

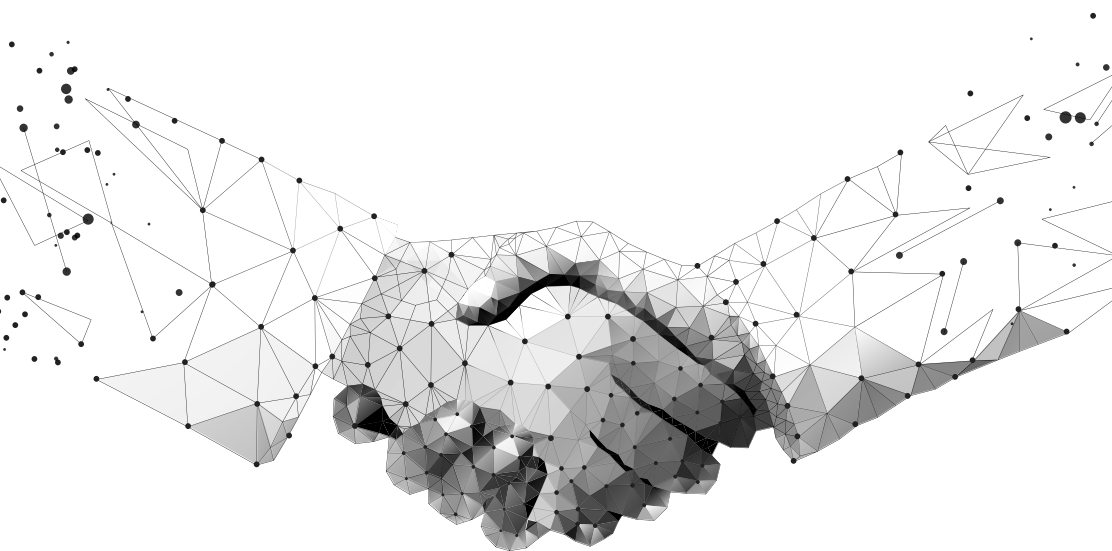


THE EUROPEAN UNION'S CROSS BORDER COOPERATION PROGRAMME

October 2020

EU CBC Programme 2014-2020

funded several initiatives to stimulate more balanced, inclusive, and sustainable socio-economic development of the Cross-Border area.



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THE EUROPEAN UNION'S CROSS BORDER COOPERATION PROGRAMME

Introduction

This Cross Border Co-operation Programme (<http://ipacbc-mk-al.net>) covers the period 2014-2020 and relates to the Financial Perspective of the European Community. It has been designed on the basis of a detailed analysis of the situation in the Programme area. The both beneficiaries countries border area features one of the most impoverished areas and one of the least favorable socio-economic development opportunities and conditions in the entire European continent due to rural, mountainous and remote character of the CBC area. In addition, the present development situation of the Programme area derives from a set of historically, demographically, politically, geographically and economically driven factors, which cannot be overcome in a short period of time. The proposed intervention and activities stem from "problem tree" analysis, combined with strategic balance sheet analysis of the Programme area. It aims to address the most important problem nodes and strategic opportunity identified through socio-economic and SWOT analysis, namely:

- i) low levels of economic activity along with mismatch of supply and demand in the labor market,
- ii) underdeveloped and obsolete environment infrastructure and
- iii) potential in tourism development and cultural exchange.

The Programme concentrates on three IPA II Regulation thematic priorities deriving from needs-opportunity analysis. These are, namely:



Encouraging tourism and cultural and natural heritage

2 grant projects



Enhancing competitiveness, business, trade and investment

5 grant projects



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

2 grant projects

The 1st call for proposals (CfPs) of the IPA II CBC programme 2014-2020 was launched on 16 September 2016. The call included the financial allocations of the years 2014 and 2015 and covered all three thematic priorities as above. The overall indicative amount made available under this CfPs was € 2,890,000 (85% EU contribution). Grant beneficiaries provide 15% co-financing of the project budgets.

9 (nine) grant projects were selected for financing, absorbing slightly 99.3 % of the above mentioned funds for the 1st CfP under this programme.



