



Brief Narrative Report

1 Project brief narrative report identification

Project title	Cultural heritage of the kitchen - promotion of culinary traditions through the professionalization of the gastronomic offer of Lublin and Rivne		
Project acronym	MATSYK		
Project website	https://www.facebook.com/rivnematsyk/ , https://www.instagram.com/rivnematsyk , https://lublin.eu/turystyka/miejsce-inspiracji/dziedzictwo-kulturalne-od-kuchni/		
Project index number	PLBU.01.01.00-UA-0852/19		
Project duration	Start date	01.02.2020	Nr of months
	End date	31.01.2021	12
Thematic objective	1. Promotion of local culture and preservation of historical heritage (HERITAGE)		
Programme priority	1.1 Promotion of local culture and history		
Name of the Lead Beneficiary organisation	Department of Strategic Development and Investment Executive Committee of Rivne City Council		
Name of the Beneficiary 1 organisation	Non-Governmental Organization "Agency for Sustainable Development of the City"		
Name of the Beneficiary 2 organisation	The Municipality of Lublin		
Reporting period	01.02.2020-31.07.2020		
Contact details of person responsible for the report	<i>Lead Beneficiary: Mykhailo Basyuk, e-mail: strateginvest@ukr.net, +380362623256</i> <i>Beneficiary 2: Wiktor Bujnicki, e-mail: wiktor.buynitskiy@lublin.eu, tel.: +48 81/466-2868 and Karolina Drabik, e-mail: karolina.drabik@lublin.eu, tel.: +48 81/466-3851</i>		

2 Highlights of main achievements

Please describe project progress up to now including main outputs delivered by highlighting also the added value of the cooperation.

The summary should highlight main achievements, interesting and understandable for non-specialists. Please write in a style of press release.

During the reporting period, the following results were achieved within the Project implementation. The Project team has been appointed. There were 2 on-line meetings of beneficiaries' Project teams. The development of the video "Matsyk" has started. Videos were made and prepared for editing. Prescription and photo materials have been prepared to fill the catalog of traditional dishes of city Rivne. The text of the catalog was written and translated into Polish and English. A promotional campaign of project has been launched: the logo of the project has been developed, visualization materials have been developed, pages on social networks have been created. The project was presented in city Rivne: publications in the media, project presentation within the regional forum and in the thematic program on regional television. The contractor to develop Strategy of cooperation and marketing communications in promoting Lublin's traditional culinary heritage was selected. Availability and dissemination of project results is ensured by constant coverage of the results of the project on the official Facebook page of the project <https://www.facebook.com/rivnematsyk/>, in the social network Instagram <https://www.instagram.com/rivnematsyk>, on the website of the Department of Strategic Development and Investment of the Executive Committee of the Rivne City Council <http://investrv.org.ua/>, on the Facebook page of the Department <https://www.facebook.com/rivnedevlopment/>, on the Facebook page of the NGO "Agency for Sustainable Development of the City" <https://www.facebook.com/citydev.in.ua/>, on the website of

the Municipality of Lublin <https://lublin.eu/turystyka/miejsce-inspiracji/dziedzictwo-kulturalne-od-kuchni/> and on the website <https://rivne.travel/inspiration>. Information materials developed in the framework of the project, namely about the culinary heritage of the city of Rivne and culinary expeditions in the Rivne region were disseminated in the local media.

