

## EVALUATION REPORT

### I. Evaluation submitted (by name of Member State or INGO) Republic of Moldova

#### II. Number and title of request:

Raising public awareness of the contribution of cultural heritage to the achievement of the SDGs, through the modernisation of the only museum in the Republic of Moldova dedicated to the preservation of the unique breed of Oryol trotters." Request number 3240114073 PPE.

**Place of implementation:** Republic of Moldova, mun. Ceadir-Lunga

Commencement date: **03/02/2025**

Completion date: **30/08/2025**

Contribution received from UNESCO: **20 000 \$US**

#### III. Evaluation of the project or activity implemented:

**a)** Purpose and objectives indicating the original goals or expected outcomes as defined from the outset in the original project;

The Gagauz people are called an amazing and mysterious people: having not had a written language for centuries, they have retained their language, original cultural way of life, and rich folk art. The native language of the Gagauz is Turkic. Realising the proximity of their language to Turkish, the Gagauz, however, do not identify themselves with the Turks - their vast majority have been Orthodox for many centuries.

Today, about 250,000 people worldwide identify with the Gagauz ethnic community (Moldova, Ukraine, Bulgaria, Greece, Romania, and the North Caucasus). The largest part of them - about 150,000 people - live compactly within Moldova's borders. Since 2006, every three years in the capital of Gagauzia, Comrat, the Gagauz Congress has been held, which gathers fellow tribesmen from all over the world.

The Gagauz culture is very multi-layered and diverse. This is also evident in the days of the Hederlez celebration, where the Arab line can be traced, although the roots go back to the pagan culture of pastoralists.

Hederlez is one of the main spring holidays of the Gagauz people. It symbolises the awakening of nature and the beginning of grazing - a traditional activity among the Gagauz. Hederlez residents of Gagauzia widely celebrate May 6 - the Day of St. George the Victorious.

On this day, festive liturgies are held in the Orthodox churches of the Gagauz autonomy, and the municipality of Ceadir-Lunga becomes the epicentre of the celebration. There, on the basis of the only horse farm in Moldova, equestrian competitions "Altyn At" (Golden Horse) are held. This is a unique opportunity to witness races on Oryol trotters and other national competitions of the Gagauz.

The image of the horse in Turkic culture is deeply respected and holds a special status, primarily due to the nomadic way of life and, later, the widespread use of agriculture.

In order to increase the tourist attractiveness of Gagauzia and preserve the cultural heritage of the Republic of Moldova, it was decided in the municipality of Ceadir-Lunga, on the basis of the House of Culture, to create the first museum-gallery dedicated to the preservation of the unique breed of Oryol trotters, which can be traced throughout the historical culture of the Gagauz people.

It is important to note that Oryol trotters are endangered worldwide, and the only horse farm of its kind for breeding this breed is located in Ceadir-Lunga and is a hallmark of the city and region. The originality and value of this breed lie in its limited gene pool and unique, striking type, which set it apart from other trotting breeds.

Project aim: Raising public awareness of the contribution of cultural heritage to the achievement of the SDGs, through the creation of the first museum in the Republic of Moldova dedicated to the preservation of the unique breed of Oryol trotters.

Project objectives:

- To develop a sense of pride in the younger generation for their roots;
- To preserve the intangible cultural heritage of the Gagauz people;
- To popularise the creativity of children and adolescents;
- To develop the cultural and tourist potential of Ceadîr-Lunga;
- To unite the local community around common cultural values.

Target audience:

- Children and adolescents from 7 to 18 years old;
- Teachers, educators, cultural workers;
- Residents of Ceadîr-Lunga and surrounding settlements;
- Tourists, cultural researchers, and guests of the region.

b) Benefits, major results obtained and impact of the project :  
-Were the expected results fulfilled?

A gallery was created and launched at the Unified Cultural Centre of the municipality of Ceadir-Lunga.

As part of the project, a gallery was created at the Unified Cultural Centre of the municipality of Ceadir-Lunga, dedicated to the image of the horse in Gagauz culture. The gallery has become not only an exhibition space, but also a living cultural centre, where educational and creative events will be held, aimed at involving the local community - especially children and youth - in the study and rethinking of their own heritage.

In the future, the following will be presented on the basis of this exhibition space:

- artistic and photographic works depicting horses in various interpretations;
- historical materials, photo archives, documents related to the stud farm and its role in the development of the region;
- arts and crafts with traditional motifs associated with horses;
- oral stories and memories of elderly residents about the importance of horses in their lives.

