

Cross-Border Programme Serbia – Bosnia and Herzegovina

funded under the
European Union's Instrument
for Pre-Accession Assistance (IPA)

Stories from the Field

First Call for Proposals
Programme period
2007–2013



This project is co - funded by the EU

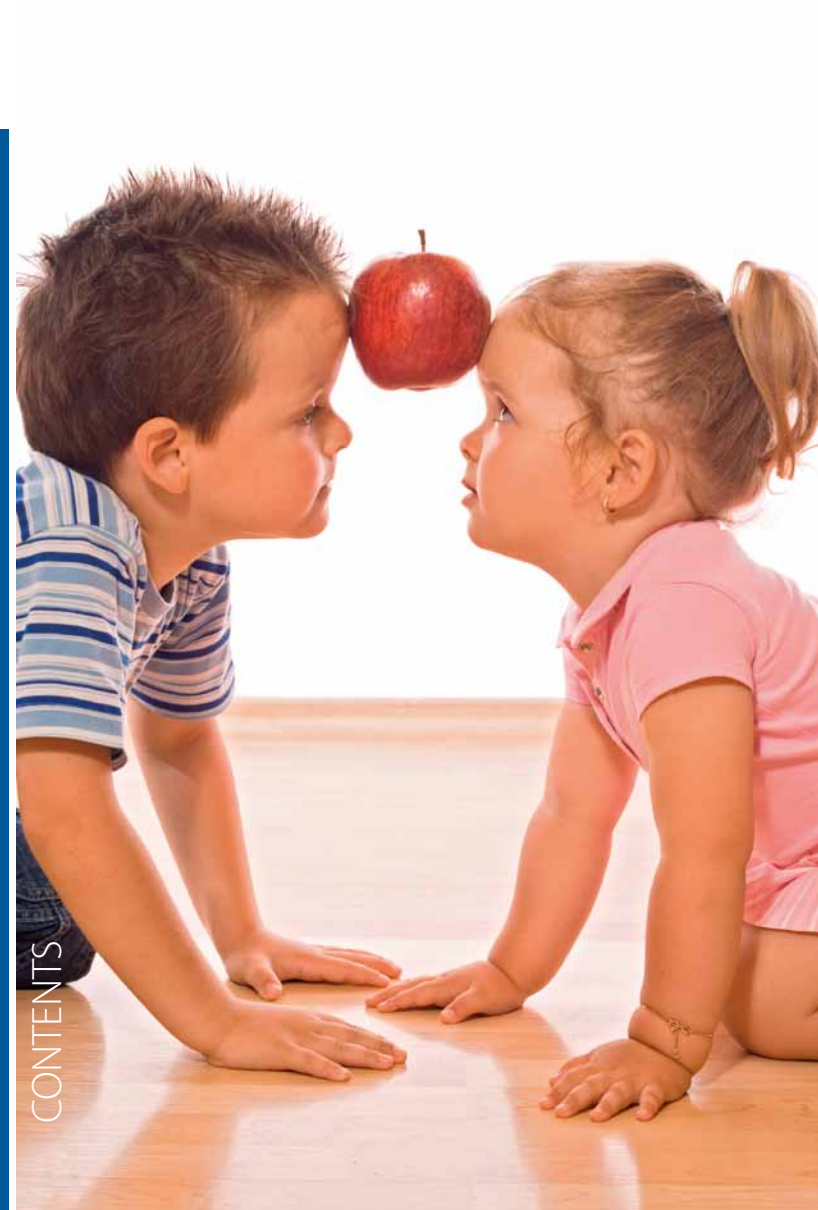




Common Ideas for a Better Future

*"The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms.
The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders".*

