

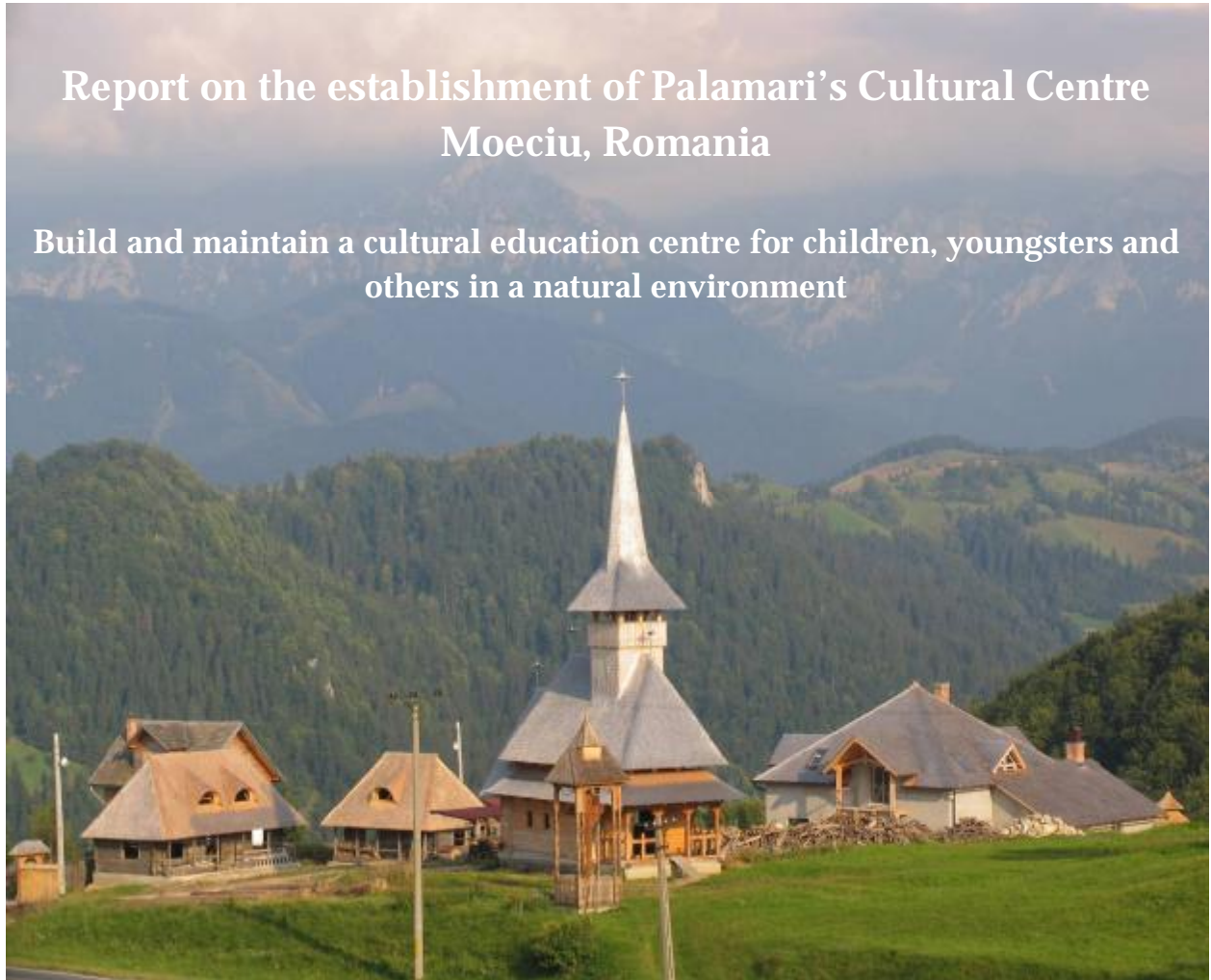
# PALAMARI'S CULTURAL CENTRE

Moeciu, Romania



# Report on the establishment of Palamari's Cultural Centre Moeciu, Romania

Build and maintain a cultural education centre for children, youngsters and others in a natural environment



## **Identification details**

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**Matra-KPA project number: 34099**

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## **Background information**

