



Cross-border region “Drina-Sava”

“Support to economic diversification  
of rural areas in South east Europe” (SEDRA)

**Minutes from 21<sup>st</sup> Stakeholder group meeting of  
Cross-border region “Drina-Sava”**





## Minutes from 21<sup>st</sup> Stakeholder group meeting of Cross-border region "Drina-Sava"

March 19, 2019.

Assembly of City of Sremska Mitrovica, Sremska Mitrovica, Serbia

### I. List of participants

At 21<sup>st</sup> meeting of Stakeholder group of Cross-border region "Drina-Sava" 46 participants attended, including stakeholders, media and SWG project team.

Annex 1: List of participants

### II. Program

#### **March 19, 2019. (Tuesday)**

#### **Hall II Assembly of City of Sremska Mitrovica**

10:30 – 11:00 **Arrival of the participants and welcome gathering**

11:00 – 11:15 **Welcome speech**

*Mr. Tomislav Jankovic, President of City assembly of Sremska Mitrovica*  
*Mr. Aleksandar Damnjanovic, SWG Regional Manager*  
*Ms. Danica Nesevic, SWG Regional Coordinator*

11:15 – 11:45 **Presentation of SWG GIZ project: "Support to economic diversification of rural areas in Southeast Europe (SEDRA)"**

*Aleksandar Damnjanovic, SWG Regional Manager*  
*Danica Nesevic, SWG Regional Coordinator*

11:45 – 12:00 **Presentation of future Grant scheme**

12:00 – 12:15 **Open Call for support to People to People events**

12:15 – 12:30 **Capacity building activities within the SEDRA project**

*Aleksandar Damnjanovic, SWG Regional Manager*  
*Danica Nesevic, SWG Regional Coordinator*

12:30 – 13:00 **Discussion and conclusions of the meeting**

13:00 – 14:00 Lunch

14:00 - 15:30 **Capacity building event**

**Performance of detailed baseline assessment of the selected value chains (Evaluation of submitted survey forms) - Meeting with VC operators**

*Aleksandar Damnjanovic, SWG Regional Manager*  
*Danica Nesevic, SWG Regional Coordinator*



- 15:30 - 16:00 **Capacity building event**  
**Coaching stakeholders for planning, organization and implementation of P2P activities**  
*Aleksandar Damnjanovic, SWG Regional Manager*  
*Danica Nesevic, SWG Regional Coordinator*
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### III Minutes from the meeting

At 21<sup>st</sup> meeting of Stakeholder group meeting of cross-border region "Drina-Sava" SEDRA project have been presented. Project is implemented jointly by Regional Rural development Standing working group (SWG) in South east Europe and German organization for international cooperation (GIZ). Meeting was great opportunity for introduction of Call for support to manifestations as well as platform for discussion with actors from private, public and civil sector related to analysis of selected value chains. Focus of the discussion was on topics of the future capacity building measures within Drina-Sava cross border regions as well as criteria for investment support. In second part of the meeting, interested parties have been trained for application on Call for support "People to People"

Meeting have been opened by Mr. Tomislav Jankovic, President of City Assembly of City of Sremska Mitrovica who stated that there is 6 years after signing of Memorandum of Understanding and forming of this Cross-border region. Till now, lot of people, organizations and institutions have join in to this network. It is important to gather, exchange experiences and work together on different projects. He said that this is third time to gather in Sremska Mitrovica and presented tourism potentials of Sremska Mitrovica and Srem region trough promo movie created in cooperation with Tourism Organization of Sremska Mitrovica. At the end, Mr Jankovic said that Sremska Mitrovica uses funds from national and province level and that economy, agriculture and tourism have been recognized as three pillars of city development.

Reginal manager of SWG, Mr. Aleksandar Damjanovic presented previous SWG work as a regional intergovernmental organization since quite number of new members appear for the first time at the meeting, as well as SEDRA project and upcoming project activities.

#### 1. Presentation of SWG GIZ project: "Support to economic diversification of rural areas in South east Europe" (SEDRA)

General objective of the project "Support to economic diversification of rural areas in South east Europe" (SEDRA) is strengthening of institutional capacities of stakeholders in South east Europe in accordance with EU. Project is implemented in countries and territories of South east Europe: Montenegro, Serbia, Bosnia and Herzegovina, North Macedonia, Albania and Kosovo\*. Project will be focused on involvement of stakeholders and development of local communities in Cross-border regions trough:

- Value chain development with relevant actors for identification of deficiency and defining of goals and interventions;
- Implementation of measures for capacity building of stakeholders in relation with planning, investments, business cooperation within value chains, management, etc.;
- Providing of financial support for development and strengthening of selected value chains in all 7 cross border regions;
- Organizational support to regional and local manifestations in order to network, establish business contacts, promotion of value chain products and services and exchange of experiences

SEDRA includes three thematic areas:

- I. Regional cooperation and low recommendations



II. Sustainable business models;

III. Approach based on development of communities and areas.

Project activities will be realized in period from 01.09.2018 - 31.08.2021, with available budget of 1.200.000,00 EUR.

