




What is Area Based Development (ABD)

Area Based Development (ABD) is considered to be an **innovative and effective** approach to facilitate sustainable growth in rural areas in decline. It is tailor made concept for geographical areas in cross-border regions in the Western Balkans, characterized by specific **complex development problems**. The approach uses a methodology which is inclusive, participatory, as well as flexible and it ensures integration and coherence.

It is suitable in particular for areas where one or several of the following situations are present: **poverty gap, post-natural or human disasters, post-conflict environment and exclusion issues**.

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Area Based Development (ABD)


The overall objective of the Area Based Development (ABD) approach:

- **To foster the regional cooperation** among institutions and stakeholders in the field of agricultural and rural development along with facilitation of the process of a balanced territorial development of the WB countries/territories on the path towards EU integration.

The specific objective of the Area Based Development (ABD) approach:

- **To strengthen** the horizontal and vertical coordination and networking among all stakeholders (public, private and civil), needed to encourage inclusive economic growth and sustainable rural development during the EU accession process of the Western Balkans (WB).

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Area Based Development (ABD)

Since its introduction, the ABD approach has proven to be an efficient type of action for enhancing regional cooperation and fostering integrated economic development of **rural cross-border regions** in the WB. This success comes from the fact that the approach is people-centered, based on understanding the realities of the rural population and on the principle of their participation in determining priorities for intervention.

It is also **holistic in that it is non-sector oriented**, and it recognizes multiple actors, strategies and outcomes. Its activities are devoted to **different dimensions of sustainability** such as environmental, economic and social.

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ABD cross-border regions



Project Management Units (PMU) - Outposted Operations in the Western Balkan countries/territories

The Project Management Units (PMU's) act as a coordination bodies for the stakeholders and established stakeholder groups (SHG) in each of the regions.

PMU staff is responsible for overall management and administration of the office and reports directly to the Project Implementation Unit and/or SWG Head Office/Secretariat, as a responsible managing and coordinative body.

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The stakeholder groups function as a latent Local Action Groups (LAGs) with a regional multilateral character in the cross-border regions following the principles of the EU LEADER approach.

The SHGs consist of representatives from local governments, the business sector (private actors and business organizations, including agricultural holdings and/or cooperatives) and civil society organizations (NGOs) other than business organizations.

Main activities within the Area Based Development (ABD)

- Networking of SHG members;
- Support to the local community, businesses, SHG members, established Value Chains (VC) via technical support, grants and support of various P2P events in the cross-border regions;
- Strengthening capacities;
- Promotion and visibility of the CB regions.

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Networking of Stakeholder Group (SHG) members and SHG's meetings

By means of Stakeholder Groups, acting as regional LAGs, the ABD is supporting establishment of local partnerships, integration and multi-sectoral actions, stimulating innovation (introducing new products/process/market) and finding solutions of persistent rural problems. Mostly, the approach facilitates networking and cooperation measures among the stakeholder groups, rural areas, administrations and organizations involved in rural development on exchanging achievements, experiences and know-how.

Such cooperation is helping the local communities to boost their activities and allow them to resolve certain problems or add value to local resources.

(110 SHG meetings, involved approximately 4000 people)

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Stakeholder Group (SHG) meetings



Support to the local community, businesses, event, SHG members and established Value Chains (VC) in the cross-border regions



Support to SHG members, local community, businesses, events and established Value Chains via:

- Realized ABD Grant Schemes and other forms of financial support;
- Various People to People (P2P) events;
- Finding adequate calls and partners;
- Facilitating in drafting project proposals;

ABD Grant Schemes support




In general, the support within 3 **ABD Grant Schemes** (divided in 5 different calls) had a specific objectives:

- To improve the quality standards in tourism;
- To up-grade and diversify the offer;
- To Improve marketing & sales of the existing and new products;
- To create new employment and income;
- To further develop and strengthen the cooperation, networking and economic links between the partners (cross-border and local) and creation of green value chains with local and Cross-Border partnerships;
- To support economic activities, income generation, entrepreneurship of women's and young's;
- To include digitalization and digital possibilities as a tool for business development;
- To attract additional financial support;
- To improve green value chains in agriculture and food production or handcrafts with respect to responsible use of natural resources and renewable energy sources;
- To improve integrated tourism offer of the cross-border regions through support to entrepreneur initiatives focusing on responsible use of natural resources and renewable energy sources;
- To support to development of rural areas through sustainable use of natural resources by improvements of integral water and forest resource management.

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ABD Grant Scheme support Facts and figures

			Beneficiary per country/territory										
Project	Type of support	Number of beneficiaries	Serbia	Bosnia and Hercegovina	North Macedonia	Croatia	Kosovo*	Montenegro	Albania	Number of projects	Total investment in EUR	SWG support in EUR	New jobs created
SEDRA and SEDRA Topping up	Grants	35	14	3	8	0	2	7	1	32	422282	200518	42
SEDRA and SEDRA Topping up	Covid-19 emergency support actions	94	32	12	18	0	7	16	9	94	194990	146546	16
LEIWW and LEIWW Topping up	Grants	47	17	6	9	0	5	5	5	33	526161	337304	72
ABDA 3	Grants	28	13	9	0	3	0	3	0	9	259386	143224	6
Total		204	76	30	35	3	14	31	15	168	1402819	827592	136







More information about grant scheme and P2P events

Grants:
https://www.youtube.com/watch?v=d61nZ8fW3Yo&ab_channel=SeeRuralBalkansbySWGRRD

P2P Events:
https://www.youtube.com/watch?v=SlqFGySArx8&ab_channel=SeeRuralBalkansbySWGRRD

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People to People (P2P) events Facts and figures								
Countries/territories	Serbia	Bosnia and Hercegovina	North Macedonia	Kosovo*	Montenegro	Albania	Two or more WB Countries/territories	Other countries
Supported P2P Events per country/territory	78	48	36	13	37	17	15	6
Project	Number of supported P2P events	Number of exhibitors/participants	Number of visitors	Estimated direct income for the business operators/exhibitors/ participants (EUR)	Estimated income to the local/regional economy (EUR)	SWG Support in EUR		
SEDRA	40	4366	49469	194567	203900	88712		
SEDRA Topping up	17	2289	9998	70708	96500	23299		
ABDA 5	31	91764	206870	187715	788235	57362		
LEIWW + LEIWW Topping up+ SWM	63	121903	155981	301994	870525	111071		
ABDA 4	50	25116	204848	187165	588020	77980		
ABDA 3	49	2197	144195	68000	148520	131783		
Total	250	247635	771361	1010149	2695700	490208		

Event: X Sinjavinski marathon –Kolasin - Zabljak

Organizer: NGO Sinjavinski marathon

Date: 27.03.-28.03.2021.

Krsh cross-border region

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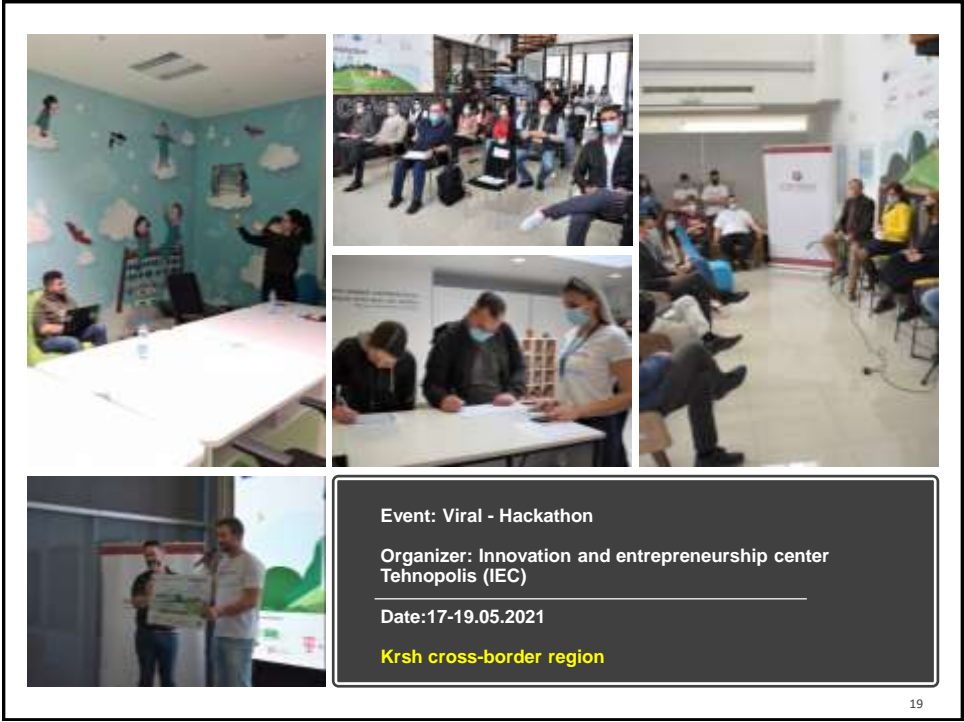

Event : Virtual journey through the ancestors' traces

Organizer: Agriculture Cluster Herzegovina-Old Herzegovina", Trebinje, BIH

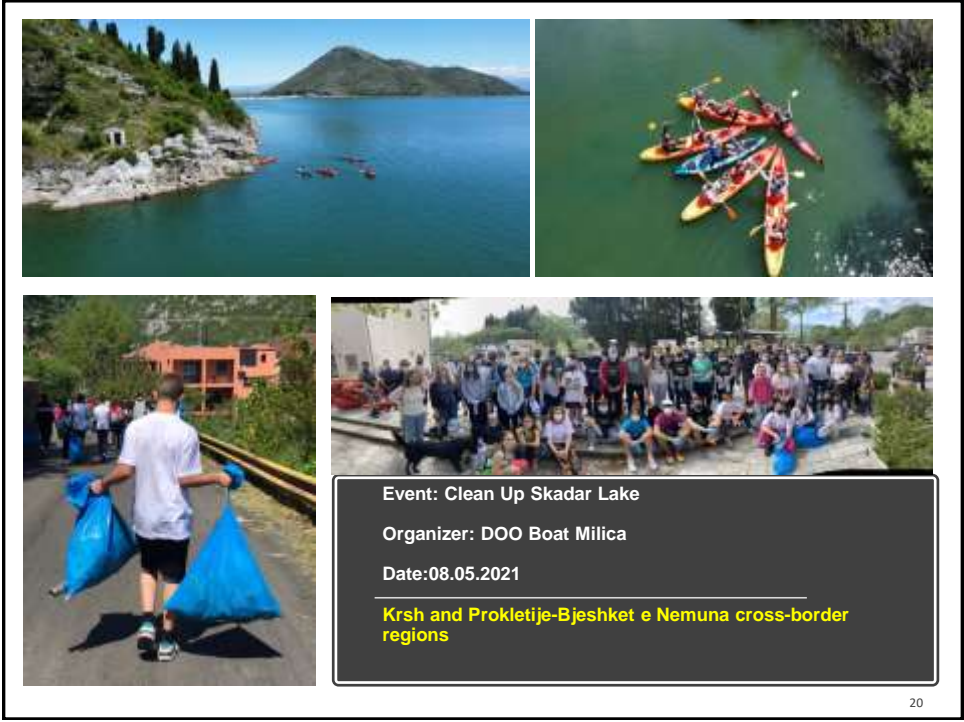
Date: 10.10.2020.-05.02.2021

Krsh cross-border region

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Capacity Building Measures
(Strengthening capacities of the local community - SHG members, businesses, VC operators)

Facts and figures

Project	Number of organized CB events	Number of participants	Number of organized Study Tours	Number of participants on Study Tours
SEDRA 2/2	7	49	0	0
EDGE	7	150	0	0
SEDRA	34	806	0	0
SEDRA Topping up	6	174	0	0
ABDA 5	9	168	7	66
FAO	2	51	0	0
LEIWW + LEIWW Topping up+SWM	34	1107	2	20
ABDA 4	15	291	0	0
ABDA 3	4	143	2	40
Total	118	2939	11	126



Workshop: “Development of the value chains in tourism and agri-business sector” for the CBR “Krsh”
26–28th April 2018, Tivat, Montenegro



Workshop: "Development of value chains in the tourism and agribusiness sector" for the Cross-border region of "Sharra" 9-11th May 2018, Mavrovo, North Macedonia

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Study tour: "Good examples of apple production in the CBR Prespa" for CBR "Drina-Tara" 24-28th September 2018, Resen, North Macedonia and Korca, Albania

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Study tour: "Good beekeeping practice in CBR Krsh" for stakeholders from CBR "Pchinja-Krajshte"
23-25th October 2018, Gacko, Bileca and Trebinje, Bosnia and Herzegovina

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Event: Workshop on Basics of marketing and promotion on the social networks
Location: EIC Tehnopolis, Niksic, Montenegro
Date: 17.09.2020
Krsh cross-border region

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Workshop: Developing the sector of medicinal and aromatic plants and implementation of local action groups (LAGs), as an important tools for the development of mountain tourism in the rural areas of Korca region
Location: Korca, Albania

Date: 23.03.2021

Prespa cross-border region

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Workshop: Promoting agroforestry systems and Leader approach for reshaping the interests and livelihoods opportunities of young generations in rural areas in the Region of Korca – Municipality of Erseka
Location: Erseka, Albania

Date: 08.04.2021

