

Draft programme strategy for IPA Cross-Border Cooperation Programme Croatia-Bosnia and Herzegovina-Montenegro 2014-2020:

The thematic priorities below have been elaborated by the Task Force of the IPA Cross-Border Cooperation Programme Croatia-Bosnia and Herzegovina-Montenegro 2014-2020 and discussed at two Consultative Stakeholder Workshops in May 2014.

Priority Axis 1 / THEMATIC PRIORITY 1: Employment, labour market, social inclusion, health

Priority Axis 1 Objective: To contribute to building efficient and effective labour market and to enhance social inclusion as well as social and healthcare

Budget: 7.500.000,00 EUR

Specific objectives	Expected results	Type of actions	Result indicators	Output indicators	Type of beneficiaries
1.1. To improve facilities for employment by developing capacities and skills of the programme area	1.1 Improved facilities for employment due to developed capacities and skills in the programme area and strengthened cooperation between relevant stakeholders	<ul style="list-style-type: none"> - Developing and implementing lifelong learning programmes that aim to provide programme area inhabitants the possibility to gain knowledge / experiences / qualifications in line with the labour market needs. - Supporting education on self-employment, entrepreneurship and social entrepreneurship including related advisory programmes for entrepreneurship start-ups - Developing and implementing activities related to vocational rehabilitation (reintroducing people to work) including small scale infrastructure and equipment. - Pilot employment initiative projects including volunteerism, addressing common employment potentials of the programme area. - Supporting cross-border networks in order to enhance social dialogue. - Networking of institutions in order to enhance social entrepreneurship including support to business counselling and setting-up of social enterprises. - Activities aiming to increase contacts and cooperation of students, graduates, educational and vocational institutions with potential employers in public and private sector including organisation of joint job fairs/roundtables/ promotional events and campaigns. - Training programs, awareness raising campaigns /fairs etc. for recipients of social care in order to encourage them for their involvement/active role in social entrepreneurship. - Providing support to vulnerable groups (such as youth, disabled, elderly, women, minorities, inactive people, etc.) in order to enable them with access to employment through developing and 	Increase in number of people employed in the programme area	<ul style="list-style-type: none"> - Number of participants in joint local employment initiative and joint training – target value 1200 - Number of cross border networks supported – target value 18 - Number of joint visibility/promotional events organized – target value 120 - Number of social enterprises established in the programme area – target value 19 - Nr of participants in joint education and training schemes to support youth employment, educational opportunities and higher and vocational education across the border – target value 1950 - Population covered with 	<ul style="list-style-type: none"> - NGOs (for example citizens associations, development agencies, local action groups, chambers, expert associations, etc.) - Public institutions (for example institutes, development agencies and similar) - Educational institutions (for example universities, faculties, open universities, adult educational institutions, primary and secondary schools, etc.) - Local and regional authorities - Business supporting institutions - Employment services Etc.

1.2. To improve services in the area of public health and social welfare sector		implementing related education programmes.		improved health services –	
	1.2 Improved services in the area of public health and social welfare sector	<ul style="list-style-type: none"> - Providing support to public health institutions in promoting healthy lifestyles and disease prevention. - Providing support to public health institutions in improving accessibility and effectiveness (e.g. small infrastructure and equipment), including related pilot projects. - Implementing ICT solutions in order to improve public health and social care services. - Networking of organisations (e.g. social care services, family centres, health care institutions, education institutions, etc.) in order to create joint activities for enhancing accessibility to social services. - Awareness rising activities in promotion of different types of services available for vulnerable groups. 	% of institutions providing improved health care or social care services	target value 750000	<ul style="list-style-type: none"> - NGOs - Public institutions responsible for providing social and health services - Local and regional authorities - Public elderly homes - Other non-institutional social service providers. Etc.

Priority Axis 2 / THEMATIC PRIORITY 2: Environment, climate change, risk prevention:

Priority Axis 2 Objective: To protect the environment, improve risk prevention and sustainable energy production