3 Progress of project implementation

3.1 Reporting per Activity

Activity (as indicated in project plan)	Activity status	Description of implemented activity (partner responsible, target group, period of implementation, information on activity modifications, if any)
1. Promotional campaign and the creation of a video of the traditional Rivne dish - "Matsyk"	behind schedule	<p>Partner responsible: Non-Governmental Organization "Agency for Sustainable Development of the City"</p> <p>Target group - Residents and tourists of city Rivne, gastronomy industry.</p> <p>Period of implementation - 1-2 quarter.</p> <p>A script for video was developed, the storyboard was drawn, the text was written, the actors were selected and the video was shot. The editing of the video and the translation of subtitles into foreign languages are currently being completed.</p>
2. Creation and production of a catalog of traditional dishes of the city of Rivne	behind schedule	<p>Partner responsible: Non-Governmental Organization "Agency for Sustainable Development of the City".</p> <p>Target group - Residents and tourists of city Rivne, gastronomy industry.</p> <p>Period of implementation - 1-2 quarter.</p> <p>Description and photo materials have been prepared to fill the catalog of traditional dishes. The text of the catalog was written and translated into Polish and English languages. The catalog is currently being printed.</p>
3. Project information campaign, creation of visualization materials, project management	proceeding according to work plan	<p>Partner responsible: Department of Strategic Development and Investment Executive Committee of Rivne City Council, Non-Governmental Organization "Agency for Sustainable Development of the City", The Municipality of Lublin</p> <p>Target group - Residents and tourists who want to participate in urban events, active tourists.</p> <p>Period of implementation - 1-4 quarter</p> <p>The pages of Project have been created in the social networks: Facebook and Instagram. The pages disseminate all the information about the progress of the project, which is accompanied by a professional illustrative design. The project identity has been developed, which includes the project logo in 3 languages - Ukrainian, Polish and English, colors and fonts that can be used to provide visualization of the project (logo of Project is attached - Annex 1). The project team widely informs the public about the project implementation through the media on the territory of its implementation.</p> <p>Information about the beginning of the project was posted in local media, on the website of the Executive Committee of Rivne City Council, on the official website and Facebook page of the Lead Beneficiary, on the Facebook page of Beneficiary 1 and the Facebook page of the Project. Information materials about the start of the project were published in three local media:</p> <p>1. https://7dniv.rv.ua/dozvillya/rivne-vsuperech-pandemii-hotuiet-sia-do-festyvaliu-matsyka-video/?fbclid=IwAR13TUFsruZStn7lpQT0foU_z-TVPitgdXuYOJgYAze7Wryltj6QGjQbVsE</p>

		<p>2. https://horyn.info/news/na-rivnensshyni-rozvyvatymut-kulinarnu-spadshhynu/?fbclid=IwAR2ZYMs6f5ATXFH-LV2TmnxDg5Tmg3g6Ngs8bAPjLWqn55IVlxrQC9omecc</p> <p>3. https://radiotrek.rv.ua/news/popry_skandal_ta_epidemiyu_koronavirusu_u_rivno_mu_bude_festyval_popoisty_zmozhut_usi_video_250643.html.</p> <p>Each information and visual material developed in the framework of the project includes the logo of the Program and the flag of the European Union.</p> <p>The publications posted on the project page of the social network Facebook contain links to all project beneficiaries on this network.</p> <p>During the reporting period, the Lead Beneficiary prepared 6 promotional information materials about the project (information materials are posted on the Lead Beneficiary's website and Facebook page).</p> <p>25 posts on Facebook and 25 posts on Instagram about project were written by Beneficiary 1. There were 7 information articles about project in local media.</p> <p>A press conference was held at the beginning of the project.</p> <p>Due to the Covid-19 pandemic, Beneficiary 2 did not organize the press conference at the beginning of the project.</p> <p>Information about the project was published on the website on the Municipality of Lublin.</p>
4. Promotional campaign of the culinary heritage of Rivne and Lublin	proceeding according to work plan	<p>Partner responsible: Department of Strategic Development and Investment Executive Committee of Rivne City Council, Non-Governmental Organization "Agency for Sustainable Development of the City", The Municipality of Lublin.</p> <p>Target group - Residents and tourists who want to participate in urban events, active tourists.</p> <p>Period of implementation - 1-4 quarter.</p> <p>Within the framework of this event, Beneficiary 1 developed 9 publications on the culinary heritage of the city of Rivne, which contain professional photo materials in compliance with the requirements of the project visualization. The publications were posted on the Facebook page of the Project, on the website and Facebook page of the Lead Beneficiary. The Lead Beneficiary conducted 1 study of dish "matsyk", which is developed as information material and posted on the website and Facebook page of the Lead Beneficiary.</p> <p>On the website of the Department of Strategic Development and Investment Executive Committee of Rivne City Council, in the section "International Cooperation", in subsection "Cross-border Cooperation" http://investrv.org.ua/directions-of-activity/transkordonne-spivrobotnictvo posted main information about of Project, the course of its implementation, reports, materials about the culinary heritage of the city of Rivne.</p> <p>Due to the Covid-19 pandemic, the implementation of the action was delayed. Beneficiary 2 started the process of selecting the contractor for the task.</p>
5. Creation of strategies for cooperation and marketing communications. Signing of the Association agreement	proceeding according to work plan	<p>Partner responsible: Department of Strategic Development and Investment Executive Committee of Rivne City Council, Non-Governmental Organization "Agency for Sustainable Development of the City", The Municipality of Lublin.</p> <p>Target group - Gastronomy industry, culinary event organizers, municipalities, non-governmental organizations, education institution, residents and tourists.</p> <p>Period of implementation - 2-4 quarter.</p> <p>Lead Beneficiary has conducted negotiated procedures for the selection of expert who will be involved in the developments of the Strategy of cooperation and marketing communications in promoting Rivne's the traditional culinary heritage, conducted negotiated procedures for the selection of experts who will study the culinary heritage of Rivne.</p> <p>Beneficiary 2 has selected the contractor for the Strategy of cooperation and marketing communication in the promotion of Lublin's traditional culinary heritage. Planned date for the implementation of the action - November 10, 2020.</p>
6. International	Not started	<p>Partner responsible: The Municipality of Lublin.</p> <p>Target group - Gastronomy industry, culinary event organizers, municipalities, non-governmental organizations, education institution, residents and tourists.</p>

