



Capacity building workshop

“Fostering integrated economic development through sustainable use of natural resources and greening of value chains”

Banja Koviljaca, Serbia

19 – 21 April 2017





“To become easily recognized “Green river” region, which, encompassing it’s 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.”*





*“Unavoidable for environmentally responsible businesses
Drina River-Mt. Tara - Region of unique natural and cultural
beauties”*



WS Objectives

Increased awareness and knowledge about:

- sustainable use of natural resources,
- greening of the value chain,
- joint promotion and marketing of quality products and services with focus on creating business partnerships,
- creating and maintaining image of products and services in the regions of Drina-Tara and Drina-Sava

Exchange of experiences, as well as development of ideas for possible joint actions among participants.



How we are going to work?

The training and coaching will be conducted with a participatory approach, which will be ensured by plenary and working group discussions, as per the enclosed programme.





Who are the trainers/ experts?

- Mr. Kaj Mortensen
- Mr. Srdjan Susic
- Mr. Lars Albaek
- Ms. Suzana Djordjevic Milosevic
- Ms. Anne-Mette Hjalager



Programme



14:30	14:45	Aleksandar Damnjanovic	SWG activities for facilitation of the sustainable economic development of WB rural cross-border areas. Current status and possible future actions	Method
14:45	15:00	Kaj Mortensen	Concept of cooperation in value chains and trends in the EU; Potentials of products and services from WB cross-border areas	Plenary session Presentation
15:00	16:00	Srdjan Susic Irena Dzimrevska	Principles of sustainable management of natural resources within the framework of developing rural areas. Plenary discussion of the environmental concerns to be considered in planning of economic development actions in the cross-border regions	Plenary session Presentation and discussions
16:00	16:30		Coffee break	
16:30	17:00	Lars Albæk	Developing business partnerships and networks in cluster organisations	Plenary session
17:00	18:00		Group work Development of cluster organization in cross-border context	Group work
18:00	18:30		Presentation of results from the working groups – feedback from experts	

Day 2



09:00	10:00	Suzana Djordjevic - Milosevic	Greening of value chains and fostering of integrated cooperation between actors	Plenary session Presentation and discussions
10:00	11:00	Anne-Mette Hjalager	Business development through the improvement of small operator's capacity to manage business in rural areas Food and tourism business strategies in a rural development context	Plenary session Presentation and discussions
11:00	11:30		Coffee break	

11:30	13:00	Anne-Mette Hjalager	<p>Introduction of the Business Model Canvas, a practical tool for business planning.</p> <p>Identification of cases from the regions to be discussed in the groups</p> <p>Key elements:</p> <ul style="list-style-type: none"> • Sustainable use of natural resources • Greening of value chains/ environmental concerns • Strategies for small scale producers/businesses • Creating clusters 	<p>Plenary session</p> <p>Preparation for group work</p>
13:00	14:30		Lunch	
14:30	17:30		<p>Group work</p> <p>Development of business strategy using the Business Model Canvas approach around attractive products, attractions and services from the regions</p>	Group work



Starting time	Ending time	Moderator/ Speaker/ Facilitator	Title	Note
09:00	11:30		<p>Presentation of results from the working groups (5 min each based on ppt or handout)</p> <p>Direct feedback from experts to each group/case</p>	<p>Plenary session</p> <p>Presentation and discussions</p>
11:30	12:00		Coffee break	
12:00	13:00		<p>Overall feedback from the experts;</p> <p>Presentation and discussion of future actions</p>	Plenary session