



SAVA-DRINA REGION

“Preparation of proposal for an ABD in WB”

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ABD STRATEGIC FRAMEWORK

SHG POINT OF VIEW – POTENTIALS, NEEDS & WISHES – PARTICIPATORY APPROACH

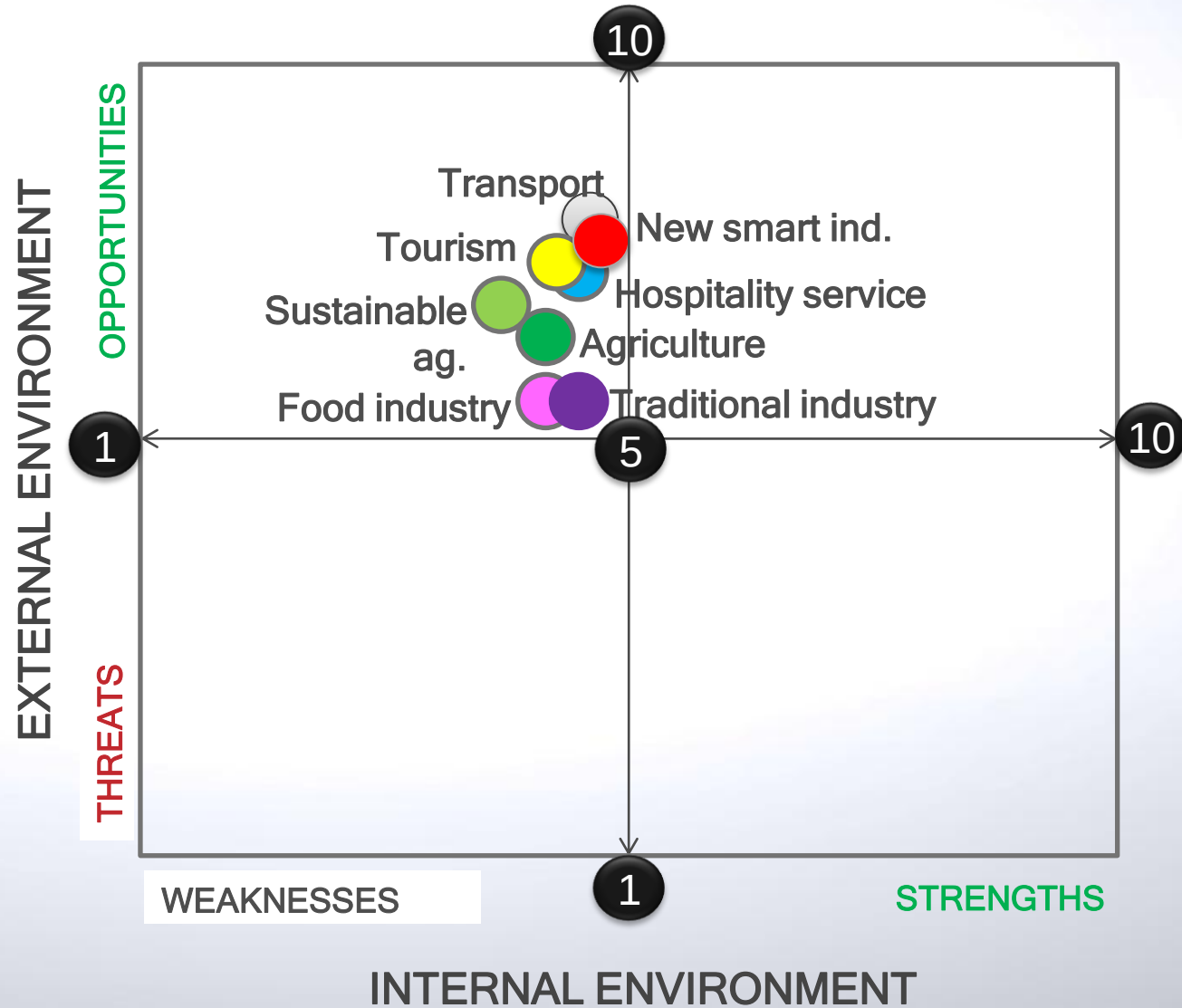


Opportunities exists

Strengths are unknown
Specific values??
Comparative/competitive advantages -
IDENTITY

AD-HOCK/REACTIVE

Strategic thinking?
entrepreneurial spirit???
Cooperation and
innovativeness???