gastronomic conference in Lublin		Period of implementation - 3 quarter.
7. Gastronomic Festival "Matsyk" in the city of Rivne	Not started	Partner responsible: Department of Strategic Development and Investment Executive Committee of Rivne City Council, Non-Governmental Organization "Agency for Sustainable Development of the City". Period of implementation - 4 quarter.
8. Project management	proceeding according to work plan	<p>Partner responsible: Department of Strategic Development and Investment Executive Committee of Rivne City Council, Non-Governmental Organization "Agency for Sustainable Development of the City", The Municipality of Lublin. Period of implementation - 1-4 quarter.</p> <p>In the team of Beneficiary 1: 1 project coordinator, 1 communication manager and 1 financial manager work on the project.</p> <p>Due to the covid-19 pandemic and organizational changes, Beneficiary 2 appointed the Project Coordinator and Financial Manager with a delay. A laptop with equipment for the coordinator was purchased.</p> <p>The Financial Manager on behalf of the Lead Beneficiary is an employee of the Department of Strategic Development and Investment. The Lead Beneficiary carries out the general coordination of the project, monitors the compliance of all actions with the requirements of the instructions of the European Union, prepared a Brief Narrative Report. By the order of the mayor of Rivne dated 17.06.2020 № 442-r, a Steering Committee for the project implementation was created (which includes representatives of the project beneficiaries and the project team). Project Steering Committee meetings have been postponed until the opening of the EU's external borders. However, representatives of the Steering Committee are constantly negotiating with the help of online messengers. The project team working on the project activities constantly communicates via e-mail and various online messengers. The Lead Beneficiary conducted negotiation procedures with audit companies to audit the verification of the Lead Beneficiary's costs.</p>

3.2 Financial progress

	in reporting period	from the beginning of the Action
Estimated level of expenditure in relation to total budget (%):	6,7%	6,7%

