



SWG INVITES YOU TO PARTICIPATE IN:

Capacity building workshop

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

To be held in Hotel Royal Spa, Banja Koviljaca, Serbia

19 – 21 April 2017

A joint capacity building activity financed through:

”Fostering regional cooperation and balanced territorial development of Western Balkan countries in the process towards EU integration - Support to the Regional Rural Development Standing Working Group (SWG) in South-East Europe”

TCP Facility “Implementation of short value chain development in cross-border areas in the Western Balkan region”

Project funded by the:
European Union

Project financed by the:
FAO Regional Office for Europe and
Central Asia (REU)



Dear stakeholders and colleagues,

The Regional Rural Development Standing Working Group (SWG) and the Food and Agriculture Organization of the United Nations (FAO), following the overall goals of the EU funded project on: "Fostering regional cooperation and balanced territorial development of Western Balkan countries in the process towards EU integration - Support to the Regional Rural Development Standing Working Group (SWG) in South-East Europe", as well as FAO TCP Facility: "Implementation of short value chain development in cross-border areas in the Western Balkan region", is organising 3-day capacity development workshop on "**Fostering integrated economic development through sustainable use of natural resources and greening of value chains**" through:

- 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, as well as creating and maintaining image of products and services in the regions of Prespa and Sharra.

The workshop will be held in the period 19-21 April 2017. The arrival of participants is foreseen on the 19 April at 13:00, while the departure on 21 April at 14:30.

SWG and FAO international expertise will be used to facilitate the workshop and conduct training and coaching activities for the participants from the "Prespa" and "Sharra" cross-border regions.

The workshop will also provide an opportunity for exchange of experiences, as well as development of ideas for possible joint actions among participants.

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.

Please confirm your interest by completing the Expression of Interest form which is attached and send it back to Ms. Danica Neshevice/Ms. Mirela Chaushevic not later than 31 March, 2017. We encourage all interested applicants to apply as soon as possible. After Expression of interest have been received, potential applicants will be informed on final list of participants.

Agenda for the capacity building workshop

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

Day 1 – 19.04.2017

Starting time	Ending time	Speaker/ Facilitator	Title	Note
	13:00		Arrival of participants	
13:00	14:00		Lunch	
14:00	14:15	<i>Damjan Surlevski</i> <i>Aleksandar Damnjanovic</i> <i>FAO representative</i>	Opening of the Workshop	<i>Plenary session</i>
14:15	14:30	<i>Irena Dzimrevska</i>	Introduction to the workshop agenda, objectives and methodology	
14:30	14:45	<i>Damjan Surlevski</i>	SWG activities for facilitation of the sustainable economic development of WB rural cross-border areas. Current status and possible future actions	
14:45	15:00	<i>Kaj Mortensen</i>	Concept of cooperation in value chains and trends in the EU; Potentials of products and services from WB cross-border areas	
15:00	16:00	<i>Srdjan Susic</i> <i>Irena Dzimrevska</i>	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	<i>Plenary session Presentation and discussions</i>
16:00	16:30		Coffee break	
16:30	17:00	<i>Lars Albæk</i>	Developing business partnerships and networks in cluster organisations	<i>Plenary session Presentation and discussions</i>
17:00	18:00		Group work Development of cluster organization in cross-border context	<i>Group work</i>
18:00	18:30		Presentation of results from the working groups – feedback from experts	
19:00	20:00		<i>Dinner</i>	

Day 2 – 20.04.2017

Starting time	Ending time	Moderator/ Speaker/ Facilitator	Title	Note
09:00	10:00	<i>Suzana Djordjevic - Milosevic</i>	Greening of value chains and fostering of integrated cooperation between actors	<i>Plenary session Presentation and discussions</i>
10:00	11:00	<i>Anne-Mette Hjalager</i>	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	<i>Plenary session Presentation and discussions</i>
11:00	11:30		Coffee break	
11:30	13:00	<i>Anne-Mette Hjalager</i> <i>Lars Albæk</i> <i>supported by:</i> <i>Irena Dzimrevska</i> <i>Suzana Djordjevic - Milosevic</i> <i>Srdjan Susic</i>	Introduction of the Business Model Canvas, a practical tool for business planning. Identification of cases from the regions to be discussed in the groups Key elements: <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 	<i>Plenary session</i> <i>Preparation for group work</i>
13:00	14:30		<i>Lunch</i>	
14:30	17:30		<i>Group work</i> <i>Development of business strategy using the Business Model Canvas approach around attractive products, attractions and services from the regions</i>	<i>Group work</i>
19:30			<i>Dinner</i>	

Day 3 – 21.04.2017

Starting time	Ending time	Moderator/ Speaker/ Facilitator	Title	Note
09:00	11:30		Presentation of results from the working groups (5 min each based on ppt or handout) Direct feedback from experts to each group/case	<i>Plenary session Presentation and discussions</i>
11:30	12:00		<i>Coffee break</i>	
12:00	13:00		<i>Overall feedback from the experts; Presentation and discussion of future actions</i>	<i>Plenary session</i>
13:00	14:30		<i>Lunch and departure of participants</i>	