Budget: 12.500.000,00 EUR

Specific objectives	Expected results	Type of actions	Result indicators	Output indicators	Type of beneficiaries
2.1. To promote and improve environment and nature protection through natural resources protection and management systems for risk prevention	2.1 Improved protection of natural resources and management systems for risk prevention	<ul style="list-style-type: none"> - Awareness raising activities, information campaigns and education and training concerning environmental and natural resources protection. - Developing and implementing joint environmental management initiatives. For example: development of joint management plans for nature protected areas, protection of natural resources, monitoring and exchange of data, biodiversity and geo-diversity maps, conservation of natural habitats. - Improving and upgrading the procedures and operations of public utility companies involved in water supply, waste water treatment and solid waste collection. - Actions upgrading small scale infrastructure and equipment including elaboration of project documentation for future investment projects. - Improving protection systems (from fire, flood, draught) through for example: <ul style="list-style-type: none"> - Establishing joint networks for development and implementation of joint plans. - Cross-border measures and tools for reducing the risk of natural disasters. - Implementing joint interventions in case of accidents and natural disasters and establishment of joint emergency centres, including small-scale infrastructure and equipment. 	Number of km2 covered by improved management systems for risk prevention in programme area	<ul style="list-style-type: none"> - Nr of awareness rising campaigns organised – target value 25 - Nr of joint environmental management initiatives (plans) developed and implemented – target value 10 - Nr of public companies - service providers on water supply, waste water treatment and solid waste with improved procedures and operations – target value 13 - Population benefiting from flood protection measures – target value 1000000 - Population benefiting from forest fire protection measures – target value 500000 - Surface area of habitats supported in order to attain a better conservation status.(km2) – target value 13 - Additional capacity of renewable energy production – target value 5 	<ul style="list-style-type: none"> - NGO's (for example citizens associations, development agencies, local action groups, expert associations, clusters, chambers, etc.) - Public companies (for example water management companies; public electrical companies, etc.) - Public energy agencies - Public institutions (for example institutes and other research organisations, development agencies national/regional/local institutions responsible for environment and nature, etc.) - Educational institutions (for example universities, faculties, open universities, adult education institutions, primary and secondary schools, etc.) - Local and regional
2. 2. To promote and enhance utilization of renewable energy	2.2. Increased capacities and improved infrastructure for utilisation of renewable	<ul style="list-style-type: none"> - Transfer of knowledge (awareness raising), exchange of experience and capacity building on the utilization of renewable energy resources and energy efficiency. - Elaboration of joint studies and documentation on (the utilization of) renewable energy resources and energy efficiency. 	Increase % share of energy collected through renewable resources in total energy collected in the programme		

resources and strengthen energy efficiency	energy resources and application of energy efficiency	<ul style="list-style-type: none"> - Developing and implementing joint pilot projects in energy efficiency and renewable energy resources. - Investing in joint infrastructure on sustainable energy production and energy efficiency. - Joint incentives in order to improve legal framework in the area of renewable energy resources and energy efficiency (e.g. analyses, comparisons, recommendation, local/regional action plans etc.). 	area		<p>authorities</p> <ul style="list-style-type: none"> - Business supporting institutions - Etc.
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Priority Axis 3 / THEMATIC PRIORITY 4: Tourism, cultural and natural heritage

Priority Axis 3 Objective: To encourage tourism and to preserve cultural and natural heritage

Budget: 15.000.000,00 EUR

Specific objectives	Expected results	Type of actions	Result indicators	Output indicators	Type of beneficiaries
4.1. To strengthen and diversify the tourism offer	4.1 Strengthened and diversified tourism offer in the programme area	<ul style="list-style-type: none"> - Developing, promoting and branding of joint tourism niches and products including developing joint tourism activities and diversification of tourism offer (inclusion of other sectors e.g. agriculture, organic food supply, handicrafts and other local products, culture, sustainable transport, etc. in order to develop projects in ecotourism, hunting, rural, mountain, excursion, cultural, adventure, religious, nautical, conference, health and wellness and spa tourism. - Joint incentives of integrating culture, nature and leisure activities into tourism offer - Developing complementary services in tourist offer valorising natural and cultural potentials of the programme area. - Promoting and introducing (international) certifications and standards, in order to improve the quality of tourism providers and their services. - Support to development and improvement in destination management capacity building in tourism sector (e.g. by developing destination management skills and focusing on quality (e.g. standardisation) and integration of offers, tourist destination development, management, marketing and promotion). 	Increase in number of tourist overnights in programme area	<ul style="list-style-type: none"> - Nr of joint tools/interventions developed – target value 75 - Nr of tourism providers with (international) certifications and standards – target value 45 - Nr of joint tourism offers developed and promoted – target value 25 - Nr of people trained or coached in tourism sector – target value 900 - m2/km of new/improved tourist infrastructure in the programme area – target value 38 	<ul style="list-style-type: none"> - NGOs (for example citizens associations, development agencies, local action groups, chambers, clusters, expert associations, etc.) - Public institutions (for example institutes and other research organisations, development agencies national/regional/local institutions responsible for environment and nature, national/regional/local institutions responsible for culture including museums, libraries and theatres, etc.)

4.2. To enable a better management and sustainable use of the cultural and natural heritage		<ul style="list-style-type: none"> - Cross-border networking of institutions in tourism sector, including establishment of clusters. - Developing innovative offers and services using ICT and other technologies (e.g. GPS routes, booking systems). - Developing and improving small-scale tourism infrastructure such as: walking paths, cycling routes, hiking, riding trails, signposting, visitor centres, etc. 			<ul style="list-style-type: none"> - Educational institutions (for example universities, faculties, open universities, adult education institutions, primary and secondary schools, etc.) - Local and regional authorities - Tourist boards and organisations - Business supporting organisations - Etc.
	4.2 Improved management and sustainable use of cultural and natural heritage	<ul style="list-style-type: none"> - Valuating, preserving, restoring and reviving (e.g. animation of site) cultural, historical and natural heritage e.g. UNESCO and other historical and cultural sites and landscapes, including enabling or improving access to them. - Enabling joint cultural cooperation initiatives including creation of joint cultural events such as cultural festivals, cultural exchanges, joint theatre performances or joint/traveling exhibitions. - Training programs in quality assurance systems and different types of standardisation (e.g. ISO certification, etc.) on cultural and natural heritage. - Investments in certification including training, equipment supply but also small scale infrastructure on cultural and natural heritage. 	Number of improved cultural and natural heritage sites	- Increase in expected number of visits to supported sites of cultural and natural heritage and attractions – target value 1000	

Priority Axis 4 / THEMATIC PRIORITY 7: Competitiveness and SME development

Priority Axis 4 Objective: Enhancing competitiveness and development of business environment in the programme area

Budget: 10.000.000,00 EUR

Specific objectives	Expected results	Type of actions	Result indicators	Output indicators	Type of beneficiaries
7 To enhance institutional infrastructure and services in order to accelerate the competitiveness and	Increased competitiveness and development of the business environment in the	<ul style="list-style-type: none"> - Support to business support institutions and establishment of and support to existing and new business related sectorial networks and organisations in order to enhance standardisation, product protection, marketing and development of cross-border markets. - Developing and supporting existing business clusters and networks in order to develop and promote common products for local cross-border and international markets. 	Increase in world ranking in ease of doing business	<ul style="list-style-type: none"> - Nr of cross-border business clusters or networks developed – target value 16 - Nr of people educated (entrepreneurs) – target value 1600 - Nr of business support institutions supported – target value 33 	- NGOs (for example citizens associations, development agencies, local action groups, chambers, expert associations, clusters, producers associations and SME networks,

<p>development of business environment in the programme area</p>	<p>programme area</p>	<ul style="list-style-type: none"> - Improving communication and cooperation between SMEs and business support institutions at national, regional and local level in the programme area. - Improving the capacity of entrepreneurs including micro entrepreneurs such as family farms/households regarding marketing, branding, market research, e-business, competitiveness and education and training in entrepreneurship skills. - Support to actions directly linked to attracting direct investments in the programme area. - Increasing cooperation between research institutions, businesses, public sector & development organisations to stimulate innovation and entrepreneurship to improve business innovativeness and technology based on smart specialization approach. - Support to actions related to development of innovative products and services (e.g. patents, industrial design, trademark and innovation etc.) - Promoting and introducing (international) certifications and standards of existing and new products and services. - Joint research and development activities involving the research and educational centres in the programme area in order to increase competitiveness. 		<ul style="list-style-type: none"> - Nr of enterprises cooperating with research institutions – target value 10 - Nr of enterprises receiving non financial support – target value 60 - Nr of new enterprises supported – target value 16 - Nr of enterprises supported to introduce new to the market products – target value 12 	<p>etc.)</p> <ul style="list-style-type: none"> - Public institutions (for example institutes and other research organisations, development agencies national/regional/local institutions responsible for environment and nature, national/regional/local institutions responsible for culture including museums, libraries and theatres, etc.) - Educational institutions (for example universities, faculties, open universities, adult education institutions, primary and secondary schools, etc.) - Local and regional authorities - Business supporting organisations (for examples entrepreneurship centres and incubators, business zones and parks, etc.) - Cooperatives - Etc.
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