4 Contracting

Items contracted	Name of contractor	Date of signing	Contract value (in EUR)	Type of the contract	Procurement procedure applied
4.2.1. Creation and production of a catalog of recipes of traditional dishes of the city of Rivne Development and cataloging of the catalog; translation of the recipe catalog of traditional dishes of Rivne (English, Polish)	Drachuk A.	contract 05.05.2020 act of services provided 26.06.2020	1100	services	direct award
4.9.2. Promotional campaign Video recording of promotional video "Matsyk"	Maliusky A.	contract 05.05.2020 act of services provided 26.06.2020	700	services	direct award
4.9.2. Promotional campaign Cost of the preparation of the visual identification placement of 4 articles in 3 Internet editions	Yarmoshuk B.	contract 05.05.2020 act of services provided 31.07.2020	440	services	direct award
3.3.1. Laptop for office work along with software	RESET-PC W. Kondratowicz-Kucewicz i A. Zams Sp. j., ul. Ochotnicza 6, 20-012 Lublin	01-07-2020	952.81	services	Act of 29.01.2004 Public Procurement Law (Journal of Laws 2019, pos. 1843) pursuant to art. 4 p. 8

5 Implementing of communication plan of the project

Communication activity 1	Target group(s) of the communication	Indicators of achievement for communication tools (target values)	Achieved in this reporting period	Achieved so far (this reporting period included)
Issuing of articles and publications	Residents and guests of the cities of Rivne and Lublin (1,5 million people)	in Lublin - 10 articles on social media and 9 online articles about projects, in particular about the conference; in Rivne - 12 articles in the media placement of 12 articles in 3 Internet	<i>In Rivne - 4 articles in 3 Internet editions; In Lublin - 2 online articles about projects</i>	<i>In Rivne - 4 articles in 3 Internet editions; In Lublin - 2 online articles about projects</i>

		editions 1 time/month		
Beneficiary responsible for the communication activity	Department of Strategic Development and Investment Executive Committee of Rivne City Council, Non-Governmental Organization "Agency for Sustainable Development of the City", The Municipality of Lublin			
Communication tools	Articles, Webpages (official site of the Department of Strategic Development and Investments, website of the Executive Committee of Rivne City Council), social channels			
Activity status	<i>proceeding according to work plan</i>			
Please describe the progress in this reporting period				
<p>The communication campaign of the project is going according to plan in city Rivne. Beneficiary 1 is responsible for the communication campaign in Rivne. 4 articles were developed and published in 3 online publications. Links to published articles:</p> <ol style="list-style-type: none"> 1. https://rivne.travel/inspiration/kulinarna-spadsina-rivnensini-ta-rozvitok-gastroturizmu1 2. https://tomat.rv.ua/u-rivnomu-doslidzhuiut-avtentychni-kulinarni-stravy/ 3. https://4studio.com.ua/novyny/u-rivnomu-doslidzhuyut-avtentychni-kulinarni-stravy-foto/ 4. http://charivne.info/news/urivnomudoslidzhuyutavtenticnikulinarnistravi?fbclid=IwAR0ABtsnx6aeqBm1BTi-r6Qans7jmYTjgh-LYAOtZmo9pM8ahq-b2VdzDa0 5. https://www.rv.gov.ua/news/u-rivnomu-doslidzhuyut-avtenticni-kulinarni-stravi?fbclid=IwAR0NikmfvSyE9ymbnkeKX9hutHw_UxvnbB5WAoR6E0DbzLbOMsDjAYvUSgE 6. https://www.facebook.com/RivneODA/posts/1399799060213422?_xts__[0]=68.ARC4AEXkJq31osPLeHbeGwpXZ3H2r14vqFHOemMYg2JvABCU2t9emaeQ-dLZAkeny-YUqH-3YVK1_k5zA9uqYrL_SDIDIUhPFSOPA-vJ_vDoXkh3zHqLWa8nsYqyqLxvfjTHj8Akz-3JNKyG2qJcZzGSd59jiJOsEW_0jqgQlpyXe3LNBcxW3UztQra6FETHduJriYWzBbVGTf90Cp9qEwQTb6bmsAkY4lYleyt9MGSrjf0waxidUE2dXpStDkkYml8b07-JT8elril6P2U15NNFH5vAFEUocuk6Q9GADiShB0opr_DcnEVVG9bKWR4MM3ErO1ohSbpmxvMX1luTtgTXMg&_tn_=-R 7. https://www.volyn.com.ua/news/155446-potravka-mlyntsi-na-zakvastsi-kulish-z-hrybamy-ta-rebramy-u-rivnomu-doslidzhuiut-avtentychni-stravy-foto 8. https://lviv.depo.ua/ukr/lviv/u-rivnomu-doslidzhuyut-avtenticni-kulinarni-stravi-202006281180784 9. https://www.ukrinform.ua/rubric-tourism/3052968-miznarodnij-proekt-doslidzue-avtenticni-stravi-u-rivnomu-ta-lublina.html 10. https://tomat.rv.ua/smachni-tradytsii-remesla-ta-obriady-rivnenshchyny-v-sohodenni-pechena-ryba-na-solomi-ta-bortnytstvo/ 11. https://horyn.info/posts/smachni-tradyciyi-remesla-ta-obryady-rivnenshchyny-v-sogodenni-pechena-ryba-na-solomi-ta-bortnycztvo/ 12. http://charivne.info/news/smachnitraditsiiiremeslataobryadirivnenshchinivsohodennipechenaribanasolomitabortnitstvo <p>Beneficiary 2 published two articles on the website of Municipality of Lublin:</p> <ol style="list-style-type: none"> 1. https://lublin.eu/lublin/lublin-w-ue/projekty-nieinvestycyjne/projekty/dziedzictwo-kulturalne-od-kuchni-promocja-tradycji-kulinarnych-oraz-profesjonalizacja-oferty-gastronomicznej-lublina-i-rownego,10934,w.html 2. https://lublin.eu/turystyka/miejsce-inspiracji/dziedzictwo-kulturalne-od-kuchni/o-projekcie/ 				
Communication activity 2	Target group(s) of the communication	Indicators of achievement for communication tools (target values)	Achieved in this reporting period	Achieved so far (this reporting period included)
Production of informational materials	Residents and guests of the cities of Rivne and Lublin (1,5 million people)	2 Banners, press conference	<i>press conference</i>	<i>press conference</i>
Beneficiary responsible for the communication activity	Non-Governmental Organization "Agency for Sustainable Development of the City", The Municipality of Lublin			

