



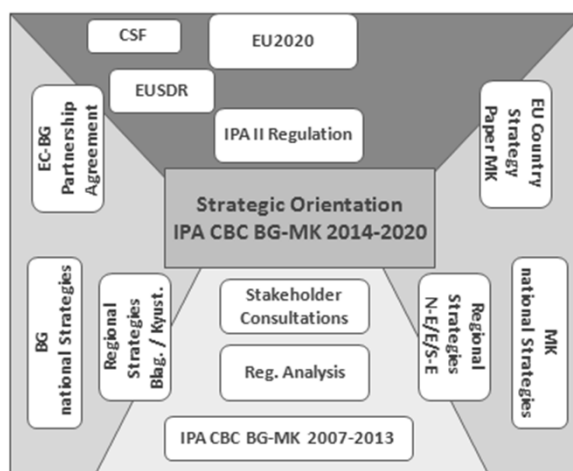
2nd Joint Working Group Meeting Bulgaria – the former Yugoslav Republic of Macedonia IPA Cross-border cooperation Programme 2014 – 2020

Presentation of the situation analysis and SWOT analysis, findings from consultations with stakeholders, thematic priorities and intervention logic

Skopje, 23 April 2014



Strategic context for programming IPA CBC Programme



Promoting EMPLOYMENT, labour mobility and SOCIAL and CULTURAL INCLUSION



Key challenges and needs for cooperation

• **Challenge:** Development of labour market & reduction of regional imbalances

• **Needs:**

- Local employment initiatives, information and advisory services, joint training (key competences, adjusting labor force to new labor market demands);
- Stimulation and promotion labour mobility;
- Joint structures providing services to create new jobs (women, young), stimulate start-up SMEs & self-employment, CBC business incubators, consultancy schemes (support small entrepreneurs in rural areas).
- Support cross-border social enterprises (rural areas).
- Exchange of experience between the social service entities, both public and private;
- Development actions addressing the needs of vulnerable groups (disabled, elderly, Roma community).



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Protecting ENVIRONMENT and promoting CLIMATE CHANGE adaptation and mitigation, RISK PREVENTION and management

Key challenges and needs for cooperation

• **Challenge:**



- Air pollution-transport; soil & water pollution-industrial & agriculture activity, solid waste management & recycling problems, sewerage systems improvements;
- Efficient utilisation of regional resources, increase energy efficiency measures, proper exploitation of renewable sources of energy.

• **Threat:** Climate change impact agriculture, tourism, forest & hydro-energy system.

• **Needs:**

- Development of integrated policies & concepts (land, improve water, solid waste management);
- Raising awareness and implementing measures on biodiversity preservation;
- Action & programmes to ensure integrated approach on use of renewable energy sources and improve energy efficiency;
- Increase awareness of public institution & business operators on benefit of adopting energy efficiency measures in buildings;
- Awareness raising & strong measures jointly to be undertaken (risk prevention, flood-protection, forest protection from fire, other climate change effects).



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Promoting **SUSTAINABLE TRANSPORT** and improving **PUBLIC INFRASTRUCTURES**

Key challenges and needs for cooperation

• **Challenge:**

- Limited connection through roads between peripheral and semi-mountain locations with center and urban areas;
- Development of sustainable energy saving transport and communication system;
- Infrastructure development and modernization of operation of the cross border points along with improved customs procedures.

• **Needs:**

- Rehabilitation of II and III class regional and local roads;
- Building of new road sections;
- Mobility management and awareness raising for sustainable transport.



Encouraging **TOURISM** and **CULTURAL** and **NATURAL HERITAGE**

Key challenges and needs for cooperation

• **Challenge:**

- Quality of touristic services and infrastructure is not satisfactory;
- Development of tourism activities more intense on BG side.

• **Needs:**

- Develop: - unified strategy for regional tourist routes & products development
 - alternative forms of tourism & continued improvements & support in spa, rural/eco, cultural/historical and sport tourism;
- Improve: - tourism promotion infrastructure&ensuring adequate touristic services;
 - touristic facilities and their management;
- Extended access to tourist sites with new tourism forms/products development;
- Exchange experience/best practices in tourism & promotion joint tourist products;
- Cultural/historical & natural heritage, valorization, protection, conservation, promotion and regulation;
- Archaeological sites, discovering, exploring & promotion;
- Museums, promotion & regulation
- Tourism brands promotion,international tourist exchanges/media advertisements.



