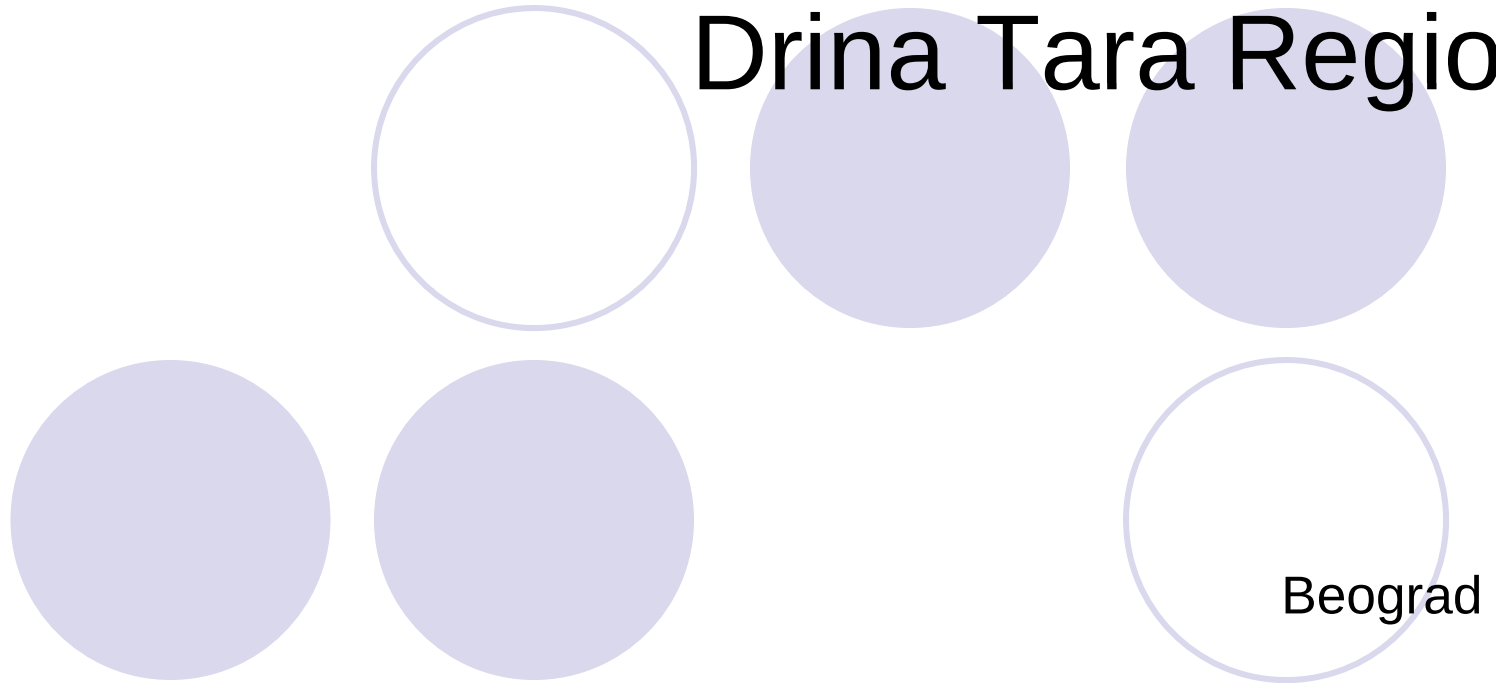
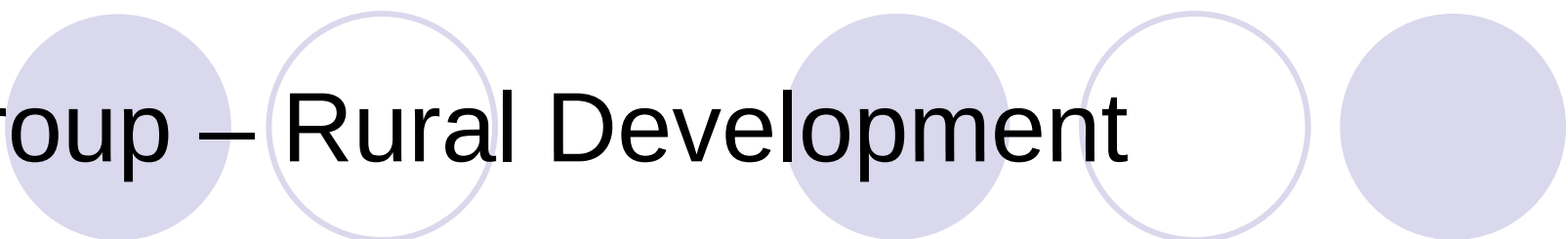