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INTRODUCTION

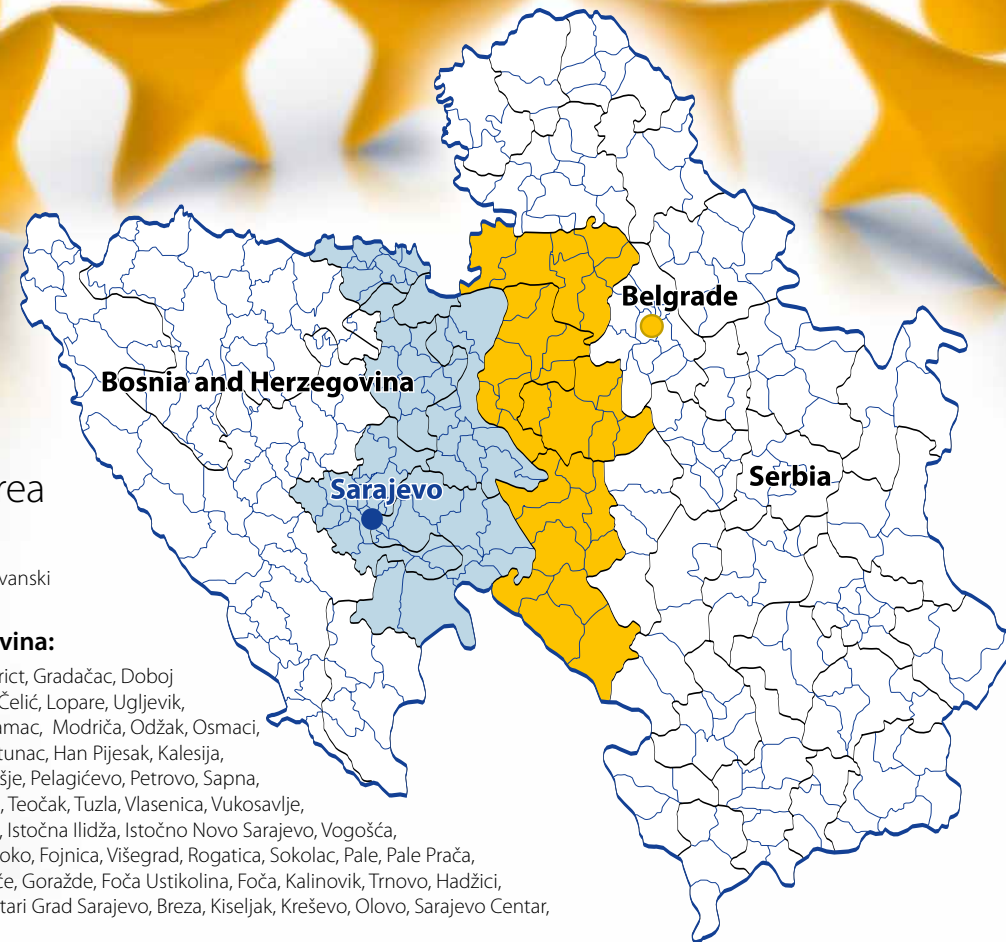
Programme area

Serbia:

Zlatiborski, Kolubarski, Mačvanski
and Sremski Districts

Bosnia and Herzegovina:

Municipalities of Brčko District, Gradačac, Dobo
Istok, Gračanica, Srebrenik, Čelić, Lopare, Ugljevik,
Donji Žabar, Domaljevac-Šamac, Modriča, Odžak, Osmaci,
Banovići, Bijeljina, Brod, Bratunac, Han Pijesak, Kalesija,
Kladanj, Lukavac, Milići, Orašje, Pelagićevo, Petrovo, Sapna,
Srebrenica, Šamac, Šekovići, Teočak, Tuzla, Vlasenica, Vukosavlje,
Zvornik, Živinice, Trnovo RS, Istočna Ilidža, Istočno Novo Sarajevo, Vogošća,
Istočni Stari Grad, Vareš, Visoko, Fojnica, Višegrad, Rogatica, Sokolac, Pale, Pale Prača,
Novo Goražde, Rudo, Čajniče, Goražde, Foča Ustikolina, Foča, Kalinovik, Trnovo, Hadžici,
Ilidža, Novi Grad Sarajevo, Stari Grad Sarajevo, Breza, Kiseljak, Kreševo, Olovo, Sarajevo Centar,
Novo Sarajevo, Ilijaš.



This brochure is a compilation of the first round of projects funded under the Cross-Border Programme Serbia-Bosnia and Herzegovina. Told by the beneficiaries, the Stories from the field reflect the results of local initiatives and on-the-field cooperation and show how human creativity, enthusiasm and local efforts contribute to creating bonds between neighbours.

The brochure is divided into the following thematic areas:

- Nature has no borders
- Creating connections
- Stimulating local and regional development

We hope that it will give readers a taste of local action that inspired change, and that these projects will motivate further similar initiatives with the aim of promoting cross-border cooperation, communication, diversity and creativity.

Background

Cross-border Cooperation Programmes are funded under the European Union's Instrument for Pre-Accession Assistance (IPA) which provides support to candidate and potential candidate countries on their path towards EU integration.

The Cross-Border Programme Serbia – Bosnia and Herzegovina aims to promote sustainable economic and social development and reduce the relative isolation of the programme area. It also aims to support the exchange of ideas and people-to-people actions which enhance cooperation and solve common problems in the cross-border area. It is one of eight cross-border programmes in which applicants from Serbia can participate,

and one of six cross-border programmes in which applicants from Bosnia and Herzegovina can participate.

The European Integration Office of the Government of the Republic of Serbia and the Directorate for European Integration of Bosnia and Herzegovina, as the two Operating Structures, are responsible for the joint programming and technical implementation of the Programme. A Joint Monitoring Committee has been set up by the participating countries to serve as an overall coordination body and the Operating Structures have set up a Joint Technical Secretariat with offices located in the eligible programme area - in Uzice and Tuzla - to assist them and the Joint Monitoring Committee in carrying out their respective duties. The Delegations of the European Union in Serbia and in Bosnia and Herzegovina, as the Contracting Authorities, are responsible for the correctness of management and implementation of the Programme.

The Cross-Border Programme Serbia - Bosnia and Herzegovina is implemented mainly through grant schemes. Two calls for project proposals have been launched under the Programme so far. Within the first call, 18 projects with the total value of 2.6 million EUR has been financed while 4.68 million EUR has been allocated for financing of projects within the second call for project proposals.

To find out more about the Cross-Border Programme Serbia-Bosnia and Herzegovina, please visit the Programme website www.srb-bih.org. Websites www.evropa.gov.rs/CBC and www.dei.gov.ba will give you more information on cross-border and transnational programmes in which Serbia and Bosnia and Herzegovina participate.

Project partners: PUC "Đunis" from Ub, Serbia
and Municipality of Modriča, Bosnia and Herzegovina
Project duration: December 2010–March 2012



Total amount of the project is EUR 263,942.23.

Project objective

The objective of the project is to improve environmental protection and minimize the negative impact of waste on the local environment.