Investing in YOUTH, EDUCATION and SKILLS

Key challenges and needs for cooperation

• *Challenge:*

- Not a clear link between education sector & labour market, where first not serving properly the emerging needs of second;
- Inappropriate vocational orientation for human resources.

• *Needs:*

- Improve: - education quality with access for the entire community;
 - access to schools/kindergartens for children in remote areas;
 - educational infrastructure (rehabilitation of buildings).
- Enhance: - foreign languages and information technology skills;
 - young people participation in the cultural, social and democratic developments.
- Matching training and vocational education programme with future needs of the economy for qualified and special market skills.
- Development of joint programmes & intensified exchange programmes.



Promoting local and regional GOVERNANCE

Key challenges and needs for cooperation

• *Challenge:*

- Intensify coordination and cooperation among relevant actors;
- Increase civil servants professional capacity & motivation.

• *Needs:*

- Improve consultation, coordination and cooperation between administration and stakeholders
- Public measures and information resources for promotion regional economic potentials.
- Strength public administrations and public services in institutional capacity/efficiency for implementation EU funds
- introduce/enhance e-governance



Enhancing **COMPETITIVENESS, BUSINESS environment** and the development of **SMEs, TRADE and INVESTMENT**

Key challenges and needs for cooperation

- *Challenge:* SMEs capacity development for grow in reg./nat./inter. markets.
- *Needs:*
 - Enhance access of local businesses to international markets;
 - Stimulate collaboration between SMEs, growth/increased competitiveness based on cluster approaches;
 - Bringing agricultural producers closer to markets and agribusiness centers development;
 - Promote entrepreneurship & cooperation for exchange of new ideas, skills and technology;
 - Foster creation of new firms, cooperation and exchange of experience in agriculture, RES, tourism;
 - Promote bio-farming;
 - Combined actions with particular focus on the ecotourism development.



Strengthening **RESEARCH, technological development, INNOVATION** and **INFORMATION and COMMUNICATION TECHNOLOGIES**

Key challenges and needs for cooperation

- *Challenge:* ICT sector development, along with intensive education on information technology skills.
- *Possibilities:*
 - Increase competitive capacities of regional enterprises through technology transfer activities & establishment of R&D institutions (also cross-border regional incubators);
 - Create: career centres for specialists qualification & regional centres for stimulating the mobility of scientists.
- *Needs:*
 - Establish public Internet centres (particular rural settlements)
 - Support access to broadband connections of households, schools, cultural centres, medical centres, universities and SMEs.

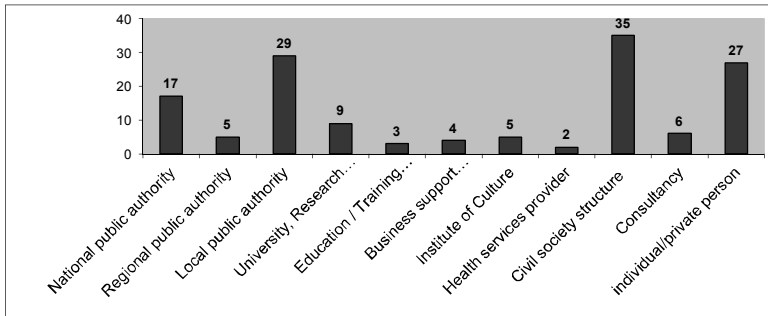



on-line survey

Internet survey from 3 to 14 February 2014 through the web site of the Programme

Total 142 responses: BG: 67 or 47,2%
MK: 75 or 52,8%

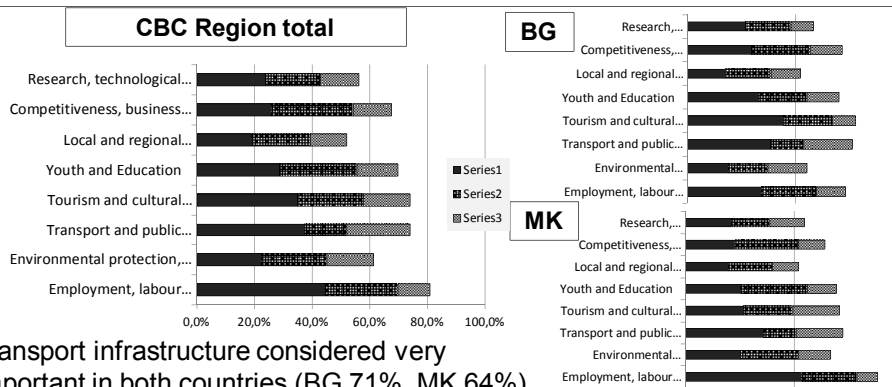
Type of institutions completing the questionnaire:



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on-line survey priority areas for cross-border cooperation



Transport infrastructure considered very important in both countries (BG 71%, MK 64%),
In BG Tourism considered even more important (78%)
In MK Competitiveness and SME development (61%), Employment (61%) and Environment (56%) considered as more important than Tourism (55%).



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Regional Consultative Forums

February-March 2014: Five RCF have been organized:

location	date	Number of participants
Strumica (MK)	26.02.2014	29
Stip (MK)	27.02.2014	50
Kumanovo (MK)	28.02.2014	41
Kyustendil (BG)	06.03.2014	30
Blagoevgrad (BG)	07.03.2014	32
Total participants:		182

Situation/SWOT analyses presented with main discussions on the selection of Thematic priorities and possible activities within them



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Regional Consultative Forums main conclusions

During consultations with regional stakeholders in both countries participants manifested main interest in the various Thematic Priorities as follows:

MK side: TP2, TP4, TP5 and TP1 with TP7

BG side: Kyustendil: TP4, TP2, TP1, TP7

Blagoevgrad: TP4, TP2, TP7, TP8

TP 1 Promoting EMPLOYMENT, labour mobility and SOCIAL INCLUSION



TP 2 Protecting the ENVIRONMENT and promoting CLIMATE CHANGE adaptation and RISK PREVENTION

TP 4 Encouraging TOURISM and CULTURAL HERITAGE

TP 7 Enhancing COMPETITIVENESS, business and SME development, trade and investment

TP8 Strengthening RESEARCH, technological development, INNOVATION and ICT






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Thematic Priorities

Theamtic Priorities	Current Programme		Online survey	RCF BG	RCF MK	Situation & SWOT analysis	CBC added value				TOTAL
							Organisational and policy learning	Solutions to common problems	Generating critical mass	Building structures	
TP1	Promoting employment, labour mobility and social and cultural inclusion across borders		8	5	5	3	1		1		35
TP2	Protecting the environment and promoting climate change adaptation and mitigation, risk prevention and management		3	7	8	6	1	1	1	1	39
TP3	Promoting sustainable transport and improving public infrastructures		7	2	3	4		1		1	20
TP4	Encouraging tourism and cultural and natural heritage		6	8	7	5	1	1	1	1	45
TP5	Investing in youth, education and skills		5	4	6	7	1	1	1		32
TP6	Promoting local and regional governance		1	3	1	2	1	1	1	1	14
TP7	Enhancing competitiveness, the business environment and the development of small and medium-sized enterprises, trade and investment		4	6	4	8	1	1	1	1	37
TP8	Strengthening research, technological development, innovation and ICT		2	1	2	1	1				13

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Thematic Priorities

8 Thematic Priorities

Justification: what arguments considered

- EU2020,
- EUSDR,
- Partnership Agreement,
- BG and MK Strategies,
- stakeholder opinion,
- CBC relevance of potential activities



3 Options for Thematic Priorities selection

Option 1: very focused - two Thematic Priorities

- TP 2 Protecting the environment, promoting climate change adaptation and mitigation, risk prevention and management
- TP 4 Encouraging tourism and cultural and natural heritage.

Option 2: pretty broad – four Thematic Priorities

- TP 2 Protecting the environment, promoting climate change adaptation and mitigation, risk prevention and management
- TP 4 Encouraging tourism and cultural and natural heritage.
- TP 5 Investing in youth, education and skills
- TP 7 Enhancing competitiveness, business environment and the development of small and medium-sized enterprises, trade and investment

Option 3: a compromise – three Thematic Priorities

- TP 2 Protecting the environment, promoting climate change adaptation and mitigation, risk prevention and management
- TP 4 Encouraging tourism and cultural and natural heritage.
- TP 7 Enhancing competitiveness, business environment and the development of small and medium-sized enterprises, trade and investment