**This report contains information about the activities undertaken in 2005 for the establishment of Romanian Cultural Centre (Palamari's Cultural Centre). It describes the implementation stages as well as the information on fundraising, publicity and follow-up activities in Romania and The Netherlands. All these led to the organisation of the first successful workshop at Palamari's Cultural Center, in October 2005. All these represent the base for the development of qualitative educational programmes for children, youngsters and people interested in the Romanian and Dutch Cultures, from all over the world, motivated to learn in a special environment.**

**We used a lot of pictures to show the results of the project. We believe that pictures say a lot more than words.**

## **Implementation**

### **1. Main goals of Palamari's Cultural Centre Project**

The goals of Palamari's Cultural Centre included in the project proposal were:

- To build and maintain a cultural educational centre for children, youngsters and others
- To make known the Romanian Culture to children and youngsters from the Netherlands and from other countries
- To make known the Dutch Culture to children and youngsters in Romania

How much has been achieved?

The goals achieved:

- Construction of the cultural centre exterior
- Contracting of the cultural artists
- Recruitment of first personnel
- Marketing and pr activities in the Netherlands and Romania
- Development of promotional material
- Meetings and arrangements with cooperating organisations and individuals (Rainbow Foundation; IC4U, Multimediaskills)
- Organisation of the first events(e.g Team Building Workshop for 15 Dutch Managers)

The goal to be achieved:

- Construction of the cultural centre interior

### **2. The implementation of the project in Romania**

A team of 6-12 people has worked on permanent basis on the implementation of the project in Romania.

#### **Q1 2005**

In the first quarter of 2005, we have concentrated on fundraising activities and on the legalisation of the documents in order to start the establishment of Romanian Cultural Center (known as Palamari's Cultural Center, too- a letter has been sent to NCDO for informing about this change). In this period we have also travelled in the Northern part of Romania, for identifying ancient wooden houses. We have found two old houses that we have bought and transported to Moeciu, in order to restore them and assure the continuation of this old culture. These activities have been successful and lead to the start of the construction work.

**Q2 2005**

**In april we have started to build the foundation for the wooden workshop houses, to open the ways for access to the Cultural Centre and to start creating the material for covering the roof in an old-fashioned way.**



**Q3 2005**

**In Q3 2005 we have continued the construction of the wooden houses for the workshops, the base of the construction of the meeting centre, the extension of the network for water and electricity, the acquisition and the fixing of the heating system for the wooden. Then started the interior work for decoration.**





Q4 2005

In Q4 we have organised a first workshop “Team building workshop” for a team of 15 Dutch Managers (Multimedia skills). Also thanks to the work of IC4U. The workshops consisted of wood sculpturing and other experiences to get to know the Romanian culture. They are a very good reference for us to organise more of these workshops and other activities. They were very pleased, even though the centre was not finished yet.



**We have also started the construction of the interior of the workshop wooden church, workshop wooden houses and of the meeting centre. See below.**



### **Changes**

**The major change is represented by the fact that due to the delays in fundraising and in transfers, we still have to finish the Cultural Centre interior. We expect to do this by June 2006. There was also a project name change as mentioned to NCDO. Sometimes we had some delays on the speed of work of the cultural centre exterior, but in general we managed to catch up in time.**

## INFORMATION

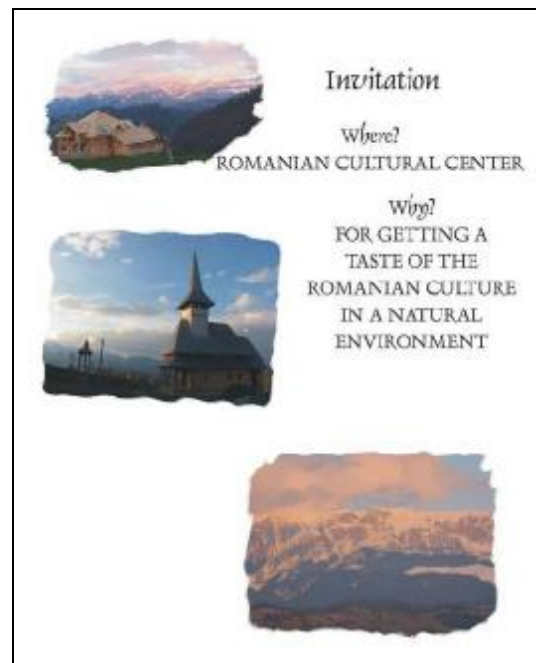
### 3. The promotional and fundraising activities in the Netherlands

The promotional and fundraising activities have started in Q1 2005 and developed during Q2, Q3, and Q4 2005. During this period we have organised several information meetings with organisations, companies and private investors (e.g: meeting with the representatives of Rainbow Foundation; the representatives of Multimedia Skills, etc.). These meetings were successful because we have received financial support and administrative assistance.

