

# Partner search form

For Creative Europe project applications

Call	+380 93 462 80 35
Strand or category	<i>Cultural-historical project</i>

## Cultural operator – who are you?

Name of organisation	"Sofiyivka", National Dendrological Park
Country	<i>Ukraine</i>
Organisation website	<a href="https://www.sofievka.org">https://www.sofievka.org</a>
Contact person	<i>Shapoval Bogdan - +380 93 462 80 35, Myroslava Savitska - +380 63 92 10 315 <a href="mailto:savitskamiroslava@gmail.com">savitskamiroslava@gmail.com</a></i>
Organisation type	National Dendrological Park
Scale of the organization	202 employees; annual turnover for 2024 is 40 million UAH.
PIC number	881815652
Aims and activities of the organisation	The National Dendrological Park "Sofiyivka" is a research institute of the National Academy of Sciences of Ukraine, established and operating to conduct scientific research aimed at acquiring and applying new knowledge in environmental science fields, advancing scientific and technical knowledge to the stage of practical application, training highly qualified scientific personnel, meeting social, economic, and cultural needs, and fostering Ukraine's innovative development.
Role of the organisation in the project	<i>Project partner</i>
Previous EU grants received	<i>Previously, the National Dendrological Park "Sofiyivka" did not receive grants from the EU, but U-Food partners did.</i>

## Proposed Creative Europe project – to which project are you looking for partners?

Sector or field	<b>Project to develop scientific, cultural, historical and media activities of the Sofiyivka Dendrological Park</b>
Description or summary of the proposed project	<p><b><u>Project Goal</u></b> — to transform the Sofiyivka Dendrological Park into an inclusive cultural and scientific center of the European level by digitizing historical and scientific heritage, creating multimedia and accessible tourist products, developing international partnerships and promoting the park through innovative media formats, ensuring a 20% increase in attendance, in particular, due to European tourists.</p> <p><b><u>Scientific focus</u></b> Due to the deep academic roots of the Sofiyivka Dendrological Park, the project aims to intensify scientific activities that combine research, education, popularization of science, and international cooperation. Key initiatives:</p> <p><b><i>Research and innovation:</i></b></p>

	<ul style="list-style-type: none"><li>• Conducting fundamental and applied research in the fields of biology, ecology, biotechnology, park design, and the impact of climate change.</li><li>• Providing expert services in scientific evaluation, technology transfer and commercialization of developments, including patents.</li></ul> <p><b><i>Digitization and accessibility:</i></b></p> <ul style="list-style-type: none"><li>• Digitization of the park's scientific and historical archives with open access for researchers through an online platform.</li><li>• Development of VR products for virtual exploration of the park's ecosystems and heritage.</li></ul> <p><b><i>Popularize science:</i></b></p> <ul style="list-style-type: none"><li>• Creating public scientific content (videos, podcasts, articles) to engage young people in the topics of ecology, biology, and cultural heritage.</li><li>• Organizing festivals, conferences, symposia and exhibitions to popularize the park's scientific achievements.</li></ul> <p><b><i>Education and cooperation:</i></b></p> <ul style="list-style-type: none"><li>• Training of young scientists through postgraduate studies with a focus on environmental disciplines.</li><li>• Establishing laboratories and joint projects with international partners to share knowledge and technology.</li></ul> <p><b><u>Cultural and historical development and inclusion</u></b></p> <p>The project is aimed at preserving, popularizing and modernizing the cultural and historical heritage of the Sofiyivka Dendrological Park, ensuring its accessibility to all visitors. Main initiatives:</p> <p><b><i>Preservation and digital accessibility:</i></b></p> <ul style="list-style-type: none"><li>• Digitization of historical archives, documents, maps, and photographs to create an online platform for researchers and visitors.</li><li>• Development of 3D visualizations of the park's historical objects for virtual tours.</li></ul> <p><b><i>Inclusive tour formats:</i></b></p> <ul style="list-style-type: none"><li>• Creation of audio guides in different languages, videos with sign language interpretation and audio descriptions for people with visual impairments.</li><li>• Development of tactile maps and a mobile application with an adaptive interface for people with disabilities.</li><li>• Ensuring physical barrier-free access: ramps, adapted paths, information stands with Braille.</li></ul>
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***Innovative cultural products:***

- Implementation of European practices: sensory gardens for tactile experience, theatrical routes for children and adults.
- Creating interactive tour routes with multi-channel navigation systems.