Activities

Ub and Modriča Municipalities have introduced a system of primary separation of waste and encouraged the development of the recycling sector to prevent the deterioration of health of people and animals, improve the waste management system and raise awareness of environmental protection in the cross-border region. Utility and other companies gained new opportunities to expand their business activities and the final users can feel the benefits of improved waste collection, which will motivate them to adopt a proactive attitude towards environmental protection. In addition, other new possibilities regarding waste selection and composting are also emerging.

The main target group and final beneficiaries of the project are citizens of Modriča and Ub Municipalities who are educated through the project about the necessity of selective waste disposal and the importance



of recycling. The project was presented at the Fair of Local Authorities of South-East Europe, NEXPO in Sarajevo in March 2011 and at the club of the UB Cultural Centre in May 2011.

Waste management system has been set up so that utility companies continue with these activities after the end of the project. The established cooperation between different sectors will ensure further progress on the topic of waste management. This project is a piece of a large puzzle – ongoing national environment awareness campaigns in both partner countries. As such, we have valid reasons to believe that the issue of waste management will become a state priority.



Project partners: Municipality of Priboj, Serbia
and Municipality of Rudo, Bosnia and Herzegovina
Project duration: December 2010–March 2012
Partners: PC “Town Construction Directorate” Priboj
and PUC “Usluga” Priboj

Total amount of the project is EUR 285,706.44.

Project objective

The project's goal is to encourage cooperation of partner Municipalities of Priboj and Rudo to enhance protection of the environment as a shared resource.

Activities

Possibilities for improvement of services in local communities have been created through the establishment of a solid communal waste disposal and collection system, capacity building of communal service providers, establishing “48 hour” Call Centres and increasing citizens' participation in solving environmental protection issues, especially in remote cross-border areas.

The shape of the border in this area gives an interesting cross-border character to the project. It is curved in such a way that the Municipality of Priboj (Serbia) is closer to some local communities in Bosnia and Herzegovina (Mokronozi, Uvac, Štrpci and Bijelo Brdo) while the Municipality of Rudo (BiH) is very close to some local communities in Serbia (Sjeverin and Sastavci). Upon signing the Memorandum of Understanding, Public Utility Company “Usluga” from Rudo began to carry out community waste services in the local communities in Serbia, while Public Utility Company “Usluga” from Priboj does the same for the local communities



in Bosnia and Herzegovina, each crossing the border many times a day. Also “48 hours” Call Centres have been established in Priboj and Rudo for citizens to report any environment related issues such as illegal dumps, sewerage system problems, dirty streets. Citizens can do so by sending an SMS, e-mail or through a phone call. Once notified, responsible services, including communal companies, directorates for construction and inspection services, are required to inform the citizens within 48 hours how they are going to solve the problem.

In order to successfully implement the project, “48 hours” software was purchased as well as 50 solid waste containers (40 for Priboj Municipality and 10 for Rudo Municipality) and one garbage truck was purchased for each utility company in Priboj and Rudo. In order to raise awareness about the project, two forums were held in Sjeverin and Sastavci (Priboj Municipality) and one in Uvac (Rudo Municipality).

Implementation of Environmental Binocular ensured stronger partnership and citizens' participation in dealing with environmental protection. Activities which strengthen networks, communication and cooperation among local communities in the Programme area, especially in the field of environmental protection, European integration and introduction of EU standards in the work of local communities serve as an example to other municipalities in implementation of similar projects.



Project partners: Municipality of Prijepolje, Serbia
and Municipality of Čajniče, Bosnia and Herzegovina
Project duration: December 2010–November 2011



Total amount of the project is EUR 112,979.37.

Project objective

The project's aim is to enable the exchange of experiences and knowledge between young people on biodiversity and environmental protection.

Activities

Two research centres have been established and fully equipped for re-research of the border area's biodiversity. The Eco Centres are part of the associations formed by the groups of young enthusiasts whose objective was to research and protect local wildlife and biodiversity.

32 young biologists were selected, 16 from each country, to attend a three-day joint training and were introduced to the complete plan and research programme, sampling techniques of the endemic and rare plants using sophisticated equipment (purchased through the project), as well as techniques of systematisation and processing of data collected through research. Together they also attended two ten-day camps where they gained practical research skills. The first camp was held in July 2011 in Čajniče, during which young researchers explored the protected biodiversity of Cicelj areas. They gained knowledge about the natural environment and made a significant contribution to the protection and promotion of



www.ekocentri.com

the area. The main theme of the second camp, held in August 2011 in Eco Centre Aljinovići, was medicinal herbs. In the course of laboratory and field work, more than 300 species, of which over 70 are endemic, were mapped and located. In a form of a published study, research results are available on the project website www.ekocentri.com.

The long term effect of the project is achieved through services that Eco Centres continue to provide after the project's completion. Also, numerous environmental and tourism organisations expressed their interest in project activities, and Eco Centre will work towards ensuring their continued engagement - through cooperation, partnership and information sharing. Above all, new friendships between youth truly reflect the success of the project. Young environmentalists from Prijepolje visited again Eco Centre Čajniče on their own initiative and cost in September 2011 which clearly reflects the positive impact of the project.



www.ekocentri.com

GREENING THE MANAGEMENT OF PROTECTED AREAS IN SERBIA – BOSNIA AND HERZEGOVINA CROSS-BORDER REGION

Project partners: Nature Conservation Movement of Sremska Mitrovica, Serbia and Foundation of Local Democracy, Bosnia and Herzegovina
Project duration: December 2010–May 2012
Partners: Institute for Nature Conservation of Serbia and Ministry of Physical Planning and Environment, Canton Sarajevo

Total amount of the project is EUR 218,592.13.