Area based development approach in Drina Tara Region



Beograd

May 05th 2011



Group – Rural Development

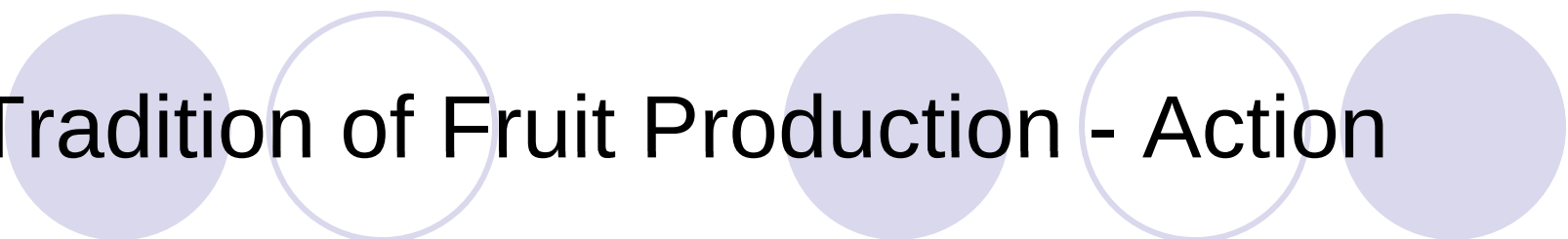
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Opportunities – Chances



- The tradition of fruit production/local products
- Recognizability of the Drina Tara region / Parks
- Natural resources for rural tourism development / tourism, regional tourism products, hunting and fishing
- Traditional meat, milk and fruit products / branding potential
- Acknowledged need for regional body, the division into small professional group



1. Tradition of Fruit Production - Action

- New forms of processing
- Introduction of the Glogab Gap system
- Education of fruit producers
- Improvement of existing methods of production



2. Recognizability of Drina - Tara Region

- Creating a marketing plan for greater recognition of the DrinaTara region
- Mapping existing and creating new regional events
- The strategy of joint action of Drina Tara region in the EU market
- Formation of a joint regional action team

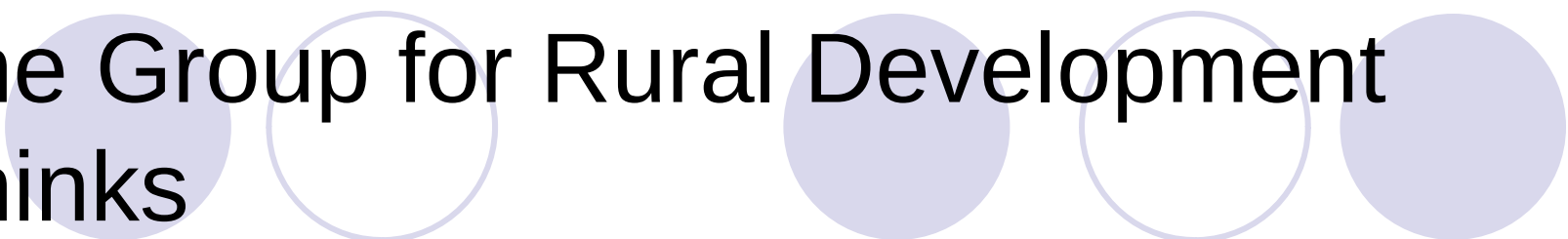
3. Natural Resources for Development of Rural Tourism

- Education in rural tourism
- Promotional activities
- Creating a regional tourist attractions
- Improvement of accommodation facilities

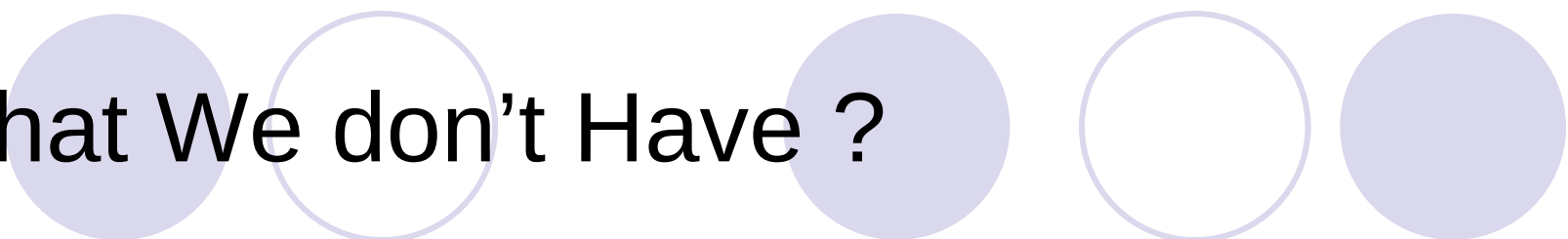
4. Traditional Meat, Milk and Fruit Products

- Branding and protection of geographical names
- Education
- Enhancing the capacity for processing
- Connecting subjects of the value chain (producers, processors, distributors ...)

