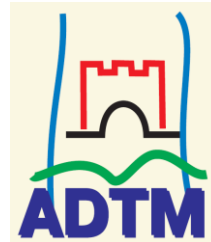




# Co-financing of tourism projects in Moldova



Association of Tourism Development  
in Moldova



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# What is a funding (according to ADTM experience)

Internal or external financing obtained by different illegible actors in calls for proposals are not "gifts" but include:

- creating partnerships between the donor and the beneficiary;
- with concrete rights and obligations that to be honored by both sides.



# The experience of ADTM in projects on the Danube

- 2009-2012 *The Spatial Development Concept of Interregional Co-operation in the Danube Space (DONAUREGIONEN+)* project, South East Europe Transnational Cooperation Program. ADTM as a 10% Project Partner was "sponsored" by ERDF Lead Partner Ministry of Construction and Regional Development of the Slovak Republic.
- 2013-2015 *TRANSDANUBE: Mobility of Transport and Tourism along the Danube* project, South East Europe Transnational Cooperation Program. ADTM as a partner funded by the ENPI instrument with own budget and project application adjusted to the TRANSDANUBE project. Monetary co-financing was fully provided by ADTM (10% of the contract amount).
- 2017-2019 *TRANSDANUBE. Pearls* project, Danube Transnational Programme 2014-2020. ADTM as Associated Strategic Partner, the costs for the activities foreseen in the project are assumed by the South East Regional Development Agency, Romania (project partner).



# Arrangements for co-financing of the projects for NGOs (from ADTM experience)

- Fundraising by providing services;
- In-kind contribution;
- Finding a partner to ensure greater co-financing;
- Synergy 2-3 different projects with the necessary co-financing ensuring.



# Fundraising by providing services

## Strengths :

- Ensure financial independence for the realization of their projects;
- Allow the co-financing for grants in the various calls for proposals.

## Weaknesses :

- The provision of NGO services is not always seen by the control bodies;
- It takes a long time to search for customers;
- Market competition.



# In-kind contribution

## Strengths :

- Using internal material resources to attract outside funding;
- No financial resources are required for the projects.

## Weaknesses :

- Few donors accept only such co-financing;
- In most cases permitted only combining the forms of the co-financing;
- Deficiency in reporting of the in-kind contribution.



# Finding a partner to ensure greater co-financing

## Strengths :

- Unnecessary own financial sources;
- It is easy to report.

## Weaknesses:

- There is a risk that partnership relations will be reduced to subordinate relations;
- The risk that the bonds will not be assumed in their entirety;
- Achieving priority activities for the partner who assumes co-financing.



# Synergy 2-3 different projects with the necessary co-financing ensuring

## Strengths :

- Replicating and completing an idea in different projects;
- Eliminating the pressure to search for sources for co-financing.

## Weaknesses :

- Differences in donor requirements in the project implementation / reporting process;
- Non-uniform calendars in project implementation;
- Drafting of the additional documents or reports for various donors.





# Study case:

## Projects synergy achieved by ADTM

- *Period of the implementation:* 2016-2017
- *Donors:* Polish AID (Ministry of Foreign Affairs of the Republic of Poland) and GEF SGP Moldova
- *Projects:*
  - "Development of agro-tourism clusters in Moldova - Strengthening non-agricultural business in rural areas" (MSZ 160 / 2016PPR2016) and
  - "Increasing local capacity for sustainable development based on the utilization of natural resources in the major tourist destinations in Moldova" (MDA / SGP OP5 / Y6 / CORE / CD / 2016/16)



# Study case:

## Projects synergy achieved by ADTM

- *Points of contact in the projects:*
- - **Training cycles** on various themes regarding the development of tourism and business in rural part of Moldova (in both projects);
- Creation and endowment of **4 Tourist Information Centers** in the clusters offices created within the project supported by Polish A ID and endowed with **4 other CIT** with mobile stands beside local museums in the project area (supported by GEF SGP);
- Performing **thematically studies** (in both projects);
- **Publishing a manual** in each project: "Agrotourism clusters in Moldova" and "Green tourism in Moldova";
- **Promotional** actions in various ways.
  
- *Sums attracted through synergy for co-financing:*
- **38332,1 EURO** from the project supported financially by Polish AID
- **20690,00 USD** from GEF SGP Moldova.



# Recommendations:

- Mutual project co-financing is **an opportunity to increase the impact of initiatives** promoted by NGOs and LPAs.
- The state must ensure **a favorable climate** for attracting the various funding of initiatives promoted by the associative sector.
- In the case of projects already attracted by NGOs, it would be salutary for the state to take the example of European countries and **to apply co-financing instruments** for projects attracted and carried out by the non-governmental sector. Or other ways to support such initiatives.



# Thank you for your attention!

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