

## Cross-border region "Drina-Sava"

"Preparation for implementation of Area Based Development in the Western Balkans-II phase"

### Minutes of the workshop

"Partnership and cooperation in joint projects for integrated economic development" for the cross-border region of Drina-Sava

Preparations for integrated economic development of "Drina-Sava" cross-border region



## Minutes of the workshop "Partnership and cooperation in joint projects for integrated economic development" for the cross-border region of Drina-Sava

Preparations for integrated economic development of "Drina-Sava" cross-border region

03. April, 2014. / Banja Koviljaca, Serbia,

### I. List of Participants

The workshop was attended by representatives of stakeholder group, applicants of the Expression of interest and potential applicants for the "ABDA Grant scheme". In total 31 participants were present, out of them 13 women.

The list of participants of the workshop is in Appendix No. 1

### II. Program of the workshop

#### 03th April 2014- Thursday

- 10:00 – 10:15** Welcome and introduction to the WS (objectives, expected achievements, next steps)  
*Mr. Aleksandar Damnjanovic, SWG Regional Coordinator*
- 10:15 – 10:30** State of the Art in preparation for the forthcoming "Call for proposals" expectations of the SHG to the future in regard to ABD and the focus on cooperation/partnerships and investments in short value chains for products and services  
*Ms. Sabina Mujezinovic, President of SHG "Drina-Sava"*
- 10:30–10:40** Appetizer: New Nordic Cuisine. An example of integrated approach, based on cooperation, changing the game  
*Mr. Morten Kvistgaard, MKV*
- 10:40 - 11:20** Differentiation and recognition in the market through an area based approach  
*Mr. Morten Kvistgaard, MKV*
- 11:20 – 11:35** Development partnership in the Western Balkans – experiences and challenges  
*Ms. Suzana Djordjevic Milosevic, SWG Consultant*
- 11:35 - 12:00** Discussions, conclusions and next steps in WS  
*Mr. Aleksandar Damnjanovic, SWG Regional Coordinator*

- 13:00 - 13:15** Introduction to the participatory part of the WS  
*Mr. Morten Kvistgaard, MKV*
- 13:15 - 15:00** Group work: Way towards high quality products and services
- 15:00 - 16:00** Presentation of the results of the group work  
*Representatives of the Working Groups*
- 16:00 - 17:00** Closing of the WS: Final discussions conclusions, decisions on next steps and time table  
*Mr. Aleksandar Damnjanovic, SWG Regional Coordinator*

### Workshop topics:

- 1. State of the Art in preparation for the forthcoming “Call for proposals” expectations of the SHG to the future in regard to ABD and the focus on cooperation/partnerships and investments in short value chains for products and services**
- 2. Appetizer: New Nordic Cuisine. An example of integrated approach, based on cooperation, changing the game; Differentiation and recognition in the market through an area based approach**
- 3. Development partnership in the Western Balkans – experiences and challenges**
- 4. Introduction to the participatory part of the WS, Group work: Way towards high quality products and services and presentation of the group work**

### Topic:

- 1. State of the Art in preparation for the forthcoming “Call for proposals” expectations of the SHG to the future in regard to ABD and the focus on cooperation/partnerships and investments in short value chains for products and services**

The main objective of the workshop which was held on 03. April in Hotel Royal Spa in Banja Koviljaca, Serbia was to support the integrated cooperation among the value chain actors to encourage innovation, production of competitive products and improvement of services, development of partnership in the Western Balkans.

Sabina Mujezinovic, presented State of the Art in preparation for the forthcoming “Call for proposals” expectations of the SHG to the future in regard to ABD and the focus on

cooperation/partnerships and investments in short value chains for products and services. Sabina Mujezinovic started her presentation presenting the previous work of the SHG and the formed micro region in Andrevlje, estuary Drina Sava river in Bosnia and Herzegovina, small scale tourist infrastructure-equipment in Serbia, and branding in Croatia. In the Call for Expression we received 14 application, in most of them all three countries were represented, 2 of them did not have partners. The application can be grouped thematic in tourism and agriculture, and most of the applicants asked for 3.000 EUR per partner except one that asked for 300.000 EUR. Sabina Mujezinovic called the SHG for discussion on the work done and on the further work. The development should be by the people and for the people.

Dejan Velimanovic, asked following questions: if it is possible to apply with new projects that were not submitted in the Call for expression; when will be the promotional material ready, is it possible to have the material published before opening the Call for project proposal.

Aleksandar Damjanovic, the Call for project proposal will be published on 07th April, and considering the visibility of the project, everybody how is interested can apply with their projects and ideas.

Nedzib Atic, raised a question about partners and the sectors that have to be involved, does it mean that we are suppose to have one public sector, one NGO and one private sector, how will evaluated the projects and was the Call already prepared.

Irena Dzimrevska, pointed out that the process of preparing the Call started in coordination with the SHG during the meetings transparent and on a participative basis and all the suggestion of the SHG were taken in consideration. The partners for the ABD Grant scheme have to be from two different economic sector for e.g.: tourism, food production and agriculture. Regarding the evaluation, the SHG will receive a detailed guideline for beneficiaries were ranking criteria will be presented. SWG will nominated a independent Selection Committee for the evolution process, member of the SGH can be designated as a part of the Selection Committee only as observers. However, they must not be in the same moment applicants under this Call for proposals.

Presentation in Appendix No.2.