Intervention Logics of TPs (Specific Objective, Results, activities)

TP2: Protecting the environment, promoting climate change adaptation and mitigation, risk prevention and management

Specific Objective: *Improving the resilience of the regional ecosystem*

- | | |
|-----------------------------|--|
| Results | R1 Better preserved environment and biodiversity in the cross-border region |
| | R2 improved preparedness of the region concerning natural and environmental hazards and the consequences of climate change |
| Potential Activities | A1 joint approaches to protect and manage common water bodies |
| | A2 joint approaches for protecting landscape and biodiversity in the region |
| | A3 awareness raising (and education) on all levels (individual persons, organizations, businesses, public administration, schools) on issues related to environmental and nature protection (including related small scale investments) |
| | A4 Preparation of technical documentation and feasibility studies for consolidation of river beds, construction of dikes, ... |
| | A5 small scale investments in recycling, waste selection and public hygiene |
| | A6 small scale investments in RES and energy efficiency |
| | A7 joint approaches for promoting climate change awareness, adaptation and mitigation |
| | A8 joint activities for improving the strategies and capacities for disaster management |



Intervention Logics of TPs (Specific Objective, Results, activities)

TP4: Encouraging tourism and cultural and natural heritage

Specific Objective: *Enhancing the tourism potentials of the region*

- Results** R1 Improved valorization of the cultural (and natural) heritage of the region
R2 Tourism increased its contribution to the regional economy
- Potential Activities** A1 joint and coordinated initiatives for the protection, conservation, valorization and further promotion of the region's cultural (and natural) heritage
A2 elaboration and implementation of joint thematic routes and thematic tourism clusters
A3 (small scale) investments for improving the accessibility and attractiveness of cultural (and natural) heritage that is related to the cross-border tourism strategy and joint thematic clusters / routes
A4 joint initiatives for the preservation and promotion of intangible cultural heritage and cultural events...
A5 Enhancing the participation of young people in cultural initiatives (TP5, TP1)
A6 Joint initiatives to improve the service quality in tourism (businesses, touristic sites) (TP1, TP5, TP7)
A7 support to (start-up and self-employment) initiatives for exploiting local assets to create new tourism offer and services and products relevant for tourists (TP1, TP5, TP7)
A8 development and implementation of joint education, vocational training and training schemes in close cooperation with the business sector (TP1, TP5, TP7)
A9 development of new / alternative / sustainable tourism products (TP1, partly TP5, partly TP7)
A10 Encouraging tourism entrepreneurship and rural tourism development (TP1, TP5, TP7)
A11 Joint promotion and branding initiatives on themes and in areas related to the cross-border tourism strategy (TP7)

Intervention Logics of TPs (Specific Objective, Results, activities)

TP7: Enhancing competitiveness, business environment and the development of small and medium-sized enterprises, trade and investment

Specific Objective: *Improving the competitiveness and internationalization of local businesses*

- Results** R1 Improve the competitiveness of regional businesses
R2 improve the access of companies to cross-border and international markets
- Potential Activities** A1 development and implementation of joint education, vocational training and training schemes in close cooperation with the business sector (TP1, TP5, partly TP4)
A2 support to start-up and self-employment initiatives (especially for young people) (TP5, TP1, partly TP4)
A3 support the development of cross-border business clusters
A4 joint approaches for the development and implementation of innovations in businesses (TP8)
A5 joint approaches to the introduction of international quality standards in local businesses
A6 joint initiatives for intensification of cross-border (and international) trade and trade links



Intervention Logics of TPs (Specific Objective, Results, activities)

TP 5: Investing in youth, education and skills

Specific Objective: *Improving the framework for young people in the region*

Results **R1** (young) people in the region are well prepared for the challenges of the labor market

R2 it is attractive for young people to live and work in the region



Potential Activities **A1** development and implementation of joint education, vocational training and training schemes in close cooperation with the business sector (TP1, TP7, partly TP4)

A2 support to start-up and self-employment initiatives (especially for young people) (TP7, TP1, partly TP4)

A3 cross-border practices and internships in companies and institutions for young people (TP1, TP7, partly TP4)

A4 support to kids and youth initiatives in the area of cultural, social, science and physical activities (music, philosophy, sports, regional exploration, ...) (TP4)



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Thank you for your attention!



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