



IPA Cross-border Programme CCI Number 2007CB16IPO007

Preparation of Bulgaria – the former Yugoslav Republic of Macedonia IPA Cross-border cooperation Programme 2014 – 2020

2nd Regional Consultative Forum

Presentation of the Programme Intervention Logic
(Objectives / Results / possible Actions)

Strumica, 4 June 2014


This project is funded by the European Union


This project is implemented by Project Planning & Management Ltd.

Preparation of - IPA Cross-border Programme 2014 – 2020

Strategic context for programming IPA CBC Programme



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Thematic Priorities (= priority axes)

Thematic 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	7	5	8	5	5	3	1		1		35
TP2 Protecting the environment and promoting climate change adaptation and mitigation, risk prevention and management	5	7	3	7	8	6	1	1	1	1	39
TP3 Promoting sustainable transport and improving public infrastructures	1	2	7	2	3	4		1		1	20
TP4 Encouraging tourism and cultural and natural heritage	8	8	6	8	7	5	1	1	1	1	45
TP5 Investing in youth, education and skills	4	4	5	3	6	7	1	1	1		32
TP6 Promoting local and regional governance	3	3	1	1	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	6	6	4	6	4	8	1	1	1	1	37
TP8 Strengthening research, technological development, innovation and ICT	2	1	2	4	2	1	1				13



3rd Option from TA proposal selected

Option 1: very focused - two Thematic Priorities

Option 2: pretty broad - four Thematic Priorities

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



Programme Structure

BG – MK CBC Programme 2014-2020

Overall Objective

“to intensify cross-border cooperation between the people and institutions of the region in order to jointly address common challenges and exploit untapped potentials”

PA 1 Environment

TP 2 Protecting the environment, promoting climate change adaptation and mitigation, risk prevention and management

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

PA 2 Tourism

TP 4 Encouraging tourism and cultural and natural heritage

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



PA 3 Competitiveness

TP 7 Enhancing competitiveness, business environment and the development of SMS enterprises, trade and investment.

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

PA 4 Technical Assistance



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Intervention Logic

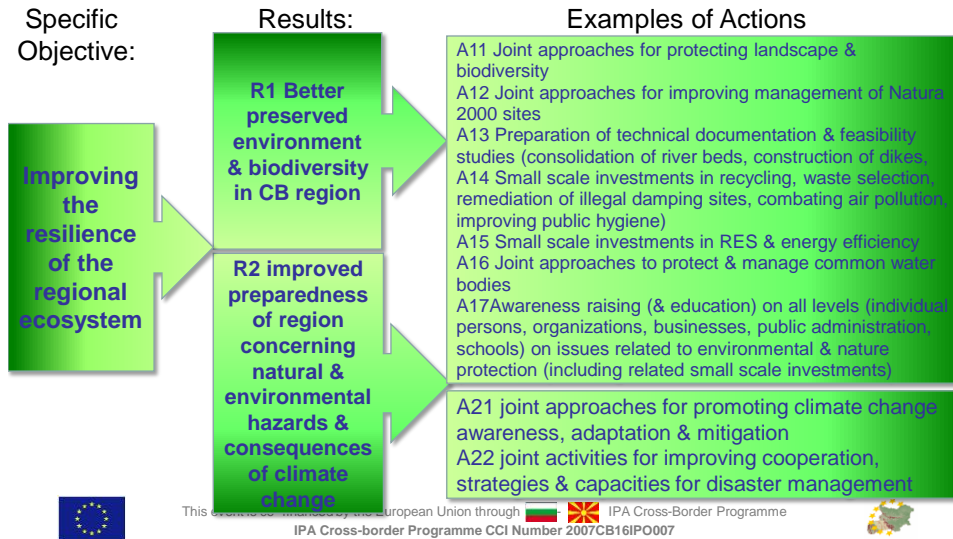
- **Specific Objective,**
- **Results,**
- **Examples of activities,**
- **Type of actions,**
- **Type of beneficiaries,**
- **Indicators:**
 - **Result Indicators**
 - **Output Indicators**