Project objective

The objective is to foster the role of the Civil Society Organizations (CSOs) in integrated management planning and ecotourism development in protected areas in the Serbia – Bosnia and Herzegovina cross-border region.

Activities

In order to achieve the main objective, the partners established a team of experts for nature protection and ecotourism from both sides of the border. The team assessed the current situation in the cross-border region concerning the area of nature protection, protected areas management and ecotourism development, identified gaps and made recommendations for improvements. The results of the analysis were presented at the opening workshop organised in June 2011 in the Special Nature Reserve "Zasavica" in Sremska Mitrovica. More than 50 representatives of CSOs, nature protected area (NPA) managers, local government and scientific institutions from Serbia and Bosnia and Herzegovina discussed the results of the analysis and presented and exchanged their own experiences.



Based on the analysis and interviews conducted with local citizens, CSO representatives, local government and entrepreneurs in tourism in five municipalities in Serbia and three in Bosnia and Herzegovina, guidelines for ecotourism development in protected areas have been prepared by a multidisciplinary cross-border expert team. The guidelines were presented to the target group at the Mid-Term Workshop in November 2011



www.protectthenature.org

in Sremska Mitrovica and an action plan was drafted to overcome the identified gaps and improve the management of natural resources using ecotourism as the driving force for sustainable local and regional development and a way to improve living conditions for the local population.

The Nature Conservation Movement of Sremska Mitrovica is the first NGO to become a manager of a protected natural asset in Serbia (Zasavica) and its experience is used in the project for the development of the same concept in BiH. The Cave of Bijambare was selected as a pilot area where the integrated natural resources management will be implemented and eco tourism development practices applied. The network of CSOs and



www.protectthenature.org

managers of NPA that has been established will serve as the platform for implementing the action plan. CSOs and NPA managers will cooperate when organising joint activities after the project has been finalised. The main tool for exchange of information and communication within the network and for keeping the network alive in the future is the website www.protectthenature.org with outreach services such as news updates and an e-mail distribution list.



THE BRIDGE ON THE DRINA

Project partners: Association "Natan", Serbia and Choir "Srbadija" from Bijeljina, Bosnia and Herzegovina
Project duration: December 2010–August 2011

Total amount of the project is EUR 111,352.00.

Project objective

The objective of the project is to strengthen cross-border people-to-people interaction through joint cultural activities in the field of music.

Activities

The string orchestra Kraljevski Gudači Svetog Đorđa from Serbia and choir Srbadija from Bosnia and Herzegovina rehearsed together, made new music pieces, and organised 22 concerts of classical music with ethno elements, 10 in Serbia (Irig, Sremska Mitrovica, Bogatić, Šabac, Šid, Loznica, Valjevo, Užice, Prijepolje and Priboj) and 12 in Bosnia and Herzegovina (Brčko, Ugljevik, Tuzla, Foča, Zvornik, Dobo, Goražde, Lopare, Sarajevo, Bijeljina twice and Višegrad).

The audience was very supportive and appreciative in every town where the concerts were held. The performers, accompanied by two project team members, travelled together over 4000 km and performed in 21 different towns. During that time, while varying in the level of professional experience (professional musicians on one side and amateur choir singers on the other), age (ranging from 18 to 64), ethnic background (Bosniac, Croatian, Roma, Serbian) and personal interests, they developed strong bonds, both professional and personal. The focus of the project was on cultural diversity. The cultural program envisaged promotion of musical traditions of both countries, which were



then sublimed into one symbolic music piece, composed especially for the project "Drino, vodo" ("Drina, water") as the Drina river is a natural border and common asset of Serbia and Bosnia and Herzegovina. This and other pieces were performed throughout the cross-border region. The venue of the last concert strongly emphasized this concept, as it took place on the bridge over the Drina River in Višegrad, a symbolic connection of the two cultures. The concerts were free of charge which ensured wider attendance of the local community and citizens. All concerts were recorded and a DVD, which is also available on You Tube, was made and used to promote the project after its end.



BALKAN – HOUSE OF DIVERSITY

Project partners: Group 484, Serbia and Human Rights Office Tuzla, Bosnia and Herzegovina
Project duration: December 2010–January 2012

Total amount of the project is EUR 177,095.70.

Project objective

The project aims to contribute to development of social cohesion in the cross-border region by promoting ethnic and cultural diversity.

Activities

Raising awareness about multi-ethnic and multi-cultural identities in Serbia and Bosnia and Herzegovina was a way to strengthen the potential of young people to accept new social experiences and create understanding. A group of local mentors worked with young project participants who collected material for a tourist tour which will be a tool for the promotion of interculturalism and interethnicity. Assisted by their mentors, ninety young people from Tuzla, Bijeljina, Brčko, Užice, Kosjerić and Požega aimed to discover the everyday life of writers living in these municipalities and events and places that inspired and influenced them to create characters for their novels. They then created a tourist tour "Through the Eyes of Writers" which aims to promote intercultural and inter-ethnic diversity. Also a youth camp was organised for students who worked on creating socially engaged art as material for a touristic offer. 12 mentors from cultural and educational institutions and 10 contemporary writers from the region participated in the project in-



Group 484



cluding the final event which took place at the Regional Festival of contemporary writers from Western Balkans "Half Way Along" in Uzice. All these innovative tourist offers in the cross-border area can be combined into one and made available by the existing touristic agencies. Such actions can enhance regional development, but more importantly could contribute to a better understanding of others, thus inspiring a more inclusive society.



