



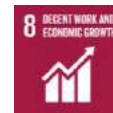
# Support to Economic Diversification of Rural Areas

Summary of the inception phase

44<sup>th</sup> SWG Assembly, Bečići, Montenegro

09<sup>th</sup> April, 2019

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# Support to Economic Diversification of Rural Areas in Southeast Europe (SEDRA)



## The context

- The regional SEDRA project involves the countries: Albania, Bosnia and Herzegovina, Kosovo\*, North Macedonia, Montenegro and Serbia
- Half of the population lives in rural areas. The majority is dependent on agriculture and forestry
- Lack of income and employment, depopulation and unsustainable use of resources have led to a substantial loss of economic viability



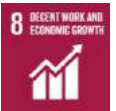
## Approach

- SEDRA builds capacities for rural development policies for economic diversification and facilitates community-led area based development and value chain promotion to revitalise rural areas in Southeast European (SEE) countries



## What we are doing

- SEDRA strengthens the institutional capacities of selected stakeholders in Southeast Europe to contribute to EU-compliant economic diversification of rural areas, thus positively affecting the life choices of the rural population, investing in sustainable business models.



# Three major fields of action

## **Regional Cooperation and policy advise**

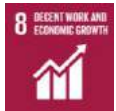
- Facilitating theme-specific policy dialogues and providing technical expertise on issues related to economic diversification
- Strengthening of regional coordination structures and mechanisms

## **Community-led and area-based Development**

- Strengthening the capacities of local and sub regional actors and networks (Local Action / Stakeholder Groups, Rural Development Networks) in order to support community-led and area-based development and to sustainably secure their funding through EU (pre-)accession assistance.

## **Sustainable business models**

- Developing sustainable business models in structurally weak border regions
- Supporting value chains through capacity building measures, facilitation of cooperation and networking
- Provision of targeted investment support to relevant key stakeholders.





## Cross-cutting issues:

- Implementation agreement signed
  - Partnership principles and steering structure defined
  - Strategy transferred into operational plans
  - Monitoring system prepared
  - Financing agreements concluded:
    - Inception Phase – 125.000 EUR
    - Regional cooperation and policy advice – 505.000 EUR
    - Sustainable business models – 600.000 EUR
    - Community-led and area-based development - 290.000 EUR
  - Overview assessment: Digitalization in Agriculture in SEE
  - Support to SWG strategy development and resource mobilization
- //
- Placement of a integrated expert at the MAWFE in North Macedonia



## Regional cooperation and policy advice

- Support to:
  - Assembly Sessions
  - Agricultural Policy Forum
  - Meetings of Minister
  - Meeting of the IPARD Managing Authorities and Paying Agencies
  - Regional exchange formats such as GFFA, etc.
- Set up working groups (REAWG) on:
  - EU Quality Policy and Schemes
  - Economic Diversification through Tourism
  - Practical application of LEADER





## Sustainable business models

- Selection of Value Chains:
  - **Mountain Tourism** in Prespa; Prokletije – Bjeshket e Nemuna; Sharra - GIZ
  - **Honey** in Pcinja-Krajsishte - GIZ
  - **Traditional specialities** and **rural tourism** in Drina-Sava; Drina Tava, Krsh - SWG
- Formulation of **value chain strategies**
- Definition of a “**code of conduct**” for cooperation along the value chains
- Call for ‘**people2people**’ measures for promoting regional exchange, networking and rural diversification
- Preparation of targeted **investments support** to key value chain stakeholders in cross-border areas to increase added value
- possibilities to align investment support with national **IPARD measures** and **cross border cooperation**





## Community-led and area-based development

- Support to the Rural Development Networks to contribute to the **networX - Inspiring Rural Europe** exchange in Brussels
- Support to **strengthen the capacities and cooperation** of stakeholders and actors to shape and implement the LEADER/CLLD approach
  - Maintaining the spirit of the **Area-Based Development approach**
- **Planning of** capacity development measures to get LEADER/CLLD up and running
- **Consideration of particular needs of women and young people** by appropriate capacity development measures in view of their full and equal participation in all decision-making structures and levels.



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