

## II. Sustainable business models

The regional project: **Support to Economic Diversification of Rural Areas in Southeast Europe (SEDRA)** involves the countries: Albania, Bosnia and Herzegovina, Kosovo\*, Macedonia, Montenegro, and Serbia. SEDRA is jointly implemented by the Standing Working Group for Regional Rural Development in South Eastern Europe (SWG RRD) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

### Objective

The overall objective of the SEDRA project is to strengthen the institutional capacities of selected stakeholders in Southeast Europe for supporting EU-compliant economic diversification in rural areas.

### Sustainable business models

Sustainable business models in structurally weak border regions are developed in selected value chains. This includes improvement of the production and marketing of agricultural and wild products, local crafts and culinary traditions, sustainable tourism and digitalisation.

The support is realised through different capacity development measures, targeted investment support to relevant key stakeholders from the public and private sector and by facilitation of cooperation and networking along the value chain, mainly with the aim of increasing added value and employment by improving access to finances, services and markets. This will result in specific business models, as well as targeted 'people2people' activities for regional networking, exchange and rural diversification.

Project name	Support to Economic Diversification of Rural Areas in Southeast Europe (SEDRA)
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Project region	Southeast Europe (SEE): Albania, Bosnia and Herzegovina, Kosovo*, Macedonia, Montenegro, and Serbia
Project partner	Standing Working Group for Regional Rural Development in South Eastern Europe (SWG RRD)
Duration	01.09.2018 – 31.08.2021

### Expected results:

- Stakeholder groups are supported in applying an integrated value chain approach for selected products with high potential;
- Increased added value and new employment and income opportunities in value chains;
- Support civil society, the public and private sector through networking and participation in sub-regional development partnerships;
- Further development of the 'people2people' approach for promoting regional exchange, networking and rural diversification.



\* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo Declaration of Independence.

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