YOUTH LEADERSHIP FOR SOCIAL COHESION AND CROSS-BORDER COOPERATION

*Project partners: Užice Child Rights Centre, Serbia and
Foundation for Creative Development,
Bosnia and Herzegovina
Project duration: December 2010–December 2011*

Total amount of the project is EUR 124,835.24.

Project objective

The project's objective is to strengthen leadership capacities of young people from targeted areas in Serbia and Bosnia and Herzegovina to help them to become leaders in community actions and promote youth co-operation.

Activities

The project has been successfully implemented through training, cross-border study visits, platforms, workshops and cultural events for young people aged 15-27 from Serbia and Bosnia and Herzegovina during which they had a chance to meet and exchange experiences and widen their understanding of other cultures, traditions and customs.

The greatest challenge was to overcome prejudices and stereotypes that young people had in relation to other countries, cultures and their peers. This was expected, given that in recent years the young people had no opportunity to learn about other cultures and that relations between them have been broken off during the past two decades. This challenge was successfully overcome by organizing preparatory workshops with youth groups before each travel to the partner country. Young people from Serbia and Bosnia and Herzegovina showed that existing differences between them do not pose an obstacle to understanding and cooperation.



In fact, they were a good foundation to build new relationships based on understanding, tolerance and mutual respect.

The project's sustainability is integrated in the implementation plan as a sustainability strategy. The strategy was founded during the intensive training of the young people and their organisations, together with the development of the platforms where young people expressed their opinion regarding social and economical development in selected cross-



border communities. The Platforms will serve other young people, local communities and youth groups to define common actions aimed at relevant decision makers.

Using the results achieved, lessons learned and current needs of young people from both countries, the partners will work to facilitate further partnerships and cooperation between youth groups from Serbia and Bosnia and Herzegovina in various fields.



INTERNATIONAL LIM BIATHLON PRIBOJ – RUDO (SETIHOVO)

Project partners: Tourism Organization Priboj, Serbia and Municipal Development Agency Rudo, Bosnia and Herzegovina

Project duration: December 2010–August 2011

Partners: Environmental movement "Lim"- Priboj

Total amount of the project is EUR 96,465.39.

Project objective

The project aims to improve communication and cooperation between local communities and organizations in Priboj – Rudo cross-border area by upgrading the Manifestation "International Lim Biathlon", traditionally held at the end of August.



Activities

The Biathlon gathers people of various ethnic, religious and age groups. In the time of global economic crisis and alienation, this event is a unique opportunity for people to socialize, to meet new people and build good neighbourly relations. The project has contributed to strengthening communication between people who live in the Priboj-Rudo cross-border area and has enhanced interethnic, educational, cultural and sport cooperation. The target groups of the project were: athletes, young people from 18 to 25 years, nature devotees and fishermen.

As the main event of the Biathlon is rafting on the Lim River, all necessary safety equipment was acquired, including rafting boats, helmets, life vests, oars, safety and security and rescue boats. New equipment will be used in years to come, ensuring enhanced safety and quality for all Biathlon participants. By procuring the necessary safety equipment, capacities of the Tourism Organization Priboj and Municipal Development Agency Rudo to organise similar manifestations on the Lim River have increased. As such they will ensure improvement of touristic offer and promotion in these developing border areas.

In addition, the project activities entailed cleaning of the river and the river banks. Procured boats and other necessary equipment enabled some unreachable places along the river banks to be successfully cleaned.



One of the main issues during the project implementation was ensuring free movements of participants across state borders, as the River Lim runs through both countries. Thanks to an excellent cooperation between border authorities of both countries, this issue was successfully resolved and participants of the Biathlon could cross the borders without problems.

This project revived an old tradition and made it popular again. A biking race and a number of rock concerts followed the rafting event, which raised attendance and popularity of this event. Tourism Organization Priboj and Municipal Development Agency Rudo plan to make further improvements in organisation of future Biathlons.

Project partners: Caritas Italiana, Serbia and Association for people with mental diseases "Fenix" from Tuzla, Bosnia and Herzegovina
Project duration: December 2010–March 2012
Partners: Health Centre Valjevo, Caritas Valjevo



Total amount of the project is EUR 130,020.00.

Project objective

The project has a wide social and health aim to improve the quality of life for mental health patients in Valjevo and Tuzla, through promotion of new psychiatric models of assistance and re-integration of patients into their own communities.

Activities

Mental health is an important issue for the cross-border region because of traumatic events during the 1990s and the ongoing political and economic transition. Both factors had an effect on many people causing psychiatric disorders (post-traumatic stress disorder, depression, psychosis) and social problems (isolation, discrimination, prejudice), which have never been adequately dealt with.

The project targeted people with mental disorders and their families, professionals and workers in mental health, as well as civil societies at large in Serbia and Bosnia and Herzegovina.

On the one hand, the system of mental health protection which has been developed in hospital services in Valjevo and includes important treatment modalities, such as home care visits, was promoted. On the other hand, community services in Tuzla have been improved thanks to the daily centre "Fenix", an association of patients. Based on these facts, all project actions were planned to promote an exchange of existing best practices and mutual learning experiences.



www.365danazamentalnozdravlje.org

Cross-border exchange of best practices was promoted by activating two working groups, carrying out two exchange visits and producing two brochures. Moreover, a common education and research program was developed within which two joint trainings were held by European and local experts and the first comparative research on mental health systems in Serbia and Bosnia and Herzegovina was promoted. Finally, the project supported raising public awareness through promo-

tion of the joint Anti-stigma Campaign and the launch of the website www.365danazamentalnozdravlje.org.

