



“Application of Area based development approach (ABDA) in the rural border areas in the Western Balkans”

European Union funded project implemented by Regional Rural Development Standing Working Group in South Eastern Europe (SWG)



This project is funded by the European Union

PRESPA Region

A region of clean and healthy environment, an area of cultural and traditional diversity, a beautiful territory welcoming any visitor!



Activities supported

- Frequently meeting with SHG
- Promotional brochures of the region prepared and printed
- Workshop training on “Strengthening partnership and networking”
- Participation and promotion of Prespa Region in the International Tourism Fair in Belgrade
- Three People to People activities organized and one more to be organized during March 2015

Driving force of the development in Prespa region is the Stakeholders group which is composed from private sector, public sector, and NGO's.



Frequently communication with the stakeholders



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6th meeting of the Stakeholders' Group on 26th March 2014, in Ohrid, Macedonia

In total 25 representatives of “Prespa” Stakeholders’ Group from Albania and Macedonia gathered on March 26th in Ohrid, Macedonia in order to become familiar with the activities planned during the 2nd phase of the SWG EU funded project

- Views from Brussels and key issues related to future ABD activities
- Presentation of the project on ABDA implementation – 2nd phase, Main outputs, project activities, milestones and general timeframe/ Integrated approach to the economic development of the cross - border regions of the Western Balkans, Preparations in “Prespa” cross - border region
- Future activities related to implementation of ABDA in Prespa cross - border region and possible support of “People to people” actions
- Discussion about nomination of SHG members (affirmation of current members and involvement of new members)

7th meeting of the Stakeholders' Group on 2nd June 2014, in Liqenas, Albania

In total 35 representatives from the Stakeholders' Group - SHG (including newly appointed and potential new members) participated at the meeting.

The following were the focus topics at the meeting:

- ABDA "People to People" actions: Criteria and Application process
- Partnership and communication among the Stakeholders
- Election of President and Vice President of the SHG

Summary of the conclusions:

- The Project Office will continue its support the SHG related to the process of application within the program "People to People";
- The Project Office will serve as a point of support for SHG;
- The SHG will include more members from the private sector in the region;
- An appropriate and frequent media coverage will be provided for the future activities within the ABDA SWG program;

8th meeting of the Stakeholders' Group on November 25th 2014, in Resen, Macedonia

The structure of participants in the 8th SHG meeting included 33 members of Prespa Region. The following were the focus topics at the meeting:

Session 1:

- Presentation of prepared promotional brochures for “Prespa” Region and promotion of the Region on other events

Session 2:

- Progress made regarding “People to People” actions and discussion on next steps

Session 3:

- Discussion about next phase of ABDA programme

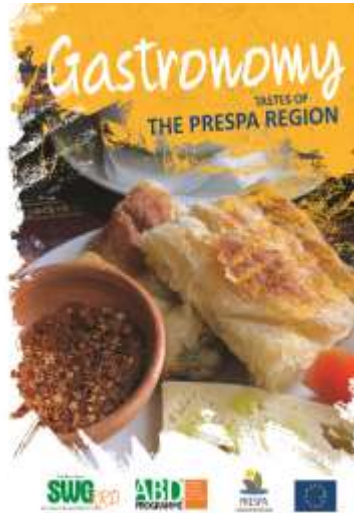
Promotional materials for “Prespa” cross border region is designed and printed

The Regional Development Strategy Working Group in South Eastern Europe (RDEE) is a transnational cooperation of experts from governmental institutions in South Eastern Europe (SEE) responsible for regional and cross-border development in regional media content and content. The RDEE is a platform for international mutual cooperation in SEE in the field of cooperation and development.

The RDEE is carrying out the project Preparation for Implementation of the New Rural Development (NPD) Approach in the Western Balkans – and other related work in building the capacities and structures in the SEE and also contributing to other projects in building the Sustainable RDP programmes. The project objective is to contribute to sustainable economic growth of the target region. These cross-border regions include BG, HR, MK, RO, SRB, TRN, and other cross-border regions between BG, HR, MK, RO, SRB, TRN, and other cross-border regions between BG, HR, MK, RO, SRB, TRN by strengthening the capacities of public administrations and other public bodies, the private sector and NGOs in the field of rural development and regional cooperation by working-up local and regional development strategies. The project will assist transnational work in the SEE in cooperation with the RDEE member countries for implementation of the new rural development approach and will also contribute to the sustainable growth of the cross-border areas of the SEE region.

The document has been prepared and published with the aim to present the experience in achieving the sustainability in affecting impact on SEE region cross-border areas.

The publication has been produced with the financial assistance of the European Union. The content of this document can be only responsible of the Regional Development Strategy Working Group in South Eastern Europe (RDEE) and of New Rural Development Programme and can neither be considered as endorsed or reflecting the position of the European Union.



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Two day workshops on the topic “Strengthening partnership and networking” for the grant beneficiaries and stakeholders in "Drina-Sava" and "Drina-Tara" cross-border regions. The workshop was held on 22-23 January 2015 in Banja Koviljaca, Serbia.



International Tourism Fair Belgrade

Promoting Prespa CBR



People to People Actions

- *Wine and Cheese Festival*
- *Apple Harvest Festival*
- *Agriculture co-operatives conference-drivers of change*

This actions are great possibility to promote all attractive elements of Prespa Region and raising the interest of visitors/tourists.

During this actions stakeholders have chance to create cross-border contacts with potential partners, exchange knowledge and information, and promote and sell their products on regional markets.



Wine and Cheese Festival held on 15th -16th August 2014 in Ohrid, Macedonia



The festival gathered local cheese and wine producers and associations from Ohrid, Resen and Korca and significantly contributed to the promotion of agricultural, tourism, handcrafts and traditional food products of “Prespa” CBR.

- 20 producers from Resen and Ohrid Municipalities and 4 from Korca, exhibited their traditional products during the high touristic season in city of Ohrid.
- This two days the event was visited by more than 10.000 people (half international)
- The estimated income of this event is more than 30.000 Euros

Prespa Apple Harvest Festival held on September 25th-27th, in Resen, Macedonia



Prespa Apple Harvest Festival presented a great chance to establish and improve the cooperation between the producers and organisations from Municipality of Resen and Korca County.

- On the Event participated more than 85 exhibitors from the Agriculture Value Chain sector
- The Event was visited by more than 5.000 visitors
- The event hosted expert panel discussion, workshops and lectures in the field of apple production and business fair organized for presentation of local, regional, national and international companies and their products.

Agriculture co-operatives conference held on 25-26 February in Ohrid , Macedonia



Agriculture co-operatives conference-drivers of change

- The conference was organized by Res group Resen and Agrinet foundation Korce
- The conference highlight the potential of the cooperative way organization as an important factor in economic and social development
- Sharing experiences and increase cooperation between different Western Balkans and good practices from EU countries

Priority areas that needs to be further supported in Prespa Region

- Agriculture
- Tourism
- Environment
- Energy efficiency
- Social cohesion
- Regional Infrastructure



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Wonderful Prespa Region!