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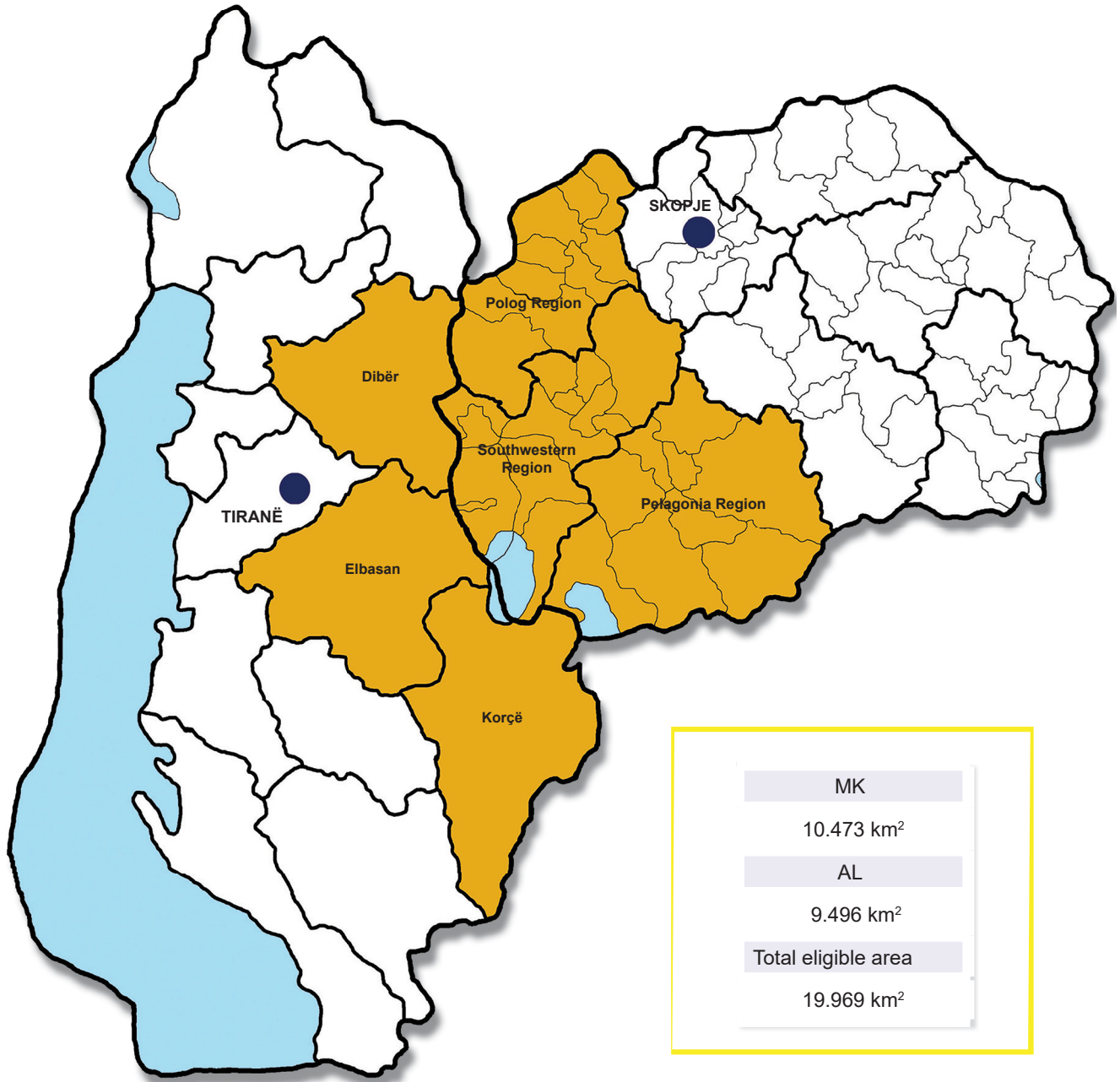
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Eligible regions under the CBC Programme



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1. "Beyond Borders – Introducing Smart Tourism and Sharing Economy"



DURATION: December 2017 – February 2020 (27 months)

BUDGET: 304,054 EUR / EU-contribution: 258,445.9 EUR

PROJECT PARTNERS: Local Agency for development (North Macedonia) Biologist of AL (Albania) Institute for research in environment, civil engineering and energy (North Macedonia) MAT Municipality (Albania)

LOCATION: Municipalities: Ohrid, Centar Zupa, Debar, Struga, Mavrovo and Rostusa and Vevcani (North Macedonia) and Mat, Diber, Bulqize and Klos (Albania)

WEBSITE: www.ldastruga.org/makedonski/DefaultDetails.aspx?id=1632

Overall objective:

The overall objective is to introduce smart tourism and sharing economy concepts based on more innovative and efficient use of endogenous cultural and natural resources and existing human capital.