Communication tools	Press conference, informational banners
Activity status	<i>proceeding according to work plan</i>
Please describe the progress in this reporting period	
<p>The presentation (press conference) of the project took place within the framework of the forum "Rivne tourist region" https://www.youtube.com/watch?v=Py_G3cJ4d7Q (from 45:08). A banner layout has been developed with logos of the project Beneficiaries, the logo of the Project, the logo of the Program and the flag of the European Union (Annex 2). Due to the covid-19 pandemic, the press conference and other events in Lublin were postponed.</p>	

6 Problems and solutions found

<p>Please describe (if applicable) problems and solutions found during this reporting period as regards:</p> <ul style="list-style-type: none"> - activities - outputs - partnership development and cooperation dynamics - investments - other
<p>In this reporting period, the following solutions were found for the project: The decision of the Rivne City Council of 30.01.2020 № 6983 "On the Program of cross-border project " Cultural heritage of the kitchen - promotion of culinary traditions through the professionalization of the gastronomic offer of Lublin and Rivne " for 2020-2021", which provides co-financing of the project in the amount of 205 600 UAH (which is 10% of the total project cost). The Lead Beneficiary of the project provides general monitoring, coordination and control of the project implementation, control of the use of funds in the implementation of project activities and establishing links between all project partners.</p> <p>The project team widely informs the public about the project implementation and culinary heritage of the city of Rivne. The official presentation of the beginning of the project implementation took place. https://www.youtube.com/watch?v=Py_G3cJ4d7Q https://www.rv.gov.ua/news/na-rivnenshchini-rozvivatimut-kulinarnu-spadshchinu2705 https://rivne.online/archives/18119</p> <p>Beneficiary 1 is actively working on the implementation of the communication strategy. Thematic articles on the culinary heritage of Rivne were written on the basis of research conducted during the project and published in regional media. Also one TV program about the project was recorded. Sphere FM channel, program "Rivne cultural" https://www.youtube.com/watch?feature=youtu.be&fbclid=IwAR2fPHj0q64eqMJtr5AsiOIkFeDzUw9YbRDUUn3eksirALFseKkpPBjlUU&v=fupzoaenfW0&app=desktop</p> <p>In connection with the pandemic, the official start of the communication strategy of the project was delayed in Rivne (the official presentation took place on May 27). However, this will not affect the general media coverage of the project. The presentation of the video "Matsyk" and the culinary catalog has been postponed to the third quarter of the project, due to delays in implementation. The delay was also due to quarantine. Due to the covid-19 pandemic, Beneficiary 2 had to postpone the implementation of activities that require the participation of residents and guests of the city. The change in the organizational structure of Beneficiary 2 also extended the process of officially appointing of the project team. In connection with the above-mentioned problems, the Lead Beneficiary requested prolongation of the project implementation period from 12 to 18 months.</p>