In the future we would like to continue this cooperation, to activate new services for mental health and associations of patients in the region, and to try new methods to socially integrate people with mental diseases, such as promoting social enterprises for work inclusion.



www.365danazamentalnozdravlje.org

NEW RELATIONS IN THE BORDERING REGION OF SERBIA AND BOSNIA AND HERZEGOVINA

*Project partners: Youth Initiative for Human Rights from
Belgrade, Serbia and Democracy Development Institute
from Sarajevo, Bosnia and Herzegovina
Project duration: December 2010–November 2011*



Total amount of the project is EUR 101,539.20.

Project objective

The overall goal of the project is to inspire young people to embrace multiethnic values and develop friendly relations and closer ties with their peers across the border.

Activities

Forty young people were educated on cross-border relations, human and minority rights and multiethnic and civil society principles through seminars, exchange visits, street actions and a festival. At those events they learned about the basics of democracy, human rights, EU integration.

The "New Ties" Festival was the final and the most visible activity within the project during which a group of 40 high school students from Užice, Požega, Priboj, Prijepolje, Višegrad, Goražde, Srebrenica and Bratunac presented tourist, cultural and economic potentials of this region.

"Lack of contacts between people has led to misunderstandings and creation of prejudices" – the young people concluded during the preparation of the Festival. During debates at the Festival, there were discussions about severed ties from the past, the meaning of "new ties" among the young people and plans for maintaining them in the future.



ACTIVE CROSS-BORDER YOUTH EXCHANGE "INVESTMENT FOR FUTURE"

*Project partners: Democratic Transition Initiative, Serbia
and Red Cross Sokolac, Bosnia and Herzegovina
Project duration: December 2010–November 2011
Partners: Centre for Creative Gathering Arilje*



Total amount of the project is EUR 68,038.00.

Project objective

The project supports knowledge, ideas and information exchange between young people ages 14 to 20, their friends and families, schools and youth organizations in the border regions of Serbia and Bosnia and Herzegovina through sport and cultural activities.

Activities

The project included about 400 young people as direct participants and about 2,000 indirect participants - their friends, families and citizens. The project beneficiaries went skiing to Jahorina, swimming in Arilje, took part in summer camps in Arilje and Sokolac and actively participated in festivals in Arilje and Sokolac. As such, the project created extracurricular activities which filled up free time during the holidays in a creative and purposeful way.

Cross-border partnerships developed in direct proportion to the number and intensity of the project activities. Parallel to the establishment of strong friendships among the youth, our cross-border partnerships grew into a friendly and successful partnership. After a rich common experience, we plan to proceed with the development of an effective model for cross-border partnership and cooperation in a **number of local communities** in Ser-



bia and Bosnia and Herzegovina, which will be the basis of our next project. Enthusiasm is a significant factor whereby good energy of the project team and participants spread to the wider community and contributed to the twinning of Arilje and Sokolac Municipalities. Young people's own initiative posed as an example that was recognised and followed by the whole community. "Investment for the future" has become part of a wider social initiative between local communities from Arilje and Sokolac, including cooperation between young people, municipalities, schools,



media, cultural institutions, sport clubs, churches, cultural associations and raspberry producers. A number of strong and lasting friendships have been established, which we expect to be a cornerstone of all future ventures. We believe that such a comprehensive correlation and interaction of local communities, based on the Twinning Charter and strong and lasting relationships will ensure the project's sustainability and that the results of this project, based on the real needs of the local communities, exceeded all expectations.



OVER THE BORDER RASPBERRIES

*Project partners: Municipality of Arilje, Serbia
and Municipality of Istočni Stari Grad,
Bosnia and Herzegovina
Project duration: December 2010–May 2012
Partners: Municipality of Čajetina and
Municipality of Sokolac*

Total amount of the project is EUR 394,180.00.

Project objective

The project aims to enhance cooperation among farmers from four municipalities and to improve conditions for fruit growing by forming experimental raspberry plantations and improving existing ones.

Activities

Project activities were initiated at introductory lectures held by experts on the topics of intensive and environmentally friendly production of berry-like fruit. The experts provided support to growers from four Municipalities which participated in the project – Arilje, Čajetina, Sokolac and Istočni Stari Grad. They covered the topics related to contemporary trends in the production of berrylike fruit, cultivars and latest technology for the formation of experimental raspberry plantations.

Following these lectures, farmers prepared their land for experimental raspberry plantations. Project experts selected 30 locations in Serbia and Bosnia and Herzegovina with the greatest potential for successful formation of experimental raspberry plantations.

<http://malinacbc.arilje.org.rs>



Formation of experimental raspberry plantations in Bosnia and Herzegovina was completed in April 2011 using the Willamette cultivars. In the Republic of Serbia, existing plantations were improved and used to perform experiments for berrylike fruit production in semi-closed spaces. Experts regularly visited the plantations and advised the growers about necessary measures and activities for further care of the plantations.

In mid July 2011, about 30 growers from Istočni Stari Grad and Sokolac Municipalities visited their counterparts in Arilje and Čajetina Municipalities to gain practical experience in raspberry growing and harvesting methods. In October 2011, a joint study tour to the Republic of Slovenia was organised during which the farmers learned about experiences in intensive and environmentally friendly berrylike fruit pro-

duction and about examples of good practice from Slovenia. In Spring 2012, an exchange visit will be organized between farmers from two Serbian municipalities and farmers from two Bosnia and Herzegovina municipalities. Finally, the end of the project will be marked by the "Raspberry Days" fair, which will be announced on the project website www.malinacbc.arilje.org.rs.