Specific objectives:

1. To stimulate usage of Information and communication technology (ICT) in tourism sector and adapt current business models to fit to latest trends and to integrate sharing economy principles into tourism industry in target region;
2. To strengthen tourism sector thinking in the region going beyond administrative borders and enable networking among tourism key stakeholders. To enhance the position of tourism industry as borderless driver of economic development for cross-border communities;
3. To deepen cooperation among communities on business, social and personal level by creating joint tourism niches between most and least developed tourism municipalities in the cross-border region;

Summary of achieved results:

1. Created 5 questionnaires analyzing different aspects in cross border tourism;
2. Created database with 437 stakeholders;
3. Organized 6 focus groups with municipalities Ohrid, Vevcani, Debar, Struga, Mat, Diber and Buqize;
4. Created 8 studies on sustainable tourism; cultural and natural heritage in CBC region; supply of available tourist services and tourist potential in CBC region; profile of domestic and international tourists in CBC region; tourism market segmentation and profiling tourism segments in CBC region; on stakeholder collaboration and benchmarking analyses; SWOT analyses and review of national level documents; Benchmarking European Tourism- tourism trends and prospects;
5. Reached 1800 stakeholders, directly and indirectly involved in the project activities; identified 25 single tourism experiences in the region; and organized 4 two-day educational programs on tourism related topics with 133 people.



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2. “Lake Ohrid region” – Safe Destination for Adventure travel”



DURATION: November 2017 – October 2019 (24 months)

BUDGET: 415,000 EUR / EU-contribution: 352,750 EUR

PROJECT PARTNERS: Red cross – branch organization (North Macedonia)
The National centre for the environment, tourism and sustainable development (Albania)

LOCATION: Municipalities: Ohrid, Struga, Debrca and Vevchani (North Macedonia) and Pogradec (Albania)

FACEBOOK PAGE: www.facebook.com/OhridSafeDestination/

Overall objective:

The overall objective is to contribute to the development of adventure tourism in the Lake Ohrid cross border region by increasing the safety of domestic and foreign visitors.

Specific objectives:

- 1.To establish two rescue centres for land and water rescue for efficient interventions in cases of emergency on land and water (mountain rescue centre in Ohrid and water rescue centre in Pogradec);
- 2.To promote Lake Ohrid region as a save destination for adventure travel activities;

Summary of achieved results so far:



1. Two rescue services for water and mountain rescue are established in the cross-border region to ensure safety of tourists;
2. The first Mountain Rescue Center, in the wider region, is built for trainings and efficient organization and monitoring of the rescue operations;
3. Specialized equipment for mountain and water rescue is purchased and put in use, including terrain vehicle for mountain rescue and patrol boat for water rescue;
4. An SOS phone line is open for emergency on mountain;
5. A total of 97 candidates are involved in trainings for mountain and water rescue according to international standards, expecting at least 50 of them to be certified at the end of the training process. Various promotional events and workshops were organized to promote newly established rescue services.



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3. “Social Enterprise - Bridge between the social sector and traditional business (SE-Bridge)”



DURATION: November 2017 – November 2019 (24 months)

BUDGET: 291,572.44 EUR / EU-contribution: 247,836.57 EUR

PROJECT PARTNERS: Foundation Center for Entrepreneurship and Executive Development – CEED Macedonia
Agritra Vizion Centre (Albania)
Association of research, Communication and development "Public"(North Macedonia)

LOCATION: Municipalities: Centar Zupa, Debar, Debarca, Kicevo, Makedonski Brod, Ohrid, Plasnica, Struga, Prilep, Bitola and Vevcani (North Macedonia) and Bulqiza, Klos, Mat and Diber (Albania)

WEBSITE: <https://ceedhub.mk/socijalni-petprijatija-info/>

Overall objective:

The overall objective is strengthening social enterprises (SEs) and social entrepreneurship in the Programme area, through building their capacities, enabling business cooperation with the traditional business sector (TBS) as well as facilitating access to new markets and finance opportunities.

