



## Draft Programming Document for economic development of the cross-border region of "Prespa"

**SWG EC Project Preparation Facility: "Preparation of a Proposal for an Area Based Development in the Western Balkans"**

## Overall Objective

*To foster the joint rural economy development of the cross-border region, using sustainably its cultural, natural and human resources and potentials*

### Specific Objective 1

Sustainable rural economy development

#### Measure I - Sustainable rural economy development

##### Sub-Measure I.1

*Rural economy development through joint regional initiatives for development of integrated offer of products and services*

##### Sub-Measure I.2

*Increasing employment and the competitiveness of the region through strengthening value chains and capacity building*

##### Sub-Measure I.3

*Support to individual investments in businesses development within the regional initiatives*

**PRIORITY AREAS II and III**

***Economic growth, tourism and agriculture development***

### Specific Objective 2

Sustainable management of environment and natural resources

### Specific Objective 3

The infrastructure and energy potentials improvement in the region

#### Measure II – Rural economy environment improvements

##### Sub-Measure II.1

*Protection of environment and management of natural resources*

##### Sub-Measure II.2

*Support to public infrastructure development*

**PRIORITY AREAS I and V**

***Environment, energy and regional infrastructure***

Sub Measure 1.1:

## Activities for development of integrated offer of products and services

- identification of **comparative advantages of the region** within products and services in the region,
- **development of regional products and services offer;**
- **their upgrade and development of marketing strategies** for their better access to the market.

**development and promotion**

# Beneficiaries

- Entrepreneurs, agriculture producers, extension and advisory services;

## Sub Measure 1.2:

Increasing employment and the competitiveness of the region through strengthening value chains and capacity building

- increasing regional cohesion through **development of regional economic integrations** in the value chain
- **build capacity of individual farmers and entrepreneurs** to deal with modernisation required for introducing various standards including innovations agreed with the new established regional integrations.

**building partnerships & knowledge transfer**

# Beneficiaries

- Entrepreneurs, agriculture producers; development agencies, NGOs, Academic institution, Municipal economy development services;

(Strengthening local, regional and national institutions and organisations capable of piloting new identified and required technical services, running promotions, campaigns, securing support for networking and exchange of information between entrepreneurs, tour operators, farmers etc. joining regional initiatives).

## Sub Measure 1.3:

# Support to individual investments in businesses development within the regional initiatives

- related to investments in farms, tourist households, small rural restaurants and hotels and SMEs dealing with production, processing or storing regional products
- investments aiming at introducing modern production technologies and quality schemes or standards required by regional initiative
- investments in touristic facilities and services as well as interventions in local attractions

**investments**

# Beneficiaries

- Entrepreneurs, agriculture producers, tourist services providers



## Measure 2

# Rural economy environment improvements

- **Sub-Measure 2.1 “Protection of environment and management of natural resources”:**
- **Sub-Measure 2.2: “Support to public infrastructure development”**

## Sub-Measure 2.1

# Protection of environment and management of natural resources

**Raising awareness** about protection and management of natural resources

**Support for cooperation** between various institutions in the field of environmental protection and waste management

**Promotional activities and political actions** for obtaining financial support for investments in environmental protection and management of natural resources.

**Public advocacy and support to dialogue** with relevant public institutions as regards policies/legislation on environmental issues responding to needs of rural areas

# Beneficiaries

- Communities of the region, Municipalities and other responsible institutions in the region

## Support to public infrastructure development

solving infrastructural **problems of crucial importance for regional and rural economy development.**

- **Public advocacy and support to dialogue** with relevant public institutions for developing infrastructural policies/national legislation responding to the needs of rural areas;
- **Assistance with fund raising** for infrastructural projects;
- **Facilitation and moderation of regional initiatives** which contribute to the development of regional infrastructure;
- Assistance in **development of technical and other documentation** for reconstruction and construction of regional infrastructure respecting environmental actions.



Communities in the region, Municipalities and  
other responsible institutions in the region