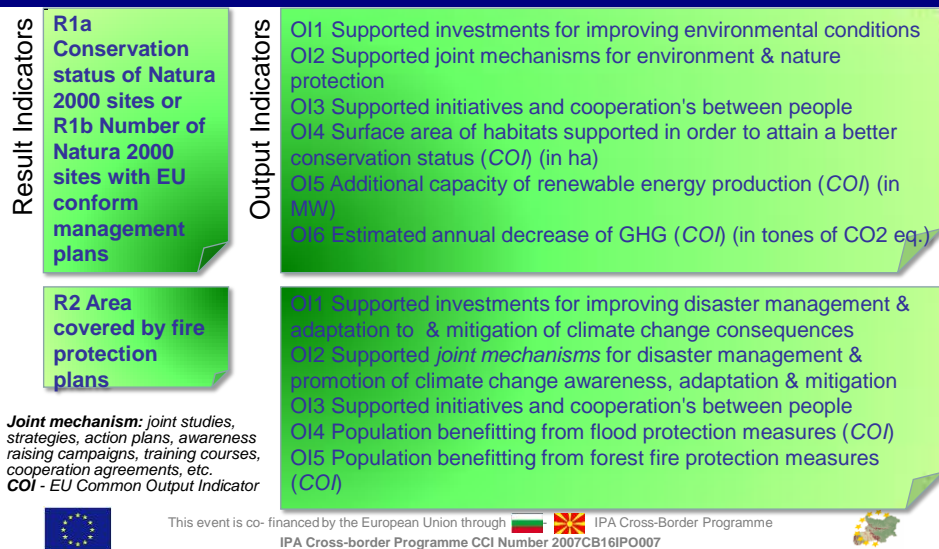
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TP2: Protecting the environment, promoting climate change adaptation and mitigation, risk prevention and management



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



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

Target groups: Population in the region; Regional and local authorities

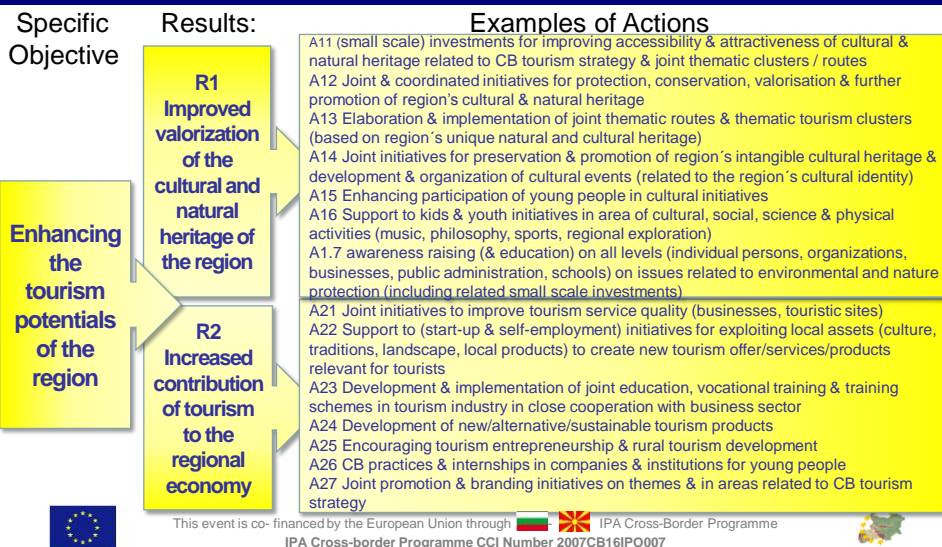
Types of Beneficiaries	Investment projects	Soft Measures	People-to-people projects
• Local and regional authorities and organisations established and managed by local and regional authorities (especially those dealing with emergency situations and nature / environment protection)	X	X	
• National authorities and organisations established and managed by national authorities	X	X	
• Administrations of protected areas	X	X	
• Regional and sector development agencies	X	X	
• Research and academic institutes	X	X	
• Civil Society / Non-governmental organisations (including associations and networks)	X	X	X



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TP4: Encouraging tourism and cultural and natural heritage



TP4: Encouraging tourism and cultural and natural heritage

Result Indicators

**R1a Number of tourist overnights in the region or
R1b Visitors to supported cultural and natural heritage sites and attractions**

R2 Generated value added of the tourism industry in the region


*Joint mechanism: joint studies, strategies, action plans, awareness raising campaigns, training courses, cooperation agreements, etc.
COI - EU Common Output Indicator*

Output Indicators

O11 Supported investments for improving valorization of cultural & natural heritage in region
O12 Supported *joint mechanisms* for valorization of cultural & natural heritage
O13 Supported initiatives and cooperation's between people in the region
O14 Increase in expected number of visits to supported sites of cultural and natural heritage & attractions (COI)
O15 Number of young people participating in supported cultural initiatives

O11 supported investments for improving regional tourism offer
O12 supported *joint mechanisms* for improving & communicating regional tourism offer
O13 supported initiatives and cooperation's between people
O14 Number of participants in joint training & qualification initiatives



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TP4: Encouraging tourism and cultural and natural heritage

Target groups: Population in the region; Public and private cultural institutions; Education and training institutions; Regional and local authorities; Small and medium enterprises (SMEs) in tourism; Tourist operators; Tourist information centres (points)