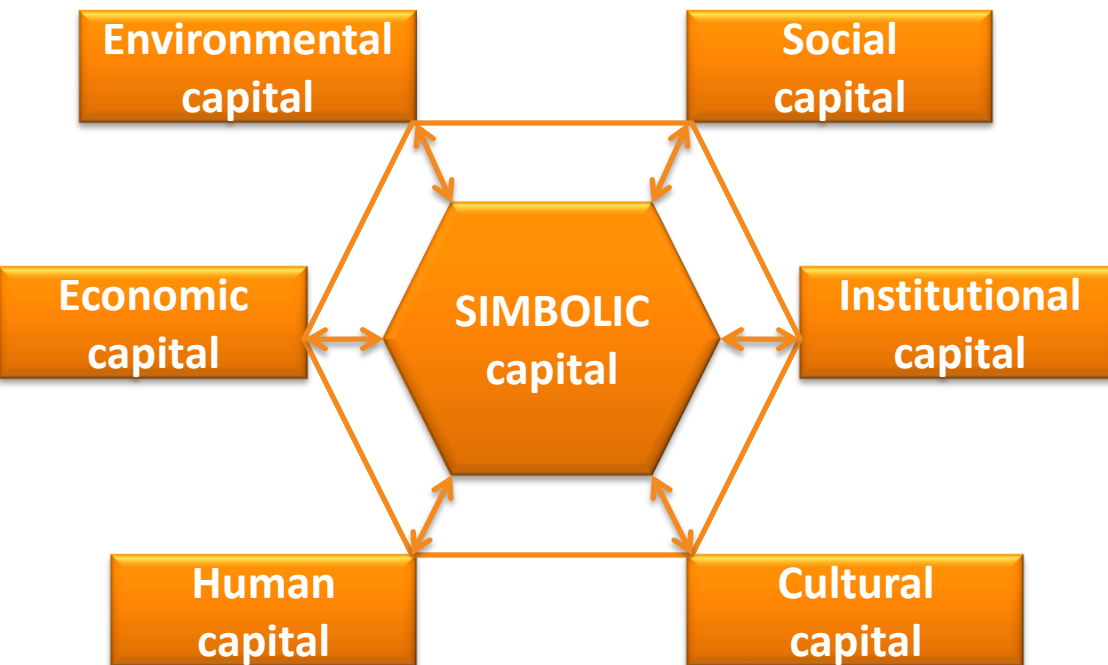


APPROACH

to develop competitiveness of whole area, but also competitiveness of each community and each territory's stakeholder