## **2. Presentation of planned investment support**

Project „Diversification of economic activities in rural areas of South east Europe trough development of small value chains“ (theme 2) is focused on development of sustainable business models in structure week border regions trough improvement in production and marketing of agriculture, food and forest products, local handy crafts, culinary tradition, rural tourism and digitalization. Support will be introduced trough measures of capacity building, facilitating the process of cooperation and networking trough value chains and targeted support to relevant key actors. Holistic approach will be applied to development of value chains as a model for support to economic development, income generation and employment in structure week border regions. Local actors will be supported for value chain creation based on valorization of local resources and sustainable use of natural and cultural heritage of the region.

Support to value chains is based on previous measures within GIZ-SWG LEIWW project and SWG approach based on regional development ABDA. In 7 cross border region, 4 value chains have been selected for further support:

- Traditional products (including agriculture and processed products from plant of animal origin (like cereals, vegetables, fruits, meat and meat products, eggs, milk and dairy products, medicinal herbs and spices etc.), forest fruits, local traditional handy craft products and culinary delights in the regions Drina-Tara, Drina-Sava and Krsh;
- Rural tourism in the regions Drina-Tara, Drina-Sava and Krsh;
- Mountain tourism in the regions Prokletije-Bjeshket e Namuna, Prespa and Sharra;
- Beekeeping in region of Pchinja -Krajishte;

Regional manager presented financial framework and budget dedicated to the investment support, which have been assessed by stakeholders as a rather modest, especially in part dedicated to the Drina-Sava region. Suggestions to criteria for investment support are listed in the meeting conclusions.

## **3. Capacity building with in SEDRA project**

During meeting discussion as well as trough collecting questionnaires, participants defined topics of interest for future trainings within the project. As most interesting topics appears:

- Innovative ways of promotion, marketing and branding of products
- On-line marketing and sale
- Organic production standards and
- Business plan and Project proposal development.

It's agreed to create training plan based on following proposals as a part of activities on capacity building of actors in cross border areas. Representative of Local Action Group “Bosutski niz” from Nijemci, Croatia, Mr. Ivan Plavsic, expressed their indulgence to the fact that again stakeholders from municipalities from Republic of Croatia are not eligible to apply



on Calls within project. He offered cooperation through organizing study visits and transfer of knowledge and good practice experiences which LAG members gain through process of EU accession and membership.

#### **4. Analysis of recognized value chains**

Mapping of value chains started in 2018. Through previous project which SWG implemented in cross-border regions when estimation of potentials for diversification of economic activities in rural areas through development of small value chains has been done. In “Drina-Sava” region, two value chains have been recognized: traditional products and rural tourism. It has been concluded that necessity is creation of added value by selling of agriculture products through rural tourism.

Active stakeholders received questionnaire before the meeting while at the meeting other interested parties, who recognized themselves as part of value chains, fulfill survey form. They all received proposed Code of Practice developed by SWG with goal to provide guidelines to users and support process of value chain development based on valorization of local resources and sustainable use of natural and cultural heritage in cross border regions of South east Europe. Code of Practice also includes best management practices in the area of economic development, legislation and environmental protection of the stakeholders in selected value chains. Different legal frameworks in different countries of the region have been discussed and how it affects the realization of the announced activities on the project.

#### **5. Capacity building of Stakeholders for planning, organization and implementation of People to People activities**

Call for support to manifestations will be launched on March 22 and opened till April 19 2019. Support through “People to People” action represent tool for networking and strengthening of cooperation, promotion of cross border regions and their culture, tradition and natural heritage and contributes to economical development through development of products and services within selected value chains.

For participants who express their interest for applying on upcoming Call, training have been organized where Application package of documents have been presented including Application and Budget forms, as well as list of eligible and non-eligible costs. Most common mistakes were particularly stressed. Criteria for evaluation are added in the Application package in order to help users to focus on acceptable activities for financing. 29 interested stakeholders attended this training session.

#### **Meeting conclusions:**

- Participants of the meeting supports continuation of activities of SWG in the region, support through capacity building and education as well as promotion of the region;
- It's necessary to renew promotional material for Cross border region “Drina-Sava” through joint brochures of accommodation capacities, touristic offer and manifestations in order to promote region as a joint brand;



- Involve promotional costs, visibility, innovative sale models of traditional products on list of eligible costs in future Grant scheme;
- Promote partnerships in value chains through additional points during evaluation and scoring of applications;
- Financial means dedicated to support to investments and manifestations were assessed as relatively modest concerning the interest of regional stakeholders;
- Meeting participants suggest following topics for future trainings:
  - Innovative ways of promotion, marketing and branding of products
  - On-line marketing and sale
  - Organic production standards
  - Business plans and Project proposal development

Prepared by:

Aleksandar Damnjanovic  
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