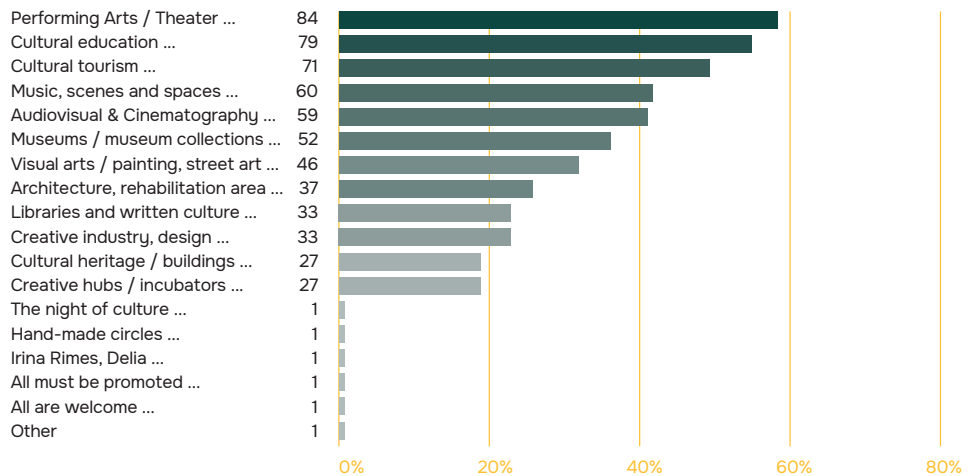
Q1. To what extent are you satisfied with the quality of cultural activities and services in Cahul municipality?

A1



Q2. What are your favorite cultural activities you have attended most often in the recent years (before the pandemic)? (Please select 4 options)

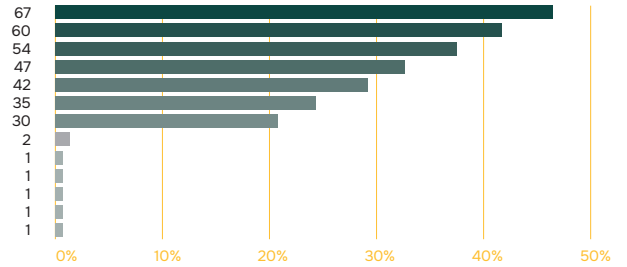
A2



Q3. What are the main issues in culture in Cahul in your opinion? (Select up to 4 options)

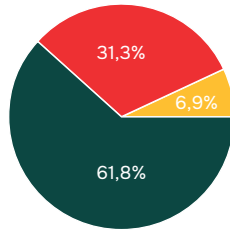
A3

Cultural institutions are not modernized ...
 Reduced access to information on offers...
 Lack of information on the cultural offer ...
 The undiversified cultural offer ...
 Inefficient, delayed promotion ...
 Impossibility to purchase tickets online
 Cultural events are expensive ...
 Other
 Poor and inoperative promotion..
 The problem of stray dogs...
 Information distribution and ...
 We want more events ...
 Everything is expensive...



Q4. Do you think there are enough opportunities to participate to cultural activities in Cahul?

A4

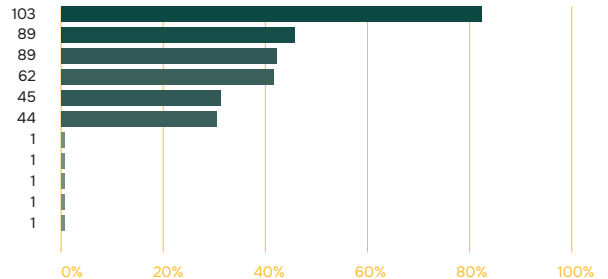


● Yes
 ● No
 ● Other answers

Q5. How could cultural life in Cahul be improved? (Select up to 3 options)v

A5

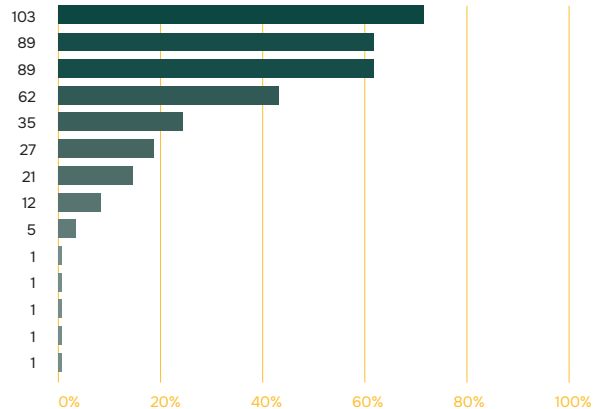
Arranging several outdoor recreational areas ...
 More active involvement of economic agents ...
 Creating the conditions for creative activities ...
 Organizing street shows / parades
 Organizing activities in the city's neighborhoods
 Cooperation with rural localities ...
 Other
 Annual evaluation of services ...
 Jazz concerts, festivals ...
 Regional mobilization
 Cinema



Q6. Which, in your view, are the cultural sectors / domains that need to be developed the most by 2030? (Select up to 5 options)

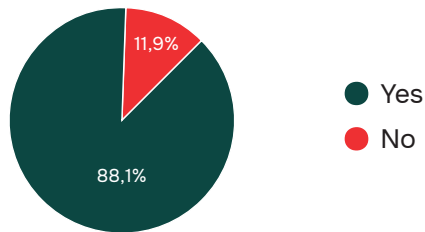
A6

"Nufărul Alb" folk festival
 Collective shows ...
 Concerts ...
 Theater performances
 Classical music festival
 Documentary Film Festival ...
 Museum exhibitions ...
 Library events
 Other ...
 Football matches
 City Day
 Exhibitions: Martisor, ...
 Entertainment for children
 Christian assemblies



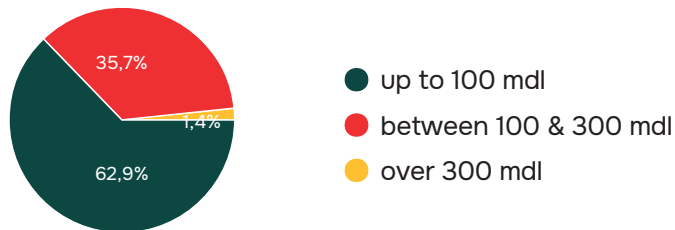
Q7. Would you be willing to pay for the cultural services and activities you attend?

A7



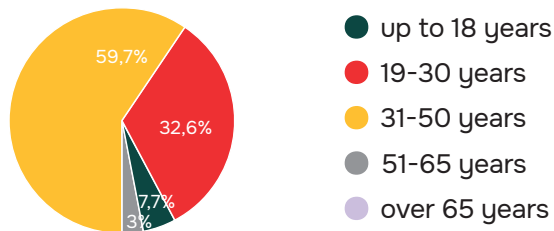
Q8. If Yes, how much would you be willing to pay?

A8



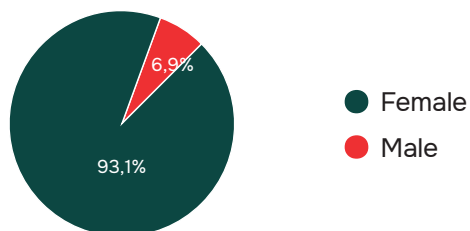
Q9. Demographic information – age

A9



Q10. Demographic information – gender

A10



Q11. Demographic information – living environment

A11