Cooperation among project partners was excellent and it continues to improve. A twinning charter signed in May 2011 confirmed the cooperation between Municipalities of Sokolac and Arilje. In addition an agreement was reached for joint participation on a new project proposal which will be submitted within the 2nd Call for Proposals of the IPA Cross-Border Programme Serbia - Bosnia and Herzegovina.



BUILDING CAPACITIES FOR EU LEADER TYPE OF OPERATIONS IN SERBIA AND BOSNIA AND HERZEGOVINA CROSS-BORDER AREA

*Project partners: Ibar Development Association
from Kraljevo, Serbia and Municipality of Rogatica,
Bosnia and Herzegovina*

Project duration: December 2010–March 2012

*Partners: Municipality of Arilje and Municipality of
Istočni Stari Grad*



Total amount of the project is EUR 124,080.00.

Project objective

The objective is to build the capacity of local communities through LEADER approach to implement local strategic documents regarding rural development.

Activities

The transfer of knowledge concerning principles, legislation and methodologies set by the European Union regarding rural development and LEADER (Liason Entre Actions pour le Développement d'Economie Rurale) approach has been enabled through debates, exchange of experiences and development of cooperation between the stakeholders in the cross-border area. Partnership between the sectors in three Municipalities – Arilje, Istočni Stari Grad and Rogatica – has been established within the Local Action Groups (LAGs) in accordance with the LEADER concept. LAGs allow adequate consideration of the needs of local communities by defining objectives and measures for the development of the area. As such, local development strategies can be defined to serve as the basis for socioeconomic development of the area.

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ZLATIBOR - JAHORINA: COOPERATION ON MAGIC WAY

Project target groups were representatives of civil society active in the field of rural development, business organizations, municipal management and public services from Arilje, Rogatica and Istočni Stari Grad. Also, Municipalities of Han Pijesak and Sokolac were included in the project implementation. This raised the potential of the private, business and public sectors in the three municipalities for long-term planning and implementation of measures for rural development on the territories where LAGs

were created. They have thus gained the necessary prerequisites for better support and use of available resources.

Experiences show that cross-border partnerships can be maintained by respecting local diversities, ensuring flow of information, as well as exercising cooperation and exchange of experiences between project partners, while supporting proper implementation of local development strategies across the rural areas.



*Project partners: Municipality of Čajetina, Serbia
and Municipality of Pale, Bosnia and Herzegovina*

Project duration: April 2011–September 2012

Partners: Tourist Organization Zlatibor and Municipality of Arilje

Total amount of the project is EUR 153,209.92.

Project objective

The project aims to enhance competitiveness of tourism offers in the Čajetina and Pale Municipalities, through joint action, sharing knowledge, experience and development of tourist infrastructure.

Activities

The project helps to develop human resources of employees who work in the field of tourism. The marking of new walking, biking and hiking trails and opening of winter and summer sport centres improve conditions for the development of sports and recreational tourism and attract more tourists. Target groups are tourists and visitors of Zlatibor and Jahorina mountains, cyclists, staff and professionals in touristic organisations, the general population of the two municipalities, local governments, SME/ SMI sector and potential investors.

The improved tourist infrastructure has contributed to the promotion of the tourist offer of the two most visited tourist sites of the cross-border area. We defined activities according to priorities of each project partner, which ensured project success and relevance. In this way, future project activities can be easily updated ensuring long-term continuation and sustainable development.



SUPPORT TO THE DEVELOPMENT OF RURAL TOURISM DESTINATIONS ON RAJAC AND VRANICA MOUNTAINS

Project partners: Association Serbian Rural Tourism from Ljig, Serbia and Caritas International Belgium, Bosnia and Herzegovina
Project duration: March 2011–March 2013
Partners: Caritas of Bishops Conference of Bosnia and Herzegovina, Municipality of Kreševo, Caritas Serbia and Montenegro and Tourist Organization of Ljig

Total amount of the project is EUR 283,356.00.

Project objective

The project's objective is to revitalise the rural economy - support professional development in rural tourism in Serbia and Bosnia and Herzegovina and boost regional exchange.

Activities

The scope of activities includes: institutional support to rural tourism by enabling rural tourism organizations in Serbia and Bosnia and Herzegovina to access professional European institutions; development of tourist destinations which includes diversification of touristic offer, such as marking of hiking and cycling routes, proposing new itineraries in the cross-border area, installing a climbing wall and paragliding airlift platform, equipping playgrounds and renovation of rural heritage monuments; capacity building of target groups through vocational workshops and trainings in B&B management and ecotourism; promotion and visibility activities, upgrading of two national rural tourism web portals, creation of visitor information and bilingual boards, printed brochures and maps for tourists, and other relevant materials.



Developing tourism in small villages of Central Bosnia and Herzegovina and Serbia holds the potential to raise incomes, create jobs and enhance diversification of rural economy that is largely based on agriculture. By collaborating with national actors and building nationwide web platforms, our idea is to ensure an impact that will go beyond the strictly determined

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border areas and will assist the two countries to capitalise on their rural tourism resources. Actions are mainly based on transfer of knowledge and building of professional and business links, and the applied methodology is mostly based on a "community approach" involving all main stakeholders in the areas to ensure sustainability of all project outputs.