CAPITAL DIMENSION

DIMENSION OF COMPETITIVENESS



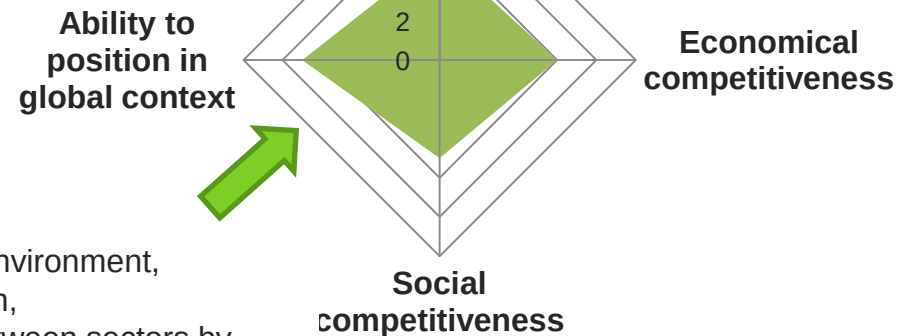
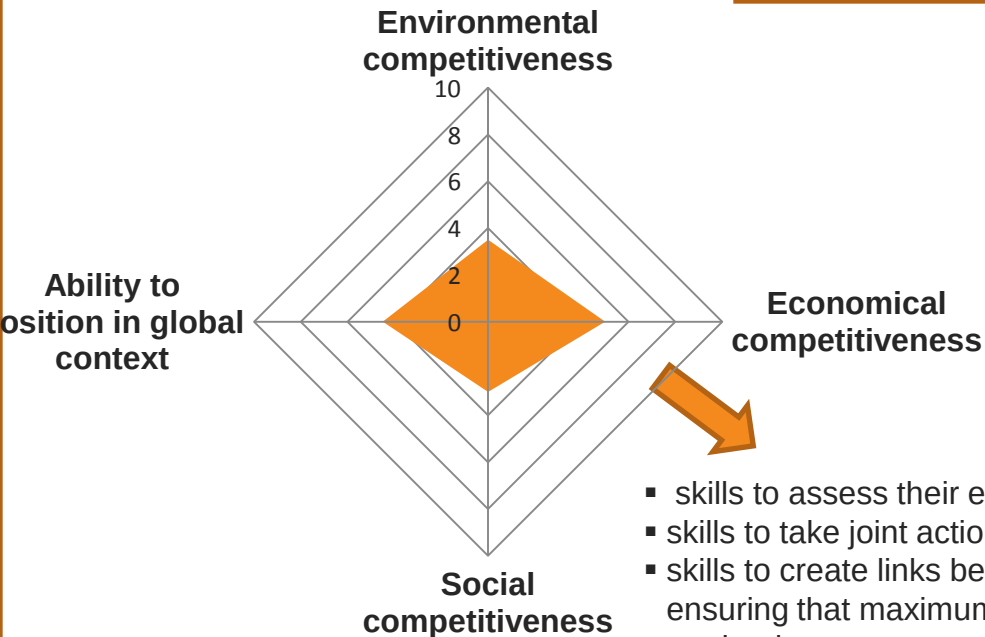
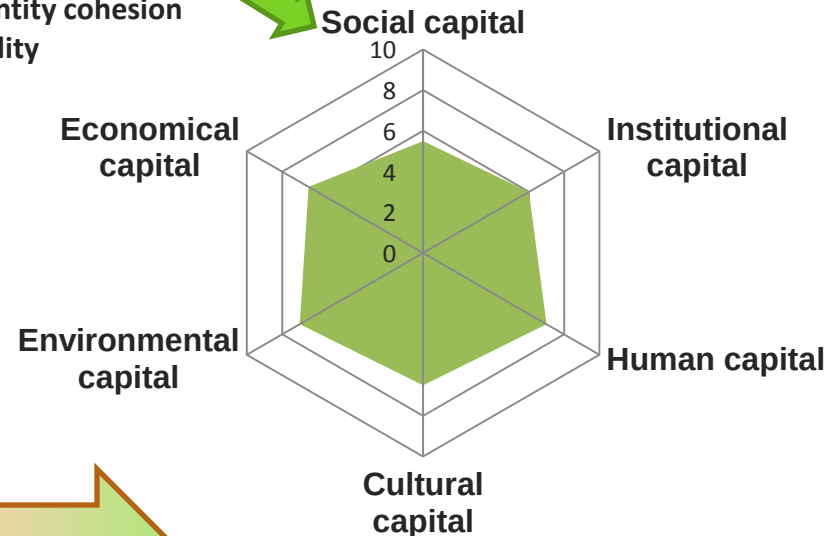
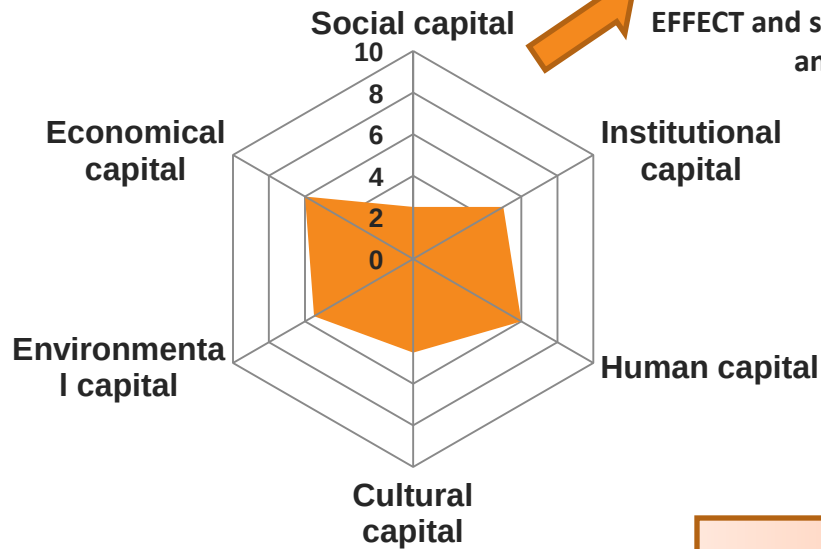
- ▶ **Environmental competitiveness** -
most of their environment - turning
available resources into assets -
“distinctive” element - internal cohesion
- ▶ **Economic competitiveness** –
synergy between sectors resource, people -
adaptability, attractiveness and
distinctiveness of their local products and
services.
- ▶ **Social competitiveness** is defined by
ability of the players involved to act
effectively together on the basis of shared
identity, values and conceptions, which
strongly depend on cooperation between
the various institutional levels
- ▶ **ABILITY TO FIND SUITABLE POSITION
IN THE GLOBAL CONTEXT** by increasing
its resilience - to ensure its internal
cohesion, synergy and its viability within the
global context