The Group for Rural Development Thinks

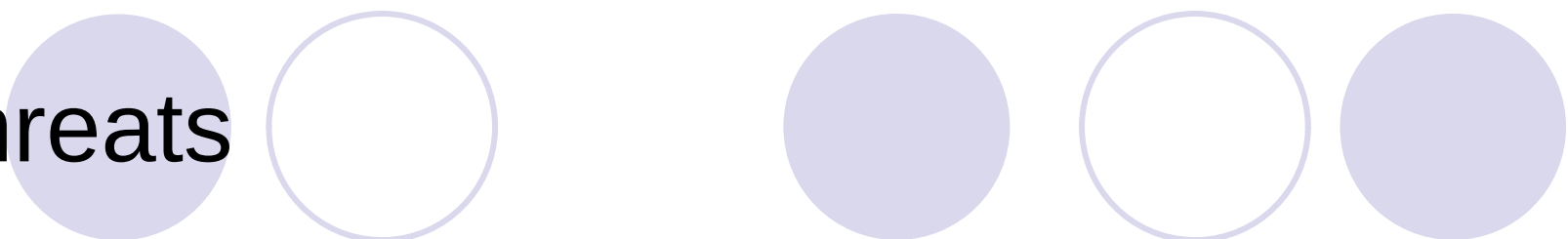


- That there is potential
- That awareness of joint action began to develop - process
- There are qualified staff
- There are a variety of innovative ideas



What We don't Have ?

- Knowledge and information on rural development
- Capacity and local action groups
- Enough experience in PCM
- Insufficient funds
- Stretegy of joint development



Threats

- Unstable environment
- The villages are empty
- Poor road links
- Laws / Incentives for rural development
- Competition from surrounding

1. Projects - Joint Actions

Drina Tara region on the map of European Events

Proponents of the project idea want to create the conditions for mass tourist visit throughout the year in local communities of Tara Drina region by implementing this project.

Goal - Create a strategic framework for successful positioning of Drina Tara region on the map of European events

Target group: representatives of local governments, representatives of embassies in three countries, European tourist public, tourism officials from the Drina Tara region

Activities - Preparatory work: developing a common strategy for the promotion in the EU, common web site of the Region, creating a list of local events, study visit to Spain, Memorandum on cooperation in regional level; Promotional activities : a series of TV shows, print materials in Serbian, Spanish and English; presentation of regional events to the representatives of embassies.

Implementation period - 18 months

Cost – 300.000 Euros

Implementer - an association of citizens

Partners - RDA, tourism organisations from the Region, Tourist center Bajina Basta, NGOs, local governments



2. Projects - Joint Actions

Education of farmers and introduction of the quality system in agricultural production (fruits, vegetables, honey, meat and milk).

Goal - ***To raise the level of knowledge of farmers about the importance of introduction a unified system of quality in the production by education and dissemination of good practices from the EU.***

Target group - 6090 farmers

Main activities: preparation activities, education, promo-educational materials, process of implementation of quality systems in 15 selected farms, promotion of good practices in EU

Implementer - Agricultural Expert Service

Budget: 180.000 Euros

Time of implementation - 15 months

3. From Our Farm to the European Table

This project would be implemented in two phases:

- Construction of required infrastructure for production of safe food;
- Distribution of products to the EU market

Objectives:

To increase the competitiveness of agricultural products by building local capacity for production of safe food.

To increase the sales of traditional products with geographical indications in the EU market.

Target group: 500 agricultural producers and processors of fruits, citizens and local government

Activities - Preparatory activities: mapping of representative producers, education - healthy soil, integrated approach to plant protection, critical points in technology, culture of harvesting, the inventory of buyers and manufacturers, mapping problems, Study on the cooling stations, setting up a pilot station

Time of realization - 24 months, necessary funds 240.000 Euros

Implementers - Association of cold storagers from Ljubovija, Blueberry Association of Bajina Basta, Agricultural Expert Service Uzice, Regional Chamber of Commerce

4. Together in Action for Sustainable Rural Development

Goal - To create the institutional conditions for joint development of rural potentials of 13 local communities in Drina Tara region.