INTRODUCTION OF SUSTAINABLE MODELS OF YOUTH ENTREPRENEURSHIP AS SUPPORT FOR ECONOMIC DEVELOPMENT IN WESTERN SERBIA AND EASTERN BOSNIA AND HERZEGOVINA

Lead partners: Forum of Civic Action FORCA
from Požega, Serbia and
Prijatelji Srebrenice, Bosnia and Herzegovina
Project duration: December 2010–November 2011



Total amount of the project is EUR 77,364.55.

Project objective

The project objective is to develop personal skills and abilities of young people which will help them embrace future challenges and overcome professional and private obstacles.

Activities

The project directly targeted 250 high school students from Požega, Užice, Arilje, Bratunac, Srebrenica and Milići who explored the following themes: self-initiative, self-confidence, creativity, teamwork, reliability, responsibility, honesty, determination, knowledge of market mechanisms and the process of decision making. Through project activities the students learned how to put their knowledge into practical use after graduating. The project also promoted youth entrepreneurship through various education activities and provision of business counselling services, as well as through creation of a competitive business environment in under developed municipalities of Zlatibor County and North-Eastern Bosnia and Herzegovina. After selecting a team of 12 teachers from six municipalities, the teachers were put in charge of 36 companies, three each. Each company had seven students who acted as employees and who also organised a business fair where they presented their ideas.

We worked on establishing new friendships, partnerships and transnational contacts while planning future employment opportunities for the young people in the region. The Ministry of Education and Culture of the Republic of Srpska supported the project, with the idea to include this model of student entrepreneurship in the curriculum for secondary schools. This was the greatest achievement of the project, which we did not anticipate at the time of the preparation of the project proposal. In addition, schools in Serbia wish to further develop entrepreneurship programs using this project's activities as a draft for a new school module.



SUPPORT TO ENTREPRENEURIAL ACTIVITIES OF YOUNG PEOPLE



Project partners: Business Incubator of Technical Faculties
from Belgrade, Serbia and Innovation and Technology
Foundation from Tuzla, Bosnia and Herzegovina
Project duration: December 2010–July 2012
Partners: University of Tuzla and Business Incubator Centre Užice



Total amount of the project is EUR 319,417.00.

Project objective

The project aims to enable exchange of experiences, build capacity and enable young people to realise their entrepreneurial ideas, as well as to promote entrepreneurial initiatives for cross-border cooperation between existing businesses.

Activities

The activities target final year technical faculty students and young people with formal education in technical studies with no working experience or relevant practical skills. In order to raise awareness about the importance of entrepreneurship and motivate young people to participate in project activities, 255 young people were interviewed on both sides of the border and a range of information and motivation workshops were held. Over 60 young persons, on both sides of the border, were trained on entrepreneurship and acquired skills that will help them start their own businesses. The sessions included the following themes: introduction to entrepreneurship, technical aspects of new businesses, legal aspects of businesses, financing your own business, accounting and finance, management of small businesses, marketing and promotion, business plan preparation, project management principles and intellectual property rights protection.



In addition, direct consulting support was provided to the young people to further develop their ideas, prepare business plans or learn how to register a business. A one-month briefing practice included mentoring by successful entrepreneurs, during which young people had an opportunity to network and connect with potential cross-border partners. In the second phase, project activities focused on enterprises and research institutions to promote cross-border cooperation between businesses in the region and enable exchange of experiences and good practice. For this purpose a series of meetings were organized amongst enterprises from both sides of the border, as well as between enterprises and research institutions. The project aims to use the established partnerships to provide support to young entrepreneurs beyond the project, which is important considering the high level of unemployment in the region and difficulties that young people face while job hunting.



*Project partners: Regional Development Agency Zlatibor
from Užice, Serbia and Association Independent
Development Office from Gradačac, Bosnia and Herzegovina
Project duration: July 2011–February 2013*

Total amount of the project is EUR 211,420.25.

Project objective

The overall objective of the project is the protection of traditional food and handicrafts in accordance with EU standards and their wider regional visibility. The project aims to renew old customs and traditions in the targeted cross-border area, increase sales, provide possibilities for access to new markets and develop an attractive tourist offer.

Activities

The project involves four main groups of activities: mapping and analysis of traditional products and key stakeholders that could support the development of typical products; support to producers of traditional products via trainings, a study trip to Bosnia and Herzegovina, creation of a touristic guide, workshops, creation of an action and marketing plan; and promotional activities including a final conference and an exhibition of traditional products. Trainings emphasizing the significance of protected geographical origin and benefits of marketing and promotion contribute to increased capacities of producers and their associations and define common objectives and strategic directions for further development of selected products.



During the visit to Bosnia and Herzegovina producers learned about examples of best practice from traditional cheese producers. This transfer of knowledge enabled them to valorise and develop traditional products, as well as to initiate protection procedures according to EU standards. The best 30 producers will exhibit their traditional foods and handicrafts at the final project event.

Improved cooperation and capacities of associations and producers of traditional products create favourable conditions for long term development. There is a substantial interest and demand on local and regional markets and customers are ready to pay a higher price for these products. Traditional food and handicrafts are first class products: specific, different and seen as guarantors of high quality, origin and tradition. Protecting them is crucial because they are an important cultural and regional resource.

The project activities will raise productivity and the economic and tourism development potential, contribute to environmental protection, provide opportunities for further rural development and improvement of living standards of the target population.





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Common Ideas for a Better Future

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