*The exposition will evolve and be supplemented over time, becoming a dynamic cultural space. (Photos see attached)*

- A children's creative works competition was held and documented with the participation of 58 children, and the level of children's involvement in cultural processes was increased:

A competition, "Horse through the eyes of children", was organised.

To involve children and teenagers, a drawing and photography competition was held on the theme of the horse. Participants were able to express their vision, based on both traditions and modern perception.

As part of the competition, 58 creative works were presented, spanning various genres and techniques: graphics, painting, photography, graphic painting, drawing, sculpture, and applique. All works were distinguished by their distinctive style, originality, and deep understanding of the horse as an important symbol of Gagauz culture. As part of the project, an evaluation committee was created, which included representatives from the arts, teachers, artists, and a professional photographer. The project implementation team preliminarily developed the competition regulations, and gifts were purchased for the winners in each age category.

The best works selected by the commission were presented at the gallery's opening, which was attended by the municipality's Mayor. Ceadir-Lunga, the implementation team, artists, teachers, children - participants of the competition and their parents, which became a bright conclusion of the project aimed at preserving and popularising the intangible cultural heritage of the Gagauz people among the younger generation. The mayor of the municipality of Ceadir-Lunga noted the importance and necessity of this project for the city's cultural development and for young people's involvement in preserving the identity of the Gagauz people. Each participant was awarded a certificate and diploma; the winners received gifts. The works of the finalists were printed on calendars, postcards, mugs, and bookmarks, which will be distributed to local residents, city guests, and potential tourists.

- Master classes were organised and held for 107 children;

Three master classes were organised to develop creative potential and engage in the cultural process:

- Master class on academic drawing: composition basics, working with nature (with live horses or photos/videos), proportion study, attended by 35 people;
- Master class on decorative art: creating works with Gagauz ornaments, including the image of a horse, in the form of appliques, embroidery, painting, etc., attended by 35 people;
- Master class on photography: working with a camera, composition basics, street and portrait photography with horses, use of natural light, 37 children were trained.

Over 100 children took part in the training events, who, under the guidance of mentors, created artworks, mastered photography techniques, and became acquainted with traditional elements of Gagauz ornament.

Upon completion of the master classes, each participant received a certificate of participation and a diploma. (List of participants and Photos see attached)

- Calendars and postcards with the best works were published:  
(Calendars and postcards see attached)
- A room for teaching fine arts for children of the municipality of Ceadîr-Lunga was created and equipped.
- The recognition of Ceadîr-Lunga as a cultural centre of the Gagauz people was increased.  
More than 12,000 museum visitors will get acquainted with the works of children and museum exhibits throughout the year.

- Were there modifications made to the initial objectives(s) and the factors that made such modifications necessary? **NO**

c) What difficulties were encountered, and how were solutions found?

The team did not encounter any difficulties in implementing the project, as it was in high demand among beneficiaries, local authorities in Ceadîr-Lunga, and NGOs. The project was extremely necessary. It received comprehensive support from experts, teachers, parents, and the NGO "Speranța'87 Moldova", in close partnership with the NGO "Tineri în Afaceri".

d) As a result of the project, what was UNESCO's visibility in the Member State?

Depending upon the nature of the project, did the Member State publicise the activity by means of announcements in the media/radio/television and/or posters?

Information about the role of UNESCO in the implementation of this project was widely advertised through communication with local authorities, announcements on social networks  
[https://www.facebook.com/profile.php?id=61578145510775&name=xhp\\_nt\\_fb\\_acti\\_on\\_open\\_user&rdr](https://www.facebook.com/profile.php?id=61578145510775&name=xhp_nt_fb_acti_on_open_user&rdr), National Commission of the Republic of Moldova for UNESCO.

The importance of UNESCO in this project and in its results was essential. All actions carried out within the framework of the project were reported in the mass media.

### **Was the public at large invited to participate or be present?**

In addition to 165 direct beneficiaries of the project, i.e., those who attended the seminars held within the framework of the project and the art contest, there were about 6,000 indirect beneficiaries: parents, teachers, educators, social workers, etc. Also more than 12,000 museum visitors will get acquainted with the works of children and museum exhibits throughout the year. Thus, the total number of direct and indirect beneficiaries of the project during the year is expected to be 12,700 persons/

## **Were local non-governmental organisations implicated?**

The Local partner of the project was the NGO “Tinerii in Afaceri”. Registration date No. 219 from 06/22/2018.

