



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

Minutes from the 9<sup>th</sup> Stakeholders' Group Meeting for the cross-border region "Prokletije-Bjeshket e Nemuna"

27<sup>th</sup> March 2019



## Minutes from the 9<sup>th</sup> Stakeholders' Group Meeting for the cross-border region "Prokletije- Bjeshket e Nemuna"

27 March 2019  
Shkodra, Albania

### 1. List of participants

The ninth stakeholders' group meeting for the cross-border region "Prokletije -Bjeshket e Namuna" was attended by 24 participants from all three countries, representatives of the stakeholder group for the cross-border region "Prokletije- Bjeshket e Nemuna", representatives from GIZ and the SWG project team.

*Annex 1: List of participants*

### 2. Agenda

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

11:00 – 11:15 **Welcome speech**

*The representative of the Municipality of Shkodra, TBC*  
*Mr. Predrag Markovic, SWG Regional Manager*  
*Ms. Etleva Thimo, SWG Regional Coordinator*  
*Ms. Anica Palazzo, GIZ advisor*

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. Predrag Markovic, 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 "Prokletije - Bjeshket e Namuna" 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. Predrag Markovic, SWG Regional Manager*  
*Ms. Etleva Thimo, SWG Regional Coordinator*



12:00 – 12:30 **Capacity building event**  
**Coaching stakeholders for planning, organization, and implementation of P2P activities**

*Mr. Predrag Markovic, SWG Regional Manager*

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

13:00 – 14:00 **Lunch**

### **Minutes of the meeting**

The IX Meeting of the Stakeholders' group for the cross-border region of "Prokletije-Bjeshket e Namuna" was held on the 27<sup>th</sup> March 2019, in hotel Kompleksi Argenti, Shkodra, Albania.

### **3. 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 "Prokletije -Bjeshket e Namuna" cross-border region

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

*Annex 2: Presentation used during the meeting*

### **4. The official opening of the meeting**

The meeting was opened by Mr. Deputy Mayor of Malesia Madre Municipality, Sytki Naredecaj who welcome participants of the meeting and stress difficulties that rural areas in the region are facing

### **5. Presentations**

Ms.Etleva Thimo presents the SEDRA project and planned activities in CBR Prokletije – Bjeshket e Namuna.Also, Ms. Anica Palazzo adds more information's about the project and about the activities which are planned. Mr. Petrit Imeraj representative from Albanian Alps Alliance, stress the importance of cooperation, development of mountain tourism and the promotion of the region.

It was presented to stakeholder group that the Mountaineering tourism was recognized as the most important value chain for CB region Prokletije –Bjeshket e Namuna.

Some of the key statements during the meeting:



- The identified deficits need to be tackled in the region Prokletije Bjeshket e Namuna and some of the planned activities were discussed with the group
- On the national level, the limitations exist in legislation regarding the guides and other issues important for the development of mountaineering tourism
- The Katun roads are an example how to include farmers on the mountains in the tourism offer. The promotion was an essential part of this project.
- Agriculture production is essential in promoting mountain tourism. However certain deficits exist in the offer of the traditional products. Also, the promotion is missing
- The study tours in the region are a useful tool for making joint actions. For example, visits to the National parks by representatives of all three countries
- The stakeholder group representatives in the region Prokletije-Bjeshket e Namuna can support the identification of the providers of mountain tourism services and complete offer in the region
- The private sector has limited time for capacity building events. The stakeholders need to come with ideas for useful capacity building events. The meeting with the private sector to be organized
- The brands in the region are missing, however, some of the high-value products already rich adequate price (organic honey for example)
- SEDRA project need to continue some of the successful activities already implemented by other international projects
- The potential in the region are existing however the production of some agriculture products are not enough
- The tourist infrastructure is limiting factor. Even existing infrastructure is not used in tourist purposes due that cross border crossings are missing. The project proposal between Albanian Alps alliance from Albania and Eko-Komovi, for example, is focused on the revalidation of the intensive communication from both parts of the border. The tourist providers in the region need to cooperate more. The more advanced parts of the region such as few municipalities from Montenegro need to be shared with other stakeholders in the region.
- Support in the organization of traditional manifestations is important for the development of tourism and for stronger cooperation between 3 countries.
- The promotion of local products is limited. The quantities of produced local products and the standards in processing also issue.
- The local tourism providers are facing a lot of challenges which often need to solely solve.
- The joint promotion of the region will be one of the activities which will be beneficial for the whole region.



- The further development of tourism depends on support small rural households as a tourism provider but also on a national level in providing cheaper licenses and attracting more tourist.

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

The call "People-People" was announced, which was announced on March 22, 2019, and will be open until April 19, 2019. The application package, as well as the reporting package, were presented at the meeting.

It was especially emphasized that the support is focused on:

- Promotion of mountaineering tourism ;
- Regional cooperation, networking, and partnership;
- 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.

Participants of the meeting were presented acceptable and unacceptable costs, as well as examples of good practice, ie manifestations that were supported in the previous period through this activity.

### **Conclusions and future activities**

Stakeholder group members support agree that will support future work on the development of mountain tourism. The participants emphasized that opportunities for cooperation exist, but the activities need to be synchronized and beneficial for the whole region. The stakeholder believes that joint actions regarding mountaineering tourism will be useful for the whole region.

Prepared by:

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