Moreover, we have designed informational tools: *power point presentation* on the Cultural Centre; a *flyer* in the form of an invitation; a *catalogue with pictures* with the main achievements of the cultural centre, a radio spot ( in cooperation with Radio Impuls Brasov). Additionally, information about the Cultural centre has been posted on the IC4U website <http://www.ic4u.net/>. We have reserved a domain for the cultural centre website. Currently we are in the process of developing the website in cooperation with professionals.

We have also actively participated at the Matra/KPA Symposium “De nieuwe bureen van Europa”. We had a stand where we presented the information tools and we have contacted people and organisations working in the same field. We have also exchanged business cards and we have created the platform for future cooperation.

One of the main cooperation and result of the meetings and briefings on the regular basis, was the agreement to develop the first workshop “Team Building Workshop” at the Cultural Centre, Moeciu.





### **Target groups**

**The main groups targeted for information and fund raising activities were:** youngsters and children in the Netherlands who were interested in other cultures, students, artists, people interested in the Romanian Culture (Romanian as well as worldwide nationals), **non-governmental organisations, companies, private investors..etc.**

### **Organisations involved in the realisation of these activities**

**A small team of volunteers has been involved in the realisation of these information and fundraising activities. The group was well balanced (Romanian-Dutch) and had a strong motivation for action.**

## **PUBLICITY**

### **4. Attention/publicity in the Netherlands**

The project received a lot of attention in the Netherlands through the organisation of the informational evenings, participation at different events (e.g: MATRA/KPA symposium, information days at Utrecht University)

A Romanian cultural evening has been organised and a film festival where the project was promoted.



We also try to get publicity through the website of IC4U. Later we will have our own website available and will send out newsletters and seek publicity in local newspapers.

## **FOLLOW-UP**

### **5. Follow-up**

**Palamari's Cultural Center will be self-serving and responsible for further exploitation of the project .**

**After finishing the finishing of the cultural centre interior, in 2006 we are going:**

- to organize exhibitions, workshops**
- to work together with other organizations for fundraising**
- to cooperate with other cultural organizations for the development of the Cultural Group,**
- to encourage voluntary work in order to make our activities public**

**Where possible we will earn funds and income for the activities organized by Palamari's Cultural Centre.**

## **EVALUATION**

**Some weaker points during the project (RO)**

**-Organisation: the weather conditions have influenced the development of the construction of the cultural centre exterior.**

**- Procedural: the people working at the cultural centre had sometimes delays in their work; not respecting the deadlines**

**- Substantial: difficulties in finding a very good professional to play an active leading role in the first workshop**

**-Financial point of view: delays in transfers from organisations and private investors; inflation**

**Some weaker points during the project (NL)**

**Information activities: there were delays in printing and distributing the information materials.**

**Fundraising activities: there were additional hours spent on designing a clear fund raising plan and in contacting and selecting organisations and individuals interested in the project.**

**At the moment we still have difficulties in finalising the cultural centre interior due to the delays in transfers. We expect to be able to finalise all these in short term, for hosting new activities.**

**An evaluation group has been set up, in Q4 2005. This group evaluated the activities in Romania and in the Netherlands, which concluded on the following results.**

**The following results have been achieved 100%:**

- **building up of the cultural centre exterior**
- **organisation of successful promotional and fundraising activities**
- **organisation of a qualitative capacity building workshop**
- **Contract of the cultural artists**
- **Recruitment of personnel**
- **Marketing and pr activities in the Netherlands and Romania**
- **Development of promotional material**
- **Meetings and arrangements with cooperating organisations and individuals (Rainbow Foundation; IC4U, Multimediaskills)**
- **Organisation of the first try-out events(e.g Capacity Building Workshop for 15 Dutch Managers)**

**We are currently concentrating on finalising the cultural centre interior, for hosting new interesting and captivating activities and developing new educational programmes.**

**Concluding:**

**Thanks to the motivated teams of people and the financial assistance of NCDO and other Dutch and Romanian Organisation, the quality of the project is very good and highly appreciated at local, national, regional and international level.**

**We will proceed in this way...**