Mission. Improving the business environment to increase the economic well-being of local communities and promote balanced regional development. Involving young people in the decision-making process and facilitating their involvement in public activities. Promoting a healthy lifestyle and supporting children and young people with disabilities, as well as those from socially vulnerable groups.

Target group. Population of the ATU Gagauzia, children aged 7 to 14 years and young people aged 14 to 35 years.

The national Partner of the project was NGO “Speranta’87 Moldova”, which provided important assistance in the project realisation. NGO “Speranta 87 Moldova” is a partner of HOPE 87 (Austria) in the implementation of all its projects in the Republic of Moldova and represents HOPE 87’s interests in the country. (Presentation activity “Speranta’ 87 Moldova”).

HOPE'87 is an Austrian initiative based in Vienna. The organisation works closely with the Federal Chancellery in the field of youth training and employment and in the promotion of humanitarian projects in Africa, Asia, Latin America, and Central and Eastern Europe. This international initiative is based on UN Decision 40/16 "Opportunities for Youth", adopted by the General Assembly on the occasion of the UN International Youth Year (1985).

## **Was the UNESCO field office consulted? Did it assist in implementing the project?**

The project was implemented by NGO “Tinerii în Afaceri” in close cooperation with UNESCO NCRM, which provided advisory assistance to the team and whose representatives actively participated in all project activities (photos attached).

## **IV. Were there or will be any follow-ups? Are there long-term plans as a result of the project?**

Did this event reflect on what is needed in the Member State in the coming years in the fields of: education, culture, communication, science and the social and human sciences?

It is important to note the sustainability of the project, which will involve the United Cultural Center and the City Hall of the municipality of Ceadir-Lunga, which will further ensure the stable functioning of the gallery and classroom, attracting artists and photographers to place their works in the gallery, as well as holding master classes for residents and guests of the municipality of Ceadir-Lunga. The gallery will become a permanent cultural facility open to visitors. The project's events can be repeated annually: it will be possible to hold new competitions, update exhibitions, and develop the direction of tourist excursions with visits to the museum and stud

farm. This will create a sustainable platform for the preservation and promotion of Gagauz culture.

**V. Was the project also financed through other funding sources? Kindly explain.**

The City Hall of Ceadir-Lunga will provide premises for the museum in the city centre to ensure easy access and visibility for all beneficiaries of the project, but also Gagauzian residents and tourists.

The premises for the museum will be provided free of charge to the project team by the mayor's office of Ceadir-Lunga municipality. The mayor's office will bear the financial costs of the premises, utilities, and all expenses, such as cleaning, maintenance, and other needs necessary to ensure the proper functioning of the museum. The project will finance the museum's equipment in accordance with the submitted budget. Thus, a room and a classroom will be equipped for children's art education. After the project is completed, the museum will continue to operate thanks to the following funding sources:

- Direct subsidies from the mayor's office to pay salaries and utilities. These subsidies are included in the city of Ceadir-Lunga's financing of educational activities.
- Tourism (expected to attract 1,500 adult visitors per year), which will include promotional activities for the museum and the potential acquisition of additional museum exhibits.
- Conducting various cultural events, master classes on traditional crafts for children, teenagers and adults.
- Cooperation with current artists of the ATU Gagauzia and the Republic of Moldova. Also with cultural figures from abroad interested in promoting their works.

Such activities can begin during the project's implementation. In addition, to promote tourism with a special focus on local guests, the project and the mayor's office will distribute brochures, create social network content, and advertise museum activities in schools throughout Gagauzia.

In all project activities, special attention was paid to the inclusion of girls and the promotion of gender equality.

Ceadir-Lunga is the cultural capital of ATU Gagauzia, and most large-scale events take place at the Municipality's House of Culture, providing an additional opportunity to promote the museum-gallery and increase traffic and awareness of its activities. Upon completion of the project, a tripartite agreement was signed between the City Hall of the municipality, Ceadir-Lunga, the House of Culture, and the NGO "Tinerii in Afaceri", within the framework of which all purchased equipment was transferred to the House of Culture for use in the museum-gallery's work.

**VI Any other observations**  
**NO**

