

## CAPACITY BUILDING WORKSHOP

“Capacity building for networking among the stakeholders in apple and tourism sectors in the cross-border region Prespa”

in Otesevo - [Hotel Lakeview](#)

Resen, Macedonia

20 - 22.11.2017

### A joint capacity building activity financed through:

“Rural development through integrated forest and water resources management in Southeast Europe: Rural perspectives: qualification, reintegration and (self) employment”

TCP Facility “Implementation of short value chain development in cross-border areas in the Western Balkan region”

Project implemented in cooperation with:

***German International Cooperation***

Project implemented in cooperation with:

***FAO Regional Office for Europe and Central Asia (REU)***

Dear stakeholders and colleagues,

The Regional Rural Development Standing Working Group (SWG), the German International cooperation (GIZ) and the Food and Agriculture Organization of the United Nations (FAO), following the overall goals of projects: "Rural development through integrated forest and water resources management in Southeast Europe: Rural perspectives: qualification, reintegration and (self) employment", as well as "Implementation of short value chain development in cross-border areas in the Western Balkan region", is organising 3-day capacity development workshop on "**Capacity building for networking among the stakeholders in apple and tourism sectors in the cross-border region Prespa**" through:

- joint promotion and marketing of products and services as part of the apple and tourism value chain with a view to enhancing cooperation and creating business partnerships;
- connecting traditional and innovative products with tourism offers in Prespa;
- creating and maintaining new products and services in the region of Prespa;
- creating joint business development strategy.

The workshop will be held in the period 20 - 22.11.2017. The arrival of participants is foreseen on 20<sup>th</sup> and the departure on 22<sup>nd</sup>. The accommodation, food and refreshment during the workshop will be covered by the organizers. Translation into Macedonian, Albanian and English will be provided for the participants.

This event is following up on the workshop "Fostering integrated economic development through sustainable use of natural resources and greening of value chains" organized in April 2017, where the stakeholders from Prespa were introduced to specific planning and development tools such as the Business Canvas Model (BMC).

SWG and FAO international expertise will be used to conduct the training and coaching activities, providing opportunities for exchange of experiences, as well as development of ideas for possible joint actions among participants. The training and coaching will be conducted with a participatory approach, which will be ensured by plenary and working group discussions, as per the enclosed programme.

Please confirm your interest by completing the Expression of interest form which is attached and send it back to Ms. Etleva Thimo ([etleva.thimo@swg-seerural.org](mailto:etleva.thimo@swg-seerural.org)) not later than 15<sup>th</sup> of November 2017. We encourage all interested applicants to apply as soon as possible. After the Expression of interest form has been received, potential applicants will be informed by the final list of selected participants.

## Agenda for the capacity building workshop

“Capacity building for networking among the stakeholders in apple and tourism sectors in the cross-border region Prespa”

### Day 1 – 20.11.2017 (Monday)

<b>Starting time</b>	<b>Ending time</b>	<b>Speaker/ Facilitator</b>	<b>Title</b>	<b>Note</b>
	13:00		Arrival of participants	
13:00	14:00		Lunch	
14:00	14:15	<i>Damjan Surlevski Bojana Jovanovska FAO representative</i>	Opening of the Workshop Short presentation of the participants	<i>Plenary session</i>
14:15	14:35	<i>Kaj Mortensen Damjan Surlevski</i>	- Introduction to the workshop agenda and objectives - SWG ABD activities for introduction of the value chain concept in cross-border context	<i>Plenary session</i>
14:35	16:15	<i>Representatives from the group Local expert</i>	Overview of the current situation in the apple and tourism value chains - Input by participants <ul style="list-style-type: none"> <li>• Presentation of the business case</li> <li>• Opportunities and challenges</li> </ul>	
16:15	16:45		Coffee break	
16:30	17:00	<i>Lars Albæk</i>	Developing business strategies and partnerships/networks in cluster organisations around the apple and tourism value chains. <ul style="list-style-type: none"> <li>• <i>A joint business strategy?</i></li> <li>• <i>One food and tourism cluster for the area? OR</i></li> <li>• <i>An apple and a tourism cluster initiative?</i></li> </ul>	<i>Plenary session Presentation and discussions</i>
17:00	17,45	<i>Lars Abæk Kaj Mortensen</i>	Defining the main elements of a joint business strategy for the cluster/value chain	<i>Plenary or sectoral working groups</i>
17.45	18:30	<i>Lars Albæk Kaj Mortensen</i>	Defining a cross-border apple and tourism cluster concept in the Prespa region <ul style="list-style-type: none"> <li>• Activities, roles and responsibilities</li> <li>• Adaptation to the emerging need</li> </ul>	<i>Plenary or sectoral working groups</i>
19:00	20:00		<i>Dinner</i>	

## Day 2 – 21.11.2017 (Tuesday)

<b>Starting time</b>	<b>Ending time</b>	<b>Moderator/ Speaker/ Facilitator</b>	<b>Title</b>	<b>Note</b>
09:00	10:00	Lars Albaek	Organization of a cluster - Roles and responsibilities – preconditions for successful establishment and functioning of a cross-border cluster (management, code of conduct, etc)	Plenary session
10:00	11:15		Identifying specific joint activities under the partnership/cluster umbrella – input from participants	Plenary or sectoral working groups
11:15	11:45		Coffee break	
11:45	13:00	Lars Albaek	Shaping the cluster organization <ul style="list-style-type: none"> <li>• Steps in setting up the organization</li> <li>• Function of the secretariat</li> <li>• Planning of first activities</li> </ul>	Plenary session
13:00	14:30		Lunch	
14:30	16:00	Lars Albaek	Drafting business strategy based on main elements defined by the group around apple and tourism value chains in Prespa region	Plenary or sectoral working groups
16:00	16:30		Coffee break	
16:30	18:00		Continuation of work	Plenary or sectoral working groups
19:30			Dinner	

## Day 3 – 23.11.2017 (Wednesday)

<b>Starting time</b>	<b>Ending time</b>	<b>Moderator/ Speaker/ Facilitator</b>	<b>Title</b>	<b>Note</b>
09:30	11:00		Wrap-up discussions on the joint business strategy and the setting up of the cluster initiative	Plenary session Presentation and discussions
11:00	11:30	Damjan Surlevski	Presentation and discussion of future actions and possibilities for support	
11:30	12:00		Coffee break	
12:00	13:00		Conclusions and discussion about future steps	Plenary session
13:00	14:30		Lunch and departure of participants	

**Expression of Interest for participation in the capacity building workshop:**  
“Capacity building for networking among the stakeholders in apple and tourism sectors in the cross-border region Prespa”

**Please send this form to the SWG PMU Office Prespa  
latest by 15<sup>th</sup> November, 2017**

**E-mail: [etleva.thimo@swg-seerural.org](mailto:etleva.thimo@swg-seerural.org)**

**Mob: + 355 67 480 41 41**

<b>Name:</b>	<b>First:</b>	<b>Last:</b>
<b>Organization:</b>		
<b>Position:</b>		
<b>Address:</b>		
<b>Phone:</b>		
<b>E-mail:</b>		
<b>Describe your experience related to the main theme of the Workshop:</b>	- Participation in networks, cluster organizations or public private partnership?  - Preparation of joint business plan or part of project proposal with other partners from apple and tourism sectors?	
<b>What is your main motive to attend this Workshop:</b>		