## **2. Appetizer: New Nordic Cuisine. An example of integrated approach, based on cooperation, changing the game; Differentiation and recognition in the market through an area based approach**

Morten Kvistgaard, presented Partnership and cooperation in joint projects for integrated economic development in Europe and approach based on the development of the territory (ABD) and the "Terroir" concept. The concept of terroir (terre "land") in free translation means "sense of place" and represents corporation and a set of specific characteristics of one geographical region. Examples of good practice in production and marketing of products were presented:

- The concept of Nordic cuisine
- Salt (Salt Laesoe Sizzle)

- Sweets (Liquorice of Johan Bülow)
- Cheese (Case of L'Etivaz chess)
- Cheese (Kolasin, Montenegro)

Goals of EU quality policy in agriculture and food production are to close information gaps between actors in the food chain, improve information for consumers about product characteristics and farming attributes (Code of Practice) and better markets for agricultural quality products.

Presentation in Appendix No. 3.

### **3. Development partnership in the Western Balkans – experiences and challenges**

Suzana Djordjevic Milosevic, started her presentation by presenting traditional forms of organization in rural areas in the Western Balkans and all its ups and downs. Some reasons to form partnerships are: to achieve goals that individuals cannot achieve alone, to promote local resources in a new way, to find solutions and answers for questions and weakness that we have and to create new products/offers in a joint offer. The first step is networking through cross-border cooperation between stakeholders and financial support for the implementation of joint projects, opened the first opportunities for partnerships at the national level, as well as vertically partnership with the wider national and regional community. Suzana Djordjevic Milosevic presented the "Serbian magaza" and "Tastes and smells of Banats chees and wine" two projects, one as a good example of practices and one as an example of all the risks that may come out during the project implementation.

Presentation in Appendix No. 4.

### **4. Introduction to the participatory part of the WS, Group work: Way towards high quality products and services and presentation of the group work**

After presenting the scheme of Inter-professional association - SWG Partnership the SHG was split into three groups and they got following questions to work on them:

1. Describe the planned partnership: What do we want to achieve?
2. What is the objective for the level of (high) quality for your specific project partnership?
3. What is needed in the partnership for the achievement of high quality product and service? Are investments needed? Training?
4. Do we have an idea of the Code of Practice (CoP) in the project partnerships? If yes, try to describe it.
5. How is the linkage between CoP and High Quality?
6. Do we have products/services with GI potential? (berries, plums, cheeses, meat, olive oils, wine, traditional dishes, tourist offers?)
7. How do we ensure recognition in the market?

8. Do the services have a potential for attracting of international tourism with high purchasing power?
9. Is the accommodation network sufficiently developed?
10. Is the value chain today sufficiently strong to carry and maintain the high quality standards to the consumer?
11. Where in the project partnership is capacity building and training and investment needed?

Presentation in Appendix No.5.

Nikola Niksic, presented " Srijem - Srem - Posavina, quiet oasis between East and West". Partnership will be built through networking of farm households and food producers in order to raise higher standards in tourism and to increase the production through a Code of Practice (PDO). The PDO will define the level of quality and help to raising the level of touristic capacities. Recognition on the market will be provided through mobile stands in every participating country on which traditional clothing of the region will be presented, together with specific traditional products. All the stand have to respect the rules set in the Code of Practice. Building of capacities is needed in the following segments: branding, standardization, examples of good practices and joint presentation of the region.

Presentation in Appendix No. 6.

Vesna Katic, presented the second group: Anglers from Donji Zabar, Priboj and Bogatic "The development of nautical tourism". Through the partnership the group wants to add value on the existing offer and to extant the stay of sport fisherman in their municipalities and provide uniform quality of accommodation. To achievement high quality of product, accommodation and service investments are needed. The CoP should define the rights, obligation and qualities that need to be provided from the partners like two stars for accommodation. The group already has registered fishing competition on the national and international level. The recognition on the market should be provided through web site. The group wants to provide additional services and uniform quality accommodation at three locations.

Presentation in Appendix No. 7.

Sabina Mujezinovic, presented the agriculture group and the "Drina-Sava honey path". For each involved country partners and leaders will be defined how will do the mapping of producers of honey and bee products in horizontal networking. Investments in 3 tasting honey places will be made in Bosnia and Herzegovina, Croatia and Serbia. The group will contact tour operator that work with receptive tourism and that could help promoting the region and bringing tourist into the region. Promoting and co-financing of project activities should be done by SWG people to people actions and by applying at Citizens for Europe. In the CoP should ensure that registered producers-fully satisfying legal preconditions, while respecting national legislation according to specific standards and regulations in force and EU regulations. The group wants to label the Drina-Sava region through packing of specific products of the region. The project will be defined horizontally and vertically according to networking and the sequence of the value chain, each partner of the region will promote all the offer the Drina-Sava region and refer the tourist to the honey path. The investments are needed to build tasting wooden room-wooden up to 12 m2,

financing of the hologram and logo, training for the appearance on the market and incorporated into the tourist offer.

Presentation in Appendix No.8.

After the presentation, Aleksandar Damnjanovic opened the discussion on the issues regarding the questions to the workshop and the Call for Project Proposals. The Call will be official opened on Monday the 07th April 2014, SWG will ask all SHG to publish the Call on their web sites, the Call will be open for one month. Regarding the financial allocation provided within the call, the minimum amount will be 1.000 EUR, the maximum value of grant for a partnership (group of beneficiaries) will be up to 35,000 EUR. The period of registration of the applicant will be reduced from two years to one year.

Bosko Nikolic, raised the question if the leading partner suppose to have a Pador number? Irena Dzimrevska pointed out that in this Call are no leading partners, all of the partners are equal and they don't need Pador numbers. It is not possible that SWG pay the grant in installments, beneficiaries will be reimbursed up to 75% of the total eligible costs after the completion of the action and submission to SWG of the original documents and VAT is not a eligible cost.

Prepared by: Mirela Čaušević,

Technical Assistant of CBR "Drina-Sava"