



## BEST

*From music to art, from crafts to cuisine: keeping alive the intangible heritage of Bucovina*

<b>PROJECT TITLE</b>	<b>BEST – Bucovinian Ethnic Special Treasure</b>
<b>IMPLEMENTATION PERIOD</b>	01.01.2020 – 31.12.2021
<b>ORGANISATIONS INVOLVED</b>	“Ana” Mutual Aid and Charity Foundation (RO); Romanian Youth League from the Chernivtsi Region “Junimea”(RO); Non-governmental Organization “Media Center BukPress” (UA); Juventus Association (RO)
<b>PROGRAMME</b>	Romania – Ukraine ENI CBC 2014-2020
<b>TOTAL BUDGET</b>	369.934,62 €



**Romania-Ukraine**  
ENI-CROSS BORDER COOPERATION

Music, dances, literature, but also culinary art, crafts, rites, beliefs, religious ceremonies... All this is intangible heritage. It's a treasure particularly linked to local communities, and it is very much at risk of vanishing. The BEST project aims at developing cultural tourism in historical Bucovina by facilitating and promoting the intangible cultural heritage of seven ethnic communities living in Suceava county (RO) and five in Chernivtsi region (UA). The partners are conducting research and documentation activities to feed a digital database and preserve the intangible cultural heritage specific of each ethnic group. In order to promote and revitalize this invaluable material, they are organising cross-border cultural events and producing audio-video materials. The ultimate goal is to introduce the intangible cultural elements of the twelve ethnic groups of the region, in the internal and international tourism circuit in an effort to preserve them and to increase the number of visitors.



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