Specific objectives:

1. Raising awareness and knowledge on social entrepreneurship among CB population and among the business sector;
2. Building capacities of individuals for starting and conducting SEs through training, mentorship, CB cooperation and access to finance A2F;
3. Strengthening the existing SEs through facilitating contacts and partnerships with the traditional business sector (TBS);
4. Enabling SEs growth and increased turnover;
5. Supporting employment/self-employment of vulnerable groups and promoting their work integration;
6. Establishing SE network, enhancing business cooperation and enabling access to new markets;

Summary of achieved results so far:

1. Customized capacity building programs for starting and developing social enterprises have been delivered to 169 participants from North Macedonia and Albania, and over 100 mentoring sessions have been delivered;
2. More than 60 teams have developed and improved their business models for social enterprises;
3. Six business models for social enterprise have been awarded grants of up to 3000 EUR for starting and/or developing their social enterprises;
4. Qualitative field research has been conducted on social entrepreneurship in the covered cross-border regions and one report has been published;
5. A conference for connecting social sector with traditional businesses has been organized, at which 151 representatives took part from both sectors, as well as from governmental institutions and international development organizations.



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4. “Innovation Eco-System in the CBC area (CBC INNOV8)”



DURATION: January 2018 – April 2020 (28 months)

BUDGET: 389,028.69 EUR / EU-contribution: 330,674.39 EUR

PROJECT PARTNERS: Euro-partners development (Albania)
National Agency of scientific research and innovation (NASRI) (Albania)
Fund for innovation and technology development (North Macedonia)
National centre of innovation development and entrepreneurial learning (North Macedonia)

LOCATION: Municipalities: Ohrid and Struga (North Macedonia) and Devoll, Kolonje, Korca, Maliq, Pogradec and Pustec, (Albania)

Overall objective:

The overall objective is to contribute to increased competitiveness & trade in CBC area, through facilitating of know-how and technologies among start-ups and SMEs.

Specific objectives:

Establishment of innovation support infrastructure for transfer of know-how and technologies among start-ups and SMEs in the CBC areas between MK and AL.



Summary of achieved results:

1. 5 studies on innovation potentials and strategies produced (please visit www.innov8cbc.com);
2. Two innovation hubs established (equipped and are operational);
3. 10 sub-granting with innovative ideas funded;
4. Memorandum of Understanding between University of “Fan Noli” in Korca and St Kliment Ohridski” in Ohrid signed;
5. Capacity building of innovation hubs are being strengthened.



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5. “Smart Tourism - Enhancement Project (STEP)”



DURATION: January 2018 – March 2020 (27 months)

BUDGET: 420,000 EUR / EU-contribution: 357,000 EUR

PROJECT PARTNERS: Metamorphosis foundation for internet and society (North Macedonia), Centre for development of the Polog planning region Tetovo (North Macedonia), Regional council of Elbasan (Albania)

LOCATION: Municipalities: Bogovinje, Brvenica, Gostivar, Jegunovce, Mavrovo and Rostusa, Tearce, Tetovo, Vrapciste and Zelino (North Macedonia) and Cerriku, Elbasan, Gramsh, Librazhd, Peqin, Prrerjas and Belsh (Albania)

WEBSITE: step.mk

Overall objective:

Promoting a vibrant touristic sector that effectively adapts to the needs of both domestic and international markets and contributes to accelerate growth and stimulate job creation in the cross-border tourism zone.

Specific objectives:

1. Broadening and enhancing strategic and coordinated access to specific new and strategic tourism export markets for tourism businesses (SMEs and start-ups in particular);
2. Increasing capacities of tourism businesses to meet the demand and requirements of tourists in the region and to build strategic partnerships and collaboration domestically, regionally and globally;

Summary of achieved results:

1. Established STEP network, more than 158 members from both regions signed the STEP membership (four consultative meetings were organized - in total 98 participants). Creation of four basic cross border touristic packages based on different themes (Three joint meetings and two workshops - different stakeholders from North Macedonia and Albania);
2. Created internal data base for: international tour operators; Events, Places and entities; Needs and problems of the stakeholders;
3. Organized entrepreneurship events for citizens presented the opportunity to learn how to earn additional income by using their underutilized assets and becoming micro-entrepreneurs using online tools like Airbnb;
4. Organized 4 hands on workshops for the members of the STEP network (2 in Polog and 2 in Elbasan), how to properly manage their professional fan pages (Facebook, Instagram) and to learn more about Booking.com and Airbnb.com platforms;
5. Trainings for the members of the STEP network about marketing strategy, digital marketing, blog basics and storytelling by local experts; Branding of the STEP network (Organized of four Focus groups) STEP network members received support from project staff for creating improved online experience for potential clients for their social media profiles; New concrete cross-border partnerships were established.

STEP centers around 4 key areas of activity:

- (1) Strategy-building via wide consultation and coordination;
- (2) Capacity building for SMEs, start-ups, and individual entrepreneurs;
- (3) Networking and internationalization of the value chains;
- (4) Supporting concrete champion projects to be used as best case examples to motivate and foster cross-border tourism;



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6. “Dibra - Debar Accelerating Agricultural Growth”

DURATION: December 2017 - November 2019

BUDGET: 310,000 EUR / EU-contribution: 263,500 EUR

PROJECT PARTNERS: Creative Business Solution (Albania), Municipality of Debar (North Macedonia) and Albanian Development Fund (Albania)

LOCATION: Debar - North Macedonia and Diber, Bulqiza, Klos & Mat - Albania

WEBSITE: www.cbs.al/?m=t&id=1

Overall objective:

The overall objective is strengthening Agriculture SME's productive capacity and access to market through Certification of food safety standards, capacity building to absorb EU funds as well as development of marketing strategies.

Summary of the planned activities:

Activity 1: Certification of agribusinesses and provision of tailored trainings in order to enhance awareness on the importance of certifications. The main aim is to: (i) Certify agribusinesses through 4 internationally recognized food safety certifications (ISO22000 & HACCP for processors; GlobalG.A.P and Organic) aligned to EU market requirements; and (ii) Assist agribusinesses to comply with Key Agriculture Standards and Certifications.

Activity 2: Preparation of professional grant application packages combined with capacity building trainings offered to agribusinesses. It aims to: (i) Strengthen agribusinesses capacity for absorption of EU/alternative funds for new investments; (ii) Build awareness for available EU Grants and Alternative Financing investments opportunities; (iii) Facilitate the submission of full grant application packages for Agribusinesses.

Activity 3: Integrated consultancy services for marketing strategies including branding, labeling, brand identity digital product promotion to increase visibility. It aims to: (i) Increase brand visibility of local products within national and international markets; (ii) Enhance export/ business linkages opportunities (iii) B2B / Trade Fair to Connect Agribusinesses with local and domestic clients.

Summary of achieved results:

1. 15 Certified Agribusinesses with international recognized certification on Food Safety and Standards including ISO22000; HACCP; GlobalG.A.P and Organic; 5 others in final stages of obtaining certification;
 2. 94 Participants trained to increase knowledge on importance of Food Safety and key Standards;
 3. 18 Sessions of Advanced and Technical Training Sessions;
 4. 470 Agro-employees trained from whom up to 9% were women;
 5. 11 Professional Business Plans developed for Agribusinesses and submitted in national and EU schemes; and 4 Agribusinesses' Business Plans awarded with a contract.
- The combined value reached: 278,515 € Capital Financing
577,086 € Investment volume.



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7. “Microenterprise development project for women in the cross-border area”



DURATION: April 2018 – January 2021 (30 months)

BUDGET: 388,048.4 EUR / EU-contribution: 329,840.83 EUR

PROJECT PARTNERS: Center for change management (North Macedonia), Center for comparative and international studies (Albania), Foundation for support of women and youth (North Macedonia), Institute for human rights (North Macedonia)

LOCATION: Municipalities: Bogovinje, Brvenica, Gostivar, Jegunovce, Mavrovo and Rostusa, Tearce, Tetovo, Vrapciste and Zelino (North Macedonia) and Cerriku, Elbasan, Gramsh, Librazhd, Peqin, Prenjas and Belsh (Albania)

WEBSITE: www.cup.org.mk/projectspage.php?id=26

Overall objective:

The overall objective of the project will in general increase competitiveness of women and strengthen the women entrepreneurship in Polog and Elbasan regions and provide sustainable solutions for development of women`s micro and small businesses in the cross-border area.

Specific objectives:

- 1.To increase personal entrepreneurial skills and business competencies of women engaged in formal or informal business;
- 2.To provide legal support services in doing business – in order to accept the rights and obligations in doing the business, make informative choices and get advice for a range of legal and administrative matters that entrepreneurs encounter in everyday work;
- 3.To improve on production, access to market and leverage possibilities for business development and cross-border cooperation and trade between rural areas and bigger urban centers at the regional and international markets;
- 4.To enhance/revise the local and national policy measures for support of women entrepreneurship – get the local and national authorities together with other stakeholders in revision of existing policies for support of women entrepreneurship in the cross-border region;

Summary of achieved results:

1. Communication with more than 20 stakeholders was established in both countries – relevant national and local institutions, municipal offices, but also chambers of commerce and NGOs at national and local level;
2. Two feasibility studies were conducted, mapping the main issues and constraints about women entrepreneurship in both countries;
3. The Business Advisory Services (BAS) was established, and business and investment planning workshops were organized – a total of 22 workshops were provided in the two countries; BAS was attended by 123 women divided in four groups, two start-up groups and two group of entrepreneurs on both sides of the border; around 70 business and investment plans are already in draft;
4. Legal-economic support service (LESS) have been also established and six trainings were provided for beneficiary groups – three in Polog and three in Elbasan region;
5. One Business-to-Business (BTB) meeting was organized in Ohrid with 42 participants from both regions; three initiatives for cooperation are initiated so far.



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8. “Innovative practices in Environmental Protection phase II”



DURATION: November 2017 – November 2019 (24 months)

BUDGET: 439,929.6 EUR / EU-contribution: 373,940.16 EUR

PROJECT PARTNERS: Center for Civic Initiative (North Macedonia), Association of Agro Producers Blagoj A. Kotlarovski (North Macedonia), Agrinas Er foundation (Albania), Organization of Destination Management (Albania)

LOCATION: Municipality of Resen (North Macedonia) and Municipality of Korcha (Albania)

WEBSITE: <https://ipep-cbc.eu/>

Overall objective:

The overall objective is to stimulate sustainable use of natural resources for protection of the environment.

Specific objectives:

The specific objective is to increase the awareness for sustainable use of natural resources for protection of the environment. To reduce the negative effects from usage of pesticides and fertilizers on environment.



Summary of achieved results so far:

1. Two automatic agro-meteorological stations (AAMS) in operation and maintained;
2. Two agro-chemical laboratories equipped with a website to facilitate the dissemination of data to promote sustainable agriculture;
3. 198 Farmers trained in the application of fertigation;
4. Established new organization of agro-producers in Korcha region (Albania);
5. Developed 15 eco gardens and eco patrols in 15 schools in the cross border region.
6. Five agro meteorological stations (4 in Albania and 1 in Resen).



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9. “Ecosystem protection of the Ohrid-Prespa transboundary region”



DURATION: January 2018 – December 2019 (24 months)

BUDGET: 412,464 EUR / EU-contribution: 350,594.4 EUR

PROJECT PARTNERS: Albanian Local Capacity Development Foundation (Albania), SEG Holding (North Macedonia), Federation of the Fisheries Organization of Internal inbound waters in Albania (Albania), Hunting Federation of North Macedonia (North Macedonia)

LOCATION: Municipalities: Ohrid, Struga and Resen (North Macedonia) and Pogradec, Librazhd, Prenjas and Pustec (Albania)

WEBSITE: <http://ecopro-mk-al.com/>

Overall objective:

The overall objective is to contribute to balanced and sustainable socio-economic development of the Ohrid-Prespa transboundary of spatial planning and information system (SPIS) for planning and management of the natural resources and heritage of the target region.

Specific objectives:

The specific objective is to develop a system to map the most important ecosystem services of the Ohrid-Prespa transboundary biosphere reserve, and understand their contribution and their utilization for forestry, tourism, fishing and hunting enhancement management of the natural resources and heritage of the target region.

Summary of achieved results so far:

1. Feasibility study for introduction of hunting and inbound waters spatial planning and information system is prepared;
2. Integrated environmental monitoring system (Spatial Planning and Information System – SPIS) is installed and functional: <http://en-spis.opendata.arcgis.com/>;
3. At least 80 stakeholder representatives are trained and aware of the possibilities and usage of the integrated environmental monitoring system –SPIS;
4. At least 100 stakeholder representatives are surveyed to identify the economic activities in natural environment of the target region;
5. Prepared 2 educative videos for eco-system preservation and service development for hunter and fishermen.



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THE EUROPEAN UNION'S CROSS BORDER COOPERATION PROGRAMME

2nd call

The Programme concentrates on three IPA II Regulation thematic priorities deriving from needs-opportunity analysis. These are, namely:



Encouraging tourism and cultural and natural heritage

4 grant projects



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

1 grant projects

The 2nd call for proposals (CfPs) of the IPA II CBC programme 2014-2020 was launched on 23rd of December 2018. The call included the financial allocations of the years 2016 and 2017 and covered two thematic priorities: Thematic priority 1 (TP1) and Thematic priority 3 (TP3).

The overall indicative amount made available under this CfPs was € 2,890,000 (85% EU contribution).

Grant beneficiaries provide 15% co-financing of the project budgets.

5 (five) grant projects were selected for financing, absorbing slightly 99.3 % of the above mentioned funds for the 2nd CfP under this programme.



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10. "SMART-CUL-TOUR"



DURATION: December 2019 – November 2021 (24 months)

BUDGET: 704,590.00 EUR / EU - contribution 598,901.00 EUR

PROJECT PARTNERS: Municipality of Bitola, Municipality of Pustec, NU Institute and Museum Bitola, Directorate of Cultural Heritage Korca, Youth Cultural Center Bitola

LOCATION: Municipality of Bitola, Pelagonija and Prespa Region (North Macedonia); Globochani, Municipality of Pustec, Korca region (Albania)

WEBSITE: <http://www.bitola.gov.mk/smart-cul-tour/>

Overall objective:

The overall objective is to improve the tourism offer by reconstructing and improving the tourism infrastructure by introducing innovative technological approaches of smart tourism.

Specific objectives:

Reconstruction of existing, old school building, and establishment of a museum in Globochani, Municipality of Pustec. Reconstruction/improvement arrangements of Archeological Site Heraclea Lyncestis Bitola. Reconstruction of access path to Heraclea Lyncestis "Roman Road"; including pedestrian zones. Permanent Exhibition in Museum "Sterjo Spase" in Globochani, Pustec Development of multilingual audio guide to be used in Heraclea Lyncestis (6 languages: MK, EN, DE, FR, AL,TR). Development of VR (virtual reality) and AR (augmented reality) application for Heraclea and Museum of Sterjo Spase in Globochani. Integrated marketing strategy for development, promotion & sale of SMART-CUL-TOUR tourist offer.

Summary of the project results:

1. Protected and promoted cultural heritage in Municipality of Pustec;
2. Initiated cooperation, understanding and respect of cultural heritage in the cross-border region;
3. Improved touristic offer and increased number of visitors in the region;
4. Increased public awareness on cultural heritage values;
5. Eased accessibility and implemented appropriate ambient solution corresponding to the archaeological site;
6. Initiated use of renewable energy resources in order to promote environmental protection;
7. Secured safety and security of the archaeological site and visitors;
8. Enabled access to people with disabilities;
9. Improved experience of visitors that contributes to repeated visits, increased pleasure, positive recommendations;
10. Disseminated information and increased visibility of cross-border tourist attractions and potentials;
11. Promoted cross-border touristic destination and sales of newly developed touristic products / packages.



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11. “Cross-border biking: Next level adventure tourism in Mavrovo-Rostushe & Dibra”



DURATION: January 2020 – June 2022 (30 months)

BUDGET: 677,729.00 EUR / EU - contribution 576,069.00 EUR

PROJECT PARTNERS: Albanian Local Capacity Development Foundation (ALCDF), Association for Active Tourism Explorer 2018 Ohrid, Keshilli I Qarkut Diber (Diber Regional Council), Municipality of Mavrovo and Rostushe

LOCATION: Mavrovo -Rostushe Municipality (North Macedonia) and Diber Municipality (Albania)

WEBSITE: <https://www.alcdf.org/article/2900>

Overall objective:

To further develop the economic sector of adventure tourism in Mavrovo-Rostushe and Diber cross border by creation of new active products and increasing the numbers of domestic and foreign visitors.

Specific objectives:

1. To increase the number of jobs for the inhabitants of Mavrovo-Rostushe and Diber region through improved touristic services / products;
2. To create business opportunities for service providers and tourism operators from both countries;
3. To promote Mavrovo-Rostushe and Diber cross border region as one adventure destination for active tourism.

Summary of the project results:

1. Minimum 12 local guides (11 men and 1 woman), and about 100 operators (agro-producers, hotel owners, taxi – 60 women and 40 men)
2. Increase knowledge through active participation to training and capacity building for sustainable tourist product development.
3. 40 kilometer of new or rehabilitated bike trails;
4. 120 sign postings and 40 info boards will be installed
5. Refurbishment of 2 multi-visitor centres
6. Number of mountain lodges is increased with minimum 25 guest house owners, or local touristic suppliers
7. 2 touristic maps are introduced (as a region and as a product)
8. 5 fairs visited (3 national and 2 international)
9. 60% of local population participate in the information and visibility action of the project and are aware of tourism potential of the region



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12. “Discovering hidden attractions”



DURATION: December 2019 – July 2021 (20 months)

BUDGET: 455 633€ / EU - contribution 387 288€

PROJECT PARTNERS: Municipality of Demir Hisar, Municipality of Klos, Association - International Centre for Art and Sustainable Development “ART POINT – GUMNO”, Foundation for Local Autonomy and Governance - FLAG

LOCATION: Municipality of Demir Hisar(North Macedonia), Municipality of Klos (Albania)

WEBSITE: <https://www.facebook.com/DiscoveringHiddenAttractions>

Overall objective:

To promote cultural and natural heritage of the CB target destination as a tourist attraction.

Specific objectives:

1. To increase the touristic offer of the cross-border target destination
2. To develop joint cross-border cultural and tourism products
3. To diversify the cross-border target area touristic offer by SMEs innovations
4. To uplift skills of persons engaged in rural and active tourism



Summary of the project results:

1. Cultural landmarks are restored/renovated and attractive to visitor introducing new cultural content
2. CB target area is promoted as an active (adventure) travel destination
3. At least two ready-to-market touristic packages including hiking/cycling trails and cultural tours are jointly developed
4. At least 2 new innovative services/products are developed and tested jointly with SMEs
5. Cross-border destination plan of target area is developed inclusive of touristic supply/demand analysis
6. Capacities are built of at least 20 people working in rural/ adventure tourism area



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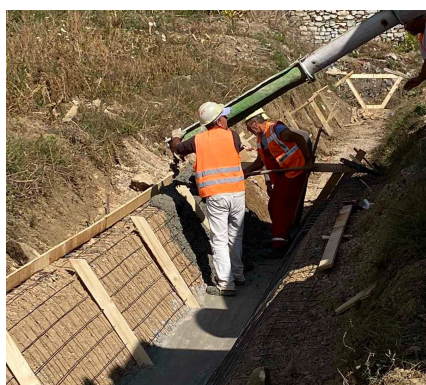


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13. “Flood prevention for environment protection”



DURATION: November 2019 – November 2021 (24 months)

BUDGET: 590.213,00 EUR / EU - contribution 501.681,00 EUR

PROJECT PARTNERS: Association Center for Civic Initiative (CCI), Destination Management Organization (DMO), Municipality of Mogila, Municipality of Maliq

LOCATION: Municipality of Mogila (North Macedonia) and Municipality of Maliq (Albania)

WEBSITE: <https://fpep-cbc.mk/>

Overall objective:

To strengthen resilience and disaster risk preparedness and prevention of floods for protection of the environment

Specific objectives:

1. To improve the public infrastructure vulnerable to floods as to ensure protection of agricultural lands and livelihoods
2. Local authorities capable to strengthen participatory preparedness and resilience capacities in building of cross – border cooperation for floods prevention and mitigation

Summary of the project results:

1. Public infrastructure vulnerable to floods has been improved as to ensure protection of agricultural lands and livelihoods where total agricultural area protected from floods – 50000 ha and 12000 of agro producers ready to use the digital platform for early warning for floods.
2. Local authorities have developed joint risk management measures for protection of floods in the region.
3. The agro producers are aware and ready to be included in the flood management and protection system.



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14. “New Opportunities for Safe Winter Adventures”



DURATION: November 2019 – October 2022 (36 months)

BUDGET: 692.000 EUR / EU - contribution 588.200 EUR

PROJECT PARTNERS: Red Cross of the Republic of North Macedonia Red Cross Branch Organisation - Ohrid, Alpine club PATAGONIA Ohrid Republic of North Macedonia Debrca Municipality Republic of North Macedonia Municipality , Municipality of Gramsh, Republic of Albania

LOCATION: National Park Galichica and municipalities of: Ohrid, Debrca, Resen and Demir Hisar (North Macedonia), National Park Prespa and municipalities of: Pogradec and Gramsh (Albania)

WEBSITE: <https://pss.org.mk/>

Overall objective:

To increase economic prospects of the wider Ohrid-Prespa region by promoting safe winter adventure travel.

Specific objectives:

1. Development and promotion of new safe winter adventure tourism products.
2. Increasing the capacities for efficient winter mountain rescue operations.

Summary of the project results:

1. Needed infrastructure for new winter tourist adventure products is provided.
2. Models for sustainable use of natural resources in tourism development are demonstrated.
3. New winter adventure products are developed and promoted, creating new business opportunities for tourism service providers.
4. Existing cross border platforms for tourism development are strengthened.
5. Needed specialized rescue equipment and vehicles are provided.
6. Mountain rescuers are trained and aware to use new specialized equipment and vehicles.
7. Procedures for efficient cross border mountain rescue operations are agreed between relevant institutions.



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