**Development of tourism and events**

The project is aimed at expanding the tourist attractiveness of Sofiyivka through innovative tour formats, cultural events and educational programs that will attract families, children and international visitors. Key initiatives:

***Tourism products:***

- Development of thematic routes: "Myths of Sofiyivka", 'Secrets of Nature', 'Garden Philosophy of the 18th century', as well as children's routes with interactive elements.
- Organizing combined tours in cooperation with local partners, including tasting tours and visits to ethnographic museums and monasteries.

***Cultural and seasonal events:***

- Holding seasonal festivals: spring flowering festival, summer concerts, autumn leaf festival, winter light shows.
- Organization of night tours, costumed theatrical events and family weekends to attract a diverse audience.

***Educational initiatives:***

- Launching programs for schools and universities: scientific workshops, interactive lessons on ecology and history, quests for young people.

**Media promotion and international communication**

The project's media strategy aims to engage Ukrainian and European audiences by creating interesting content and using various communication channels to promote Sofiyivka as a cultural center. Main initiatives:

***Content strategy:***

- Storytelling: A series of videos "Park through the eyes of employees" about the daily work of specialists, as well as interviews with scientists, guides and visitors.

	<ul style="list-style-type: none"> <li>• Promotion of events: Short promotional videos to announce festivals, tours and concerts.</li> <li>• Collaborations: Cooperation with travel bloggers to create reviews, itineraries and recommendations about Sofiyivka.</li> </ul> <p><b>Communication channels:</b></p> <ul style="list-style-type: none"> <li>• Traditional media: Reports, interviews and announcements on television, radio and news websites.</li> <li>• Social networks: <ul style="list-style-type: none"> <li>• Facebook: Publishing news, park legends, photo and video reports from events.</li> <li>• Instagram: Reels, photo reports, interactive polls, and quizzes.</li> <li>• TikTok: Creative short videos, including a series with an actor playing Count Potocki.</li> <li>• YouTube: Documentaries, vlogs, and educational series (A Week with a Gardener, Romantic Sofiyivka).</li> </ul> </li> </ul> <p><b><u>Expected result</u></b></p> <p>The project will transform the Sofiyivka Dendrological Park into an inclusive scientific and cultural center of European level. We aim to achieve:</p> <ul style="list-style-type: none"> <li>• Increase in tourist attractiveness: Increase in the number of visitors by 20%, including 10% of international tourists, thanks to thematic routes, seasonal festivals and targeted media campaigns.</li> <li>• Strengthening the scientific and cultural role: Digitize at least 80% of historical and scientific archives, create 5 multimedia products (VR tours, audio guides), and organize at least 3 international scientific conferences.</li> <li>• Increasing inclusiveness: Complete physical and informational barrier-free access to the park through the introduction of tactile maps, sign language interpretation, audio descriptions, and an adapted mobile application to attract people with disabilities.</li> <li>• Integration into the European space: Establishing partnerships with 5 European cultural or scientific institutions and attracting European audiences through multilingual content and cooperation with travel bloggers.</li> </ul>
Partners currently involved in the project	Ukrainian Food Association

**Partners searched – which type of partner are you looking for?**

From country or region	<i>EU countries, particularly partners from France, Germany, Denmark, Poland, and the Netherlands.</i>
Preferred field of expertise	<i>We are looking for partners engaged in ecological and botanical developments with expertise in biology and botany, as well as in the creation of cultural-historical products, among other areas.</i>
Please get in contact no later than	<i>Unlimited time</i>

**Projects searched – are you interested in participating in other EU projects as a partner?**

Yes / no	Yes
Which kind of projects are you looking for?	We are seeking projects related to the development of cultural-historical heritage with elements of inclusion.

**Publication of partner search**

This partner search can be published?*	Yes
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