Types of Beneficiaries	Investment projects	Soft Measures	People-to-people projects
• Local & regional authorities & organisations established & managed by local & regional authorities	X	X	
• National authorities and organisations established and managed by national authorities	X	X	
• Regional and sector development agencies	X	X	
• Civil Society / Non-governmental organisations (including associations and networks)	X	X	X
• Regional touristic associations, NGOs in tourism field	X	X	X
• Business support structures - chamber of commerce, business association, business cluster	X	X	



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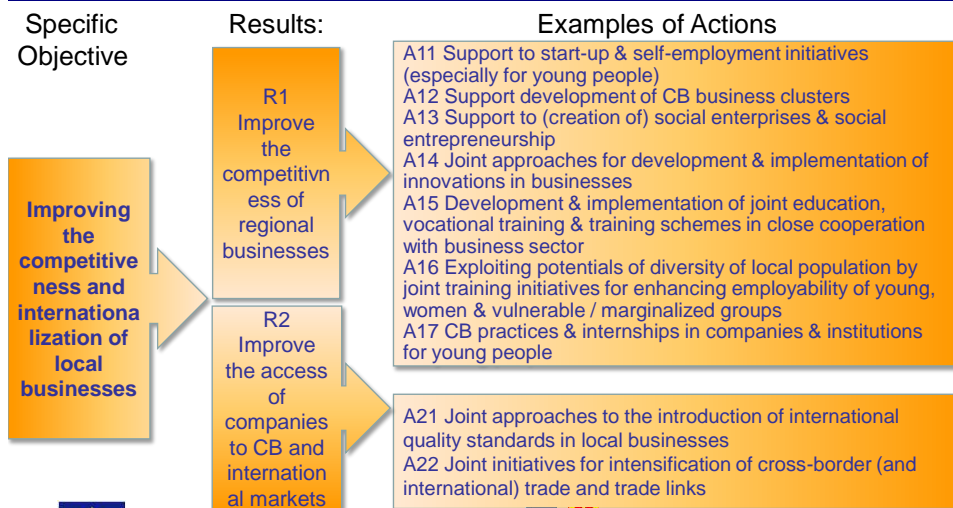
Strategic Project

Proposed (in line with recommendations of on-going evaluation) to define and implement a strategic project for ***development of a cross-border tourism development strategy*** prior to any CfP (to assure proper thematic focusing and coordinated & coherent approach).

On the base of Strategy a CfP can very clearly define what kind of themes, elements of touristic routes, ... should be addressed with the supported projects.



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



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

Result Indicators

R1 Survival rate of supported businesses two years after the support ended

R2 Export quota of supported businesses two years after the support ended

Joint mechanism: joint studies, strategies, action plans, awareness raising campaigns, training courses, cooperation agreements, participations in trade fairs, introduction of quality standards, etc.

Output Indicators

OI1 Supported investments for improving competitiveness of businesses in Programme region
 OI2 Supported *joint mechanisms* for improving competitiveness of businesses
 OI3 Number of participants (split into men and women) in supported training and qualification initiatives

OI1 Supported investments for improving internationalization of local businesses
 OI2 Supported joint mechanisms for improving the internationalization of local businesses
 OI3 Number of participants in joint training and qualification initiatives



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

Target groups: SMEs and other businesses in the region; local and regional workforce; Education and training institutions; Regional and local authorities

Types of Beneficiaries	Investment projects	Soft Measures	People-to-people projects
• Local and regional authorities and organisations established and managed by local and regional authorities		X	
• National authorities and organisations established and managed by national authorities		X	
• Business support structures - chamber of commerce, business association, business cluster		X	
• Regional and sector development agencies		X	
• Education / Training Centres		X	
• Local and regional authorities and organisations established and managed by local and regional authorities		X	



Type of actions

- **Investments**
Projects with predominant investment character (only minor part of accompanying soft activities);
- **Soft measures**
Projects mainly oriented at preparing studies, establishing networks, providing trainings, developing concepts, providing services for certain target groups, raising awareness on specific themes, etc.. (May only have a minor investment part -purchasing equipment- strongly linked to soft measures and needed for delivering soft measures in an effective way);
- **People-to-people projects**
Small scale initiatives among civil society institutions aiming to increase direct contacts and cooperation's across the border among people and associations.



Budget Cross cutting issues

- A total of 17 Mio EUR (EU co-funding and national contribution) available under this Programme.
- A cross cutting issue: support for youth, women and vulnerable groups.
 - Especially addressed under the thematic priorities 2 (tourism and cultural and natural heritage) and 3 (competitiveness)
 - Reflected in the eligible activities
 - Reflected in the selection criteria when assessing project proposals under the Calls for Proposals.



Thank you for your attention!

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