



"Support to economic diversification of rural areas in Southeast Europe (SEDRA)"

Minutes from the 21st Stakeholders' Group Meeting for cross-border region "Sharra"

25 March 2019, Motel and restaurant "Kod Lipe", Strpce Kosovo*

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence



South Eastern Europe
SWG
Regional Rural Development Standing Working Group



giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Participants in the meeting:

The structure of participants in the 21st Stakeholder Group meeting included 28 participants, representatives of the stakeholder group for the cross-border region “Sharra”, representatives from GIZ and the SWG project team.

The full list of participants' contacts and details can be found at:

ANNEX 1: Participants list of 21st Sharra stakeholder group meeting 26.03.2019;

Program of the meeting:

21st Meeting of Stakeholders Group for the Cross-Border Region of “Sharra”

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

11:00 – 11:15 **Welcome speech**

Representative of the Municipality of Strpce, TBC
Mr. Darko Buzarovski, SWG Regional Manager
Ms. Etleva Thimo, SWG Regional Coordinator

11:15 – 11:30 **Presentation of SWG GIZ project: “Support to economic diversification of rural areas in Southeast Europe (SEDRA)”**

- **Output 1: Regional cooperation and policy advice**
- **Output 2: Sustainable business models**
- **Output 3: Community-led and area-based development**

Mr. Darko Buzarovski, SWG Regional Manager
Ms. Etleva Thimo, SWG Regional Coordinator

11:30 – 12:00 **Presentation of overall activities within SWG GIZ project: “Support to economic diversification of rural areas in Southeast Europe (SEDRA)” in “Sharra” cross-border region**

- **Possibilities for Grant scheme/investments support within SEDRA project**
- **Open Call for support to People to People events**
- **Capacity building activities**

Mr. Darko Buzarovski, SWG Regional Manager
Ms. Etleva Thimo, SWG Regional Coordinator

12:10 – 12:30 **Capacity building event**



Coaching stakeholders for planning, organization and implementation of P2P activities of economic activities in the rural cross-border areas through short value chains

Mr. Darko Buzarovski, SWG Regional Manager

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

13:00 – 14:00 **Lunch**

Minutes of the meeting

The 21st meeting of the stakeholders' group for the cross-border region of "Sharra" was held on 25 March 2019, at Motel and restaurant "Kod Lipe" in Strpce, Kosovo*. The meeting started with the welcome speech of the Mayor of Tearce Municipality, Mr. Isen Asani who stressed the importance of these meetings for the strengthen of cooperation in the region. Also, Mr. Rodoljub Mladenovic on behalf of Strpce Municipality welcomed the participants and emphasized the great potential of Sharra region for future development.

In addition, Mr. Darko Buzarovski, SWG Regional Manager, welcomed the participants and presented the agenda with the objectives of the 21st stakeholder group meeting.

1. Topics during the meeting:

The focus of the discussions was on the following topics:

-Presentation of SWG GIZ project: "Support to economic diversification of rural areas in Southeast Europe (SEDRA)"

Output 1: Regional cooperation and policy advice

Output 2: Sustainable business models

Output 3: Community-led and area-based development

-Discussion about planned overall activities within the SWG GIZ project: "Support to economic diversification of rural areas in Southeast Europe (SEDRA)" in "Sharra" cross-border region

-Capacity building event Coaching stakeholders for planning, organization, and implementation of P2P activities

Annex 2: Presentation during the meeting

2. Presentations

The session started with the presentation of Mr. Darko Buzarovski, SWG Regional Manager, focused on the overview of the SWG GIZ project: "Support to economic diversification of rural areas in Southeast Europe (SEDRA)" project and planned activities for the cross-border

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region of “Sharra”. In addition, Ms. Anica Palazzo added more information’s about the project and about the future planned activities focused in the mountain tourism value chain.

Capacity building event Coaching stakeholders for planning, organization, and implementation of People to People activities

The call for support to "People-People" activities was announced, on March 22, 2019, and will be open until April 19, 2019. The application package, and the reporting package documents, were presented at the meeting.

It was especially emphasized that the support is focused on:

- Promotion of mountaineering tourism;
- Regional cooperation, networking, and partnerships;
- Promotion of traditional agriculture products;
- Impact on the environment and encouraging green procurement;
- Gender equality;
- The inclusion of women and young people;
- Promoting employment opportunities in the region;
- Impact of events on the revenue generated by the local and regional economy;
- Sustainability;
- Strengthening regional economic exchange through selected value chains;
- The inclusion of businesses and local communities.

Also, eligible and non-eligible costs were presented as well as examples of good practice, i.e. manifestations that were supported under the People to People activities.

Key statements and conclusions during the meeting:

- Mountain tourism was emphasized and recognized as the most important value chain in Sharra cross-border region that should be improved and supported.
- SEDRA project is a very good opportunity to support the economic diversification in Sharra region as a very relevant project to increase the small rural economies in the region.
- The stakeholders endorse the capacity building measures list and consider it as a very helpful tool with relevant topics to be developed for Sharra region. More support is needed to increase the capacities and strengthen of cooperation and networking in the region.
- Support is needed to identify the gaps and the necessary interventions needed for further development of tourism sector.
- Focus should be given to the improvement of tourist infrastructure, marketing, local traditional products and services.



- The brands in the region are missing and more support is needed for development of branding.
- It was emphasized that cross-border cooperation is very important and should be strengthened to increase the development of Sharra region in the future.
- Cooperation of stakeholders in the region is important in terms of LAG establishment and networking as a potential tool of organization for attracting more funds in the future;
- Further support is needed to promote traditional events, local products and the touristic potential of the region.
- Focus should be given to the sustainable development of tourism sector and joint promotion, joint touristic offers and strategy for the cross-border region of “Sharra”.
- Further support is needed for the preparation of applications for different call for proposals and possible partners for active IPA CBC programs in the region and other open calls.
- The Project Management Unit (PMU) and SWG will continue to serve as an information point where members of the stakeholder group will obtain the necessary information and support on new calls for proposals and programs.
- Stakeholder group members agreed that will further support the future work and activities on the development of mountain tourism in the cross-border region of “Sharra”.

Prepared by:

Etleva Thimo, SWG Regional Coordinator

Darko Buzarovski, SWG Regional Manager