CURRENT DEVELOPMENT STATE

Gateway strategy

FUTURE DEVELOPMENT STATE

Streamlined series of connected models measures to achieve DEMONSTRATIONAL EFFECT and strengthen identity cohesion and area's visibility



- skills to assess their environment,
- skills to take joint action,
- skills to create links between sectors by ensuring that maximum added value is retained,
- skills to liaise with other areas

VISION

TO BECOME EASILY RECOGNIZED “GREEN RIVER” REGION, WHICH WITH ITS TERRITORY, NATURAL AND CULTURAL HERITAGE MAKES BRIDGE BETWEEN WEST AND EAST, AND WHOSE ATTRACTIVENESS AND DEVELOPMENT CAPACITY IS BASED ON

- MULTIFUNCTIONAL USE OF SPACE AND NATURAL RESOURCES;
- “GREEN AND SMART” ECONOMY;
- HIGH PROPENSITY OF NEW IDEAS AND KNOWLEDGE, THAT ENSURES SOCIAL , ECONOMIC PROSPERITY AND CONTINUOUS QUALITY OF LIFE IMPROVEMENT FOR ALL THEIR CITIZENS.



PRIORITIES	ADDRESSED CRITICAL NEEDS	ADDRESSED OPPORTUNITIES
Inventory of the region capacities and capabilities	• The integrated natural resources management and smart and efficient utilisation of natural resources • Stronger region integration (external and internal and visibility and attractiveness of Region)	• EU integration process and EU commitment to upgrade quality of Danube river • New market trend – the image of Region increases capability to be recognised at the market place
Strengthening the ability and agility of administration / institutions	• The integrated natural resources management and smart and efficient utilisation of natural resources • Stronger region integration (external and internal and visibility and attractiveness)	• EU integration process and EU commitment to upgrade quality of Danube river • New market trends
Ensuring capacity to create new products and services – knowledge transfer	• New innovative employment • Better market access • New innovative non-traditional knowledge • Stronger region integration (external and internal and visibility and attractiveness of Region)	• EU integration process and EU commitment to upgrade quality of Danube river • New market trend – the image of Region - to be recognised at the market place • Geostrategical position will be explored
Ensuring creation of incentive to develop integrated products	• New innovative employment • Better market access • New innovative non-traditional knowledge • Stronger region integration (external and internal and visibility and attractiveness of Region)	• EU integration process and EU commitment to upgrade quality of Danube river • New market trends – the image of Region increases capability to be recognised at the market place • Geostrategical position will be explored

