

aMUSEumING

PROJECT OVERVIEW		
Programme:	CBC BiH-MNE 2014-2020	
Call for Proposals:	2nd	
Project title:	Amusing Museums - aMUSEumING	
Thematic priority:	Encouraging tourism, cultural and natural heritage	
Project budget:	Total contract amount (€):	Contracted amount EU (€):
	€ 394,904.00	€ 333,575.00
Beneficiaries of funds:	Lead applicant:	Co-applicants:
	Entrepreneurship and Business Association LiNK	National Museum of Montenegro Municipality of Jablanica
Location of the action:	Montenegro	Bosnia and Herzegovina
	Central Monenegro (from program area) and Niksic	Herzegovina and Jablanica
Target groups:	15 administrations of cultural heritage sites (focus on museums) 20 small businesses or supporting facilities 6 tourism development stakeholders	
Commencement date and project duration:	15 November 2019 – 15 September 2021 (22 months)	
Overall objective:	The overall objective is to improve the quality and diversify touristic offer of cultural heritage sites (respecting new trends and technologies) in the cross-border area of Central Montenegro and Herzegovina that would lead to increasing and proceeding number of visitors for 5% until the end of 2021.	
Specific objective(s) or project purpose:	<p>SO1: To modernize at least 2 museum settings (presentational tools and interpretation) and quality of alongside facilities/businesses.</p> <p>SO2: To create regional tourism cluster “aMUSEumING” with at least 20 actors involved promoting the region as multi-ethnic and culturally diverse European destination.</p>	
Expected results:	<p>Result 1.1 Presentational and interpretation capacities of cultural heritage sites (use modern technologies) significantly improved in Niksic and Jablanica and promoted in other museums</p> <p>Result 1.2 The quality of offer of at least 20 supporting facilities / businesses in tourism sector is increased and they are better connected (especially businesses in rural areas) with the museums</p> <p>Result 2.1 Unique touristic offer of at least 15 museums (cultural heritage site) in Central MNE and Herzegovina created and at least 4 new sites (focus on rural tourism sites) integrated into the offer</p>	

Planned activities:	<p>A1. “Introducing new technologies in museums” – technical assistance, trainings, small scale internal works for adapting the space for new technologies and facilities, purchasing and installation of equipment and 2 promotional events</p> <p>A2. “Improving supporting facilities/businesses” - technical assistance, trainings, workshops with creative industries such as academies of fine arts, creation of promotional material, and small-scale equipping</p> <p>A3. “Creation of aMUSEumING tourism niche” - mapping, workshops, strategic planning sessions, creation of promotional material, study tours, fairs, joint cultural events.</p>
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