



Harghita Community Development Association
Address: 5 Libertății Square, Miercurea Ciuc, Harghita County, Romania
Tel.: +40757-546901 • tax number: 26677010
IBAN: RO73 RNCB 0152 1159 4006 0001 – BCR Miercurea Ciuc

LOOKING FOR PROJECT PARTNER?

Harghita Community Development Association (37 municipalities from Harghita county) undertakes its activities in the field of **tourism, cultural heritage and environmental protection** in Harghita county (Transylvania, Romania). The association was founded at the initiative of Harghita County Council, on 17 December 2009. We organize events, conferences, publish brochures about values of the county and we create programme guides for tourists.

The objective of Harghita Community Development Association is the establishment and development of long term cooperation with the municipalities of Harghita county, implementation of projects at national and international level which contribute to the development and promotion of the county tourism and as well to the conservation of the protected areas.

Our main activities are:

- **Development and promotion of tourism and culture:** increasing the capacity of accessing funds regarding the development and promotion of the tourism and culture; developing the institutional framework in the tourism and culture sector; organizing fairs, events and tourism exhibitions in on sustainable tourism activities in protected natural areas; preparation of publications, websites, magazines; participation in thematic projects (ex. Via Mariae) and promotion of cultural-religious tourism etc.
- **Conservation of protected areas:** creating studies in the field of protected areas; administration and protection of protected areas; developing programs on sustainable tourism activities in natural areas.

Our association is interested in projects which contribute to the development and promotion of tourism, cultural heritage and as well to the conservation of the protected areas. We would be honored to be your partner.



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PARTNER IDENTIFICATION FORM

PIC	936107231
Legal name of the organisation	Asociația de Dezvoltare Intercomunitară Harghita
Legal name of the organisation in Latin characters (if applicable)	Asociația de Dezvoltare Intercomunitară Harghita
Acronym/Organisation's short name	ADI Harghita
National ID (if applicable)	
Department (if applicable)	
Address	Miercurea-Ciuc, Strada Libertății nr. 5., Harghita, Romania
Country	Romania
Region	Centru
P.O. Box	
Post code	530140
CEDEX	
City	Miercurea Ciuc
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Profile

Type of organization	Non-governmental association
Is the partner organization a public body?	no



Consiliul Județean Harghita
Harghita Megye Tanácsa
Harghita County Council

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Is the partner organization a non-profit?	yes
Is your organisation: a public body at regional/national level; an association of regions; a European Grouping of Territorial cooperation; or a profit-making body active in Corporate Social Responsibility?	Our organization is a non-profit association of municipalities.

Accreditation

Has the organization received any type of accreditation before submitting this application?

Accreditation type	Accreditation reference
Not yet	

Background and experience

Please briefly present the partner organization. (e.g. its type, size, scope of work, areas of specific expertise, specific social context and, if relevant, the quality system used)

The name of our Association is **Asociația de Dezvoltare Intercomunitară Harghita** (Harghita Community Development Association), short name is ADI Harghita. ADI Harghita was founded at the initiative of Harghita County Council, on 17 December 2009. Our members are municipalities from Harghita county- Transylvania, Romania.

The objective of Asociația de Dezvoltare Intercomunitară Harghita is the establishment and development of long term cooperation with the municipalities of Harghita county, implementation of projects at national and international level which contribute to the development and promotion of the county tourism and as well to the conservation of the protected areas, therefore Asociația de Dezvoltare Intercomunitară Harghita undertakes its activities in the field of tourism, culture and environmental protection.

Our main activities are:

- Development and promotion of tourism: increasing the capacity of accessing funds regarding the development and promotion of the tourism; developing the institutional framework in the tourism sector; organizing fairs, events and tourism exhibitions in on sustainable tourism activities in protected natural areas; preparation of publications, websites, magazines; participation in thematic projects (ex. Via Mariae) and promotion



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of cultural-religious tourism etc.

- Conservation of protected areas: creating studies in the field of protected areas; administration and protection of protected areas; developing programs on sustainable tourism activities in natural areas.

We organize events by ourselves or together with other partners from county in the field of tourism and culture, publish brochures about values of the county and we create programme guides for tourists.

What are the activities and experience of the organization in the areas relevant for this application?

We cooperate with several institutions and organizations in the field of youth and we organize workshops, events for young people regarding the tourism and culture. ADI Harghita gives particular attention to Youth. The Association supports them with mentoring and creates opportunities for them to participate on exhibitions, workshops and exchange of experience in Romania and abroad. Harghita County Council (elected public authority in Harghita County) declared this year for Youth, with a focus on helping young people, supporting their training, education and entertainment programs. There were organized a lot of events in the county in the name of Youth's Year: XIV. Harghita County Days, Youth Days 2018, photo competitions, cultural events, career guidance, presentations about entrepreneurship etc. ADI Harghita, operating within the legal framework of the County Council, joined to the programme and started to elaborate their own activities in the Youth sector.

ADI Harghita can contribute to all stages of the project:

- preparation, realization, dissemination and exploitation of projects' results
- selection and full preparation of the participants at local and regional level
- social research activity, in order to analyze strengths and weaknesses of the current situation in the local context
- organization of training workshops and activities to improve the level of personal and social empowerment of young people

Our association aims to develop projects related to entrepreneurial spirit of young people in tourism industry, culture and environmental protection, so the good practices of the project will



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be included in our future projects.