OBJECTIVES

recognized – bridges – multifunctional use of space and resource

WHO WE ARE? DISTINCTIVE ELEMENT?



- enhanced recognition of the Region by raising awareness of shared values that create its specific identity and image

Goal 1

Shared values



- strengthening institutional capital, knowledge transfer in order to minimize the risk of possible further marginalization of the Region - INTEGRATION

Goal 2

People & integration



HOW TO REACH "GREEN RIVERS" FUTURE?



- Improving quality of life through modernization of the economic environment to make it more attractive to investors

Goal 3

Eco prosperity



WHAT WE NEED?
HOW TO MANAGE –
RESOURCES – SPACE –
PEOPLE?



SHARED VALUES – DINSTINCTIV ELEMENT

1.1

Shared knowledge and georeferencial data base about natural, cultural and historical heritage, its status and its potential to attract financial resources - "what to do list"

- | | |
|-------|--|
| 1.1.1 | Regional biodiversity and its potential |
| 1.1.2 | Regional cultural and historical heritage |
| 1.1.3 | Regional economic potential |
| 1.1.4 | "Grin river" integrated informational system |

1.2

Defined internal/external promotion of shared values, distinctive elements of the region and Region image

- | | |
|-------|--|
| 1.2.1 | Green River distinctive identity and image |
| 1.2.2 | Green River in my heart - I know why I cherished Green River |

PEOPLE & INTEGRATION - MANAGEMENT

2.1

LOCAL COMMUNITY INITIATIVE Green Rivers connecting its people, its tradition and its roots

- | | |
|-------|---|
| 2.1.1 | Local Community initiative Green River |
| 2.1.2 | Enhancing exchange of people, ideas, joint initiatives and businesses |
| 2.1.3 | Green River Good Governance |
| 2.1.4 | Green river virtual Chamber of Commerce |

2.2

Transferable institutional administrative framework - common methodology of management of natural, cultural and historical heritage

- | | |
|-------|--|
| 2.2.1 | Strategy Implementation Unit |
| 2.2.2 | Development of monitoring and evaluation system |
| 2.2.3 | LAG Networking |
| 2.2.4 | "Neighbors watch and help" |
| 2.2.5 | Good practices |
| 2.2.6 | UniMobil network to promote sustainable land, water, energy and waste management |

3.1

Soft Infrastructure development

3.1.1 Green future Network

3.1.2 Initiative to develop business incubators

3.1.3 Region of rich tradition - food and drink

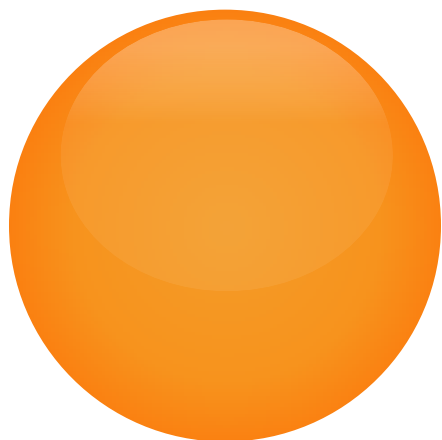
3.2

Capability to create and retain value chain

3.2.1 Identification of products anchors of value chain development

3.2.2 Identification of cluster development opportunities

3.2.3 Regional distribution and trading agency



THANK YOU FOR YOUR ATTENTION!
HVALA LIJEPO NA PAŽNJI!