Annexes

Annex 1: Logo of Project.

Annex 2: Banner layout.

Lead beneficiary signature

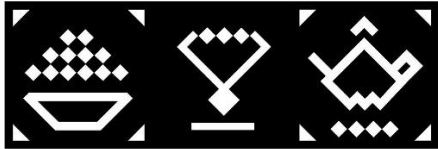
- Place and date: *Rivne, 19.08.2020*
- Name of signing person: *Mykhailo Basyuk*
- Position of signing person: *Head of Department of Strategic Development and Investment Executive Committee of Rivne City Council*
- Signature of lead beneficiary
- Stamp of lead beneficiary

Annex 1. Logo of Project



M A T S Y K M A T S Y K

CULINARY HERITAGE CULINARY HERITAGE
RIVNE REGION RIVNE REGION



M A T S Y K

CULINARY HERITAGE
RIVNE REGION



C: 16%
M: 19%
Y: 74%
K: 2%

#d2bd40
PANTONE 7758 C

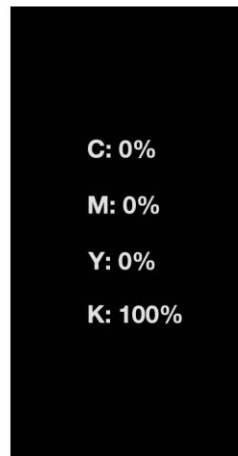


texture



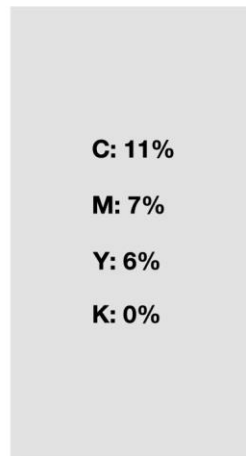
C: 28%
M: 77%
Y: 64%
K: 15%

#9b2d30
PANTONE 704 C



C: 0%
M: 0%
Y: 0%
K: 100%

#000000
PANTONE BLACK 6 C



C: 11%
M: 7%
Y: 6%
K: 0%

#e2e2e2
PANTONE 663 C

Annex 2. Banner layout

PL-BY-UA
2014-2020

Funded by
the European Union

MAZYK
КУЛІНАРНА СПАДЩИНА
РІВНЕНЩИНИ

УПРАВЛІННЯ

lublin
MIASTO INSPIRACJI

RIVNE –
LUBLIN

MATSYK

DZIEDZICTWO KULTURALNE OD KUCHNI –
PROMOCJA TRADYCJI KULINARNYCH
ORAZ PROFESJONALIZACJA
OFERTY GASTRONOMICZNEJ
LUBLINA I RÓWNEGO.

МАЦИК
КУЛІНАРНА
СПАДЩИНА
РІВНЕНЩИНИ

ПРОСУВАННЯ КУЛІНАРНИХ ТРАДИЦІЙ
ЧЕРЕЗ ПРОФЕСІОНАЛІЗАЦІЮ
ГАСТРОНОМІЧНОЇ ПРОПОЗИЦІЇ
ЛЮБЛІНА ТА РІВНОГО.

РІВНЕ-
ЛЮБЛІН

2020