What are the skills and expertise of key staff/persons?

Asociația de Dezvoltare Intercomunitară Harghita has a team of 8 members of different educational background and curriculum. In our organization we have 1 executive director, 2 project managers, 1 project officer, 1 marketing specialist, 1 tourism agent, 1 accountant and 1 lawyer. Thanks to its experience and the expertise of its staff ADI Harghita has become a point of reference on the territory for tourism, culture and environmental protection in Harghita county. We work with many volunteers at our events that have different experience.

Karoly Szabo (project manager): executive director of the Harghita Community Development Association. University degree in Sociology. He has considerable experience in project management, strategic planning, business strategy and public procurement. He has experience in the field of communication and organization building, as well as in strengthening early NGO-s. He is the vice-president of the Transylvanian Carpathian Association (<http://www.eke.ma/>) and founder of the Ciuc Region Transylvanian Carpathian Association (nearly 200 members from 2010). He was the executive director of Ciuc Region Association of Entrepreneurs (<http://csve.ro/>) between 2011 and 2015 and also executive director of the IT Plus Cluster (<http://www.itpluscluster.ro/en>) between 2013 and 2015. He is the member of the presidency of Harghita Business Center - start-up and entrepreneurial center of Odorheiu-Secuiesc (<http://hbcenter.ro/en/>). Karoly Szabo is often invited to local schools and university to speak about topics for students (career, entrepreneurship, start-up culture etc.).

Zelma Bajko (project officer): three years experience in project management and event organization. University degree in Economics and further specialization (M.A) in Management and Leadership. She was assistant manager at Ciuc Region Association of Entrepreneurs (<http://csve.ro/>) between 2015 and 2016 and executive director between 2016 and 2018. At Ciuc Region Association of Entrepreneurs she worked in the SKILLS+ Soft skills development programme for micro-companies in ICT Sector project (Erasmus+ KA2 Strategic Partnerships for vocational education and training - <https://skillsplusproject.eu/>).



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Julia-Dalma Marton (tourism agent): she is responsible for providing assistance to our potential tourists, offering advice and opinions on where to go and local tourist attractions, events and customs. Graduated in international tourism in high level of universities in Budapest (Hungary) and Brasov (Romania) subject as travel, tourism, languages, accommodation services, catering, business studies, economy, management and tourism marketing. Between 2006-2011 she has experiences in participation on national and international tourism fairs and exhibitions, professional forums and training courses by representing the Harghita Tourism Association member staff and taking a relationship maintenance with the partners and communities in tourism industry. Organizing and participating in study-tours in some European destinations like Hastings (UK) (<https://www.hastings.edu/>) or South-Tyrol (Vinschgau) by collecting professional experiences in destination tourism management. She also act as a referent tourism in Bogat Community Development Association (www.bogatregio.eu) in a tourism information office.

Zelinda Pall (marketing and public relations specialist): she has a BA and MA degree in Communication and PR. She has experience in event organization, writing, managing Facebook, Instagram, YouTube, Google+ pages, blogs, websites and also has digital skills (Microsoft Office, Adobe programs). She has experience with social and traditional media, as well as social science researches, mostly about digital immigrants, digital natives and the digital divide.

Legal representative	
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Gender	Male
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Contact person	
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Facebook: <https://www.facebook.com/ADI.Harghita/>

Instagram: <https://www.instagram.com/visitharghita/>

Webpage: <https://www.visitinharghita.ro/>



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About Harghita County

With a total area of 6339 km², Harghita county is situated in the central part of Romania. To the west it borders with Mureș county, to the south with Brașov and Covasna counties, to the east with Bacău and Neamț counties, while to the north it neighbours Suceava County. Harghita County was created after the dissolvment of the Mureș-Magyar Autonomous Region during the last administrative division of the country in 1968, and lies mostly on the territory of the former Ciuc and Odorhei regions.

Besides the beauties of nature, the sites of built heritage are also popular tourist destinations. Due to its geographic position, Harghita County can be regarded as a link between East and West – both as far as its natural features and as far as the aspects of its cultural and religious life are concerned. From an ethnographic point of view, Hungarian traditions successfully blend with Romanian and – in certain regions – with Armenian traditions. The Dârjiu fortified church is a UNESCO World Heritage site. Among the other notable monuments are the Mikó Castle in Miercurea Ciuc, the Lázár Castle in Lăzarea, the Armenian Catholic church and the Armenian dwelling houses in Gheorgheni, the 'Székely-attacked fortress' in Odorheiu Secuiesc and the Moglănești wooden church. The interiors of several churches in the Ciuc and Odorhei regions feature mural paintings of the Saint Ladislaus legend. Ruins of medieval forts can also be visited.

Harghita County is primarily a rural area. Its main source of attraction resides in the intimate relationship of its inhabitants with nature and in the always renewing, living traditions. Folk culture and traditional husbandry practices - values that have already been forgotten in West-Europe – are part of everyday life here, which can be easily noticed while travelling across the countryside. The spectacular Szekler gates decorated with ancient motives prove that folk culture is alive in the region.

Tourists are welcome to take part in organised programs where they can be initiated in the ins and outs of pottery, weaving or wood carving, are offered the possibility to bake home-made bread or to have rides on horse-drawn carts. The traditional balls organised in the villages of Harghita County offer wonderful opportunities for learning folk dances.