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THE EASTERN DANUBE REGION



The brand of the Romanian-Bulgarian cross-border area was elaborated within the SPATIAL strategic project, financed by the Romania-Bulgaria Cross-Border Cooperation Programme 2007-2013.

The SPATIAL strategic project envisages the elaboration of a sustainable spatial development strategy of the cross-border area, including several modules / work packages (with results such as: territorial development strategy of the cross-border area, a common spatial database with mapping - GIS support, a territorial observatory to monitor regional development, implementation of pilot projects in the economic field, business environment, human resources development, agriculture, land improvement, transport - infrastructure and tourism). The SPATIAL project brought together a wide range of partners from Romania and Bulgaria (ministries, counties and districts administrations, professional associations and NGOs in various fields such as IT and tourism).





After the phase of analysis and research (which included the analysis of assets / human, cultural and natural attractions of the cross-border area, the analysis of the studies conducted within the strategic SPATIAL project or having as an object the cross-border area and the results of the workshops organized especially for branding) the chosen key phrase for the brand is “The Eastern Danube Region: A Gateway, An Odyssey”.

In order to resonate with the wider possible audience, the Danube reference was chosen for this great notoriety as the key geographic element for this cultural, ecological and socio-economic space. It allows us to anchor the cross-border area in Europe’s common history and to tie it to an already known destination by tourists and business people such as the upper basin of the Danube (the urban centers like Wien, Bratislava and Budapest).

Adding the particle “East” (The Danube Eastern Region) encourages the discovery of a territory still unknown, connected to the Black Sea basin and its major potentials. To capture, to attract attention but also to ensure the mobilization and adherence of the residents and local administrations, it was decided to use the concepts of “Gateway” and “Odyssey”. If the Gateway emphasizes the strategic position of the region between the two capitals and as a hub to Asia through the Black Sea and its ports, the Odyssey ensures the legendary and mystical connotation (epic Greek poem) which envisages fostering interest in the potential and opportunities offered by a less known area. The Odyssey allows the reinforcement of the aquatic / Danubian connotation and of the suggestion of the historical link with Europe and its traditions. The brand is illustrated by a logo that relies on the combination of the aquatic symbol (waves pointing at the Danubian reference, but also the marine one) declined in the national colors of the two riparian countries superimposed on a green base: expression of the agricultural potential and of the natural heritage of the entire Romanian-Bulgarian cross-border area.



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