Target groups - **Decision-makers at the local level, media, unemployed youth leaders**

Main activities: preparation activities, consultative process for the preparation of regional strategie for sustainable rural development, the formation of regional advisory bodie for rural development, formation of three centers for education and support to rural development, madia promotion of rural development - identified potential, intergovernmental conference on sustainable rural development

Time of realization: 18 months; founds - 180.000 Euros

Implementer: Uzices Center for Human Rights and Democracy

Partners - Center for Agriculture development in Bijelo Polje, local authorities from all three countries covered by the program, the BiH Ministry of Agriculture, Faculty of Economy in Montenegro, the Ministry of Agriculture, Trade and water management in Serbia, the Agency for Rural Development

5. Development Opportunity of Drina Tara Region is a Rural Tourism

There is not enough knowledge or experts to be engaged in a qualitative way in improving the supply and quality of rural tourism. Perceived challenges can be overcome by starting a process that would have four phases: mapping of needs and identification of rural tourism as development opportunities in the Region, promotion of best practices from leading European countries, modernization of rural tourism services, continuing education of local actors

Goal - building local capacity for development of competition in rural tourism

Target groups - **service providers in rural tourism, local producers and tourists**

Main activities: evidence of accommodation facilities in the Region (an electronic database, printed guide), the mapping of rural households, education - legal entities, association, market analysis, standards of accommodation and food, the traditional definition of the local supply, the definition of rules of conduct and promotion of local products, study visits - Italy and Slovenia

Time of realization: 24 months; funds: 240.000 Euros

Implementers - **RDA Zlatibor**, partners - Tourism organizations from all local governments, local governments, NGOs

6. Preservation of Indigenous Varieties of Fruit

Proponents consider that the project should operate in two parallel directions:
To encourage producers of fruit and planting material to grow indigenous varieties of fruit.

To develop awareness of local governments, citizens and purchasers of forest fruits to take them in limited quantities from nature.

In this way will be contributed to even greater supply of specific products from the region.

Goals- To increase the production of seedlings of indigenous varieties of fruits, to increase production and processing in a traditional way, to develop public awareness of the need of the limited use of forest plants.

Target groups - **agricultural producers and processors of fruits, citizens and local government**

Activities - preparatory activities, the selection of representative samples, identifying and collecting indigenous varieties of the Region, the selection of producers, production of reports from the field

Time of realization: 18 months; funds 80.000 Euros

*Implementers - **Uzices Agricultural Expert Service**, The Association of Producers and Processors of Fruits, Agricultural Extension Service, Fruit Research Institute.*

7. Promotion of Drina Tara Region

Proponents of the project idea want by realization of this project to create the conditions for greater investment in rural tourism, develop marketing activities for the promotion of existing destinations, and devise a joint presentation to investors and consumers of rural tourism offer of Drina Tara Region.

Target group: potential donors, representatives of local tourism organizations, local governments, Indirect target groups - tourists from the Region

The main activities - preparatory activities; development of marketing plan of the Region, mapping of investment potential of the region; preparation of a brochure for investors, the definition of common regional events; joint participation in donor meetings, joint participation in fairs of rural tourism

Time of realization: 24 months; funds 200.000 Euros

Implementers - Working group of Serbia, Montenegro and Bosnia and Herzegovina

RDA Zlatibor, Travel Centers and Organizations (Bajina Basta), local government

8. Improving the Existing Ways of Producing and Processing Agricultural Products (Fruits, Vegetables, Honey, Meat and Dairy Products)

Goals - To introduce agricultural producers in 10 municipalities of the Drina Tara region with innovations in the application of agricultural practices, raise the level of knowledge about innovation in the application of agricultural practices of farmers, create conditions for monitoring the application of agricultural innovations in the territory of 10 municipalities of the Drina Tara Region

Target groups - **200** entrepreneurs, 10 local governments, 20 owners of agricultural pharmacies

The main activities - the preparatory activities; presentation of innovations in application of cultural practices, mapping business entities and agricultural producers; education for innovation and implementation in production and processing of agricultural products, establishment of joint service for monitoring application innovation

Time of realization Implementation: 24 months; funds - 300.000 Euros

Implementers - Working group of Serbia, Montenegro and Bosnia and Herzegovina, citizens' associations, trade organizations in the field of agriculture

Thank you!

Gordana Savic,
NGO Uzices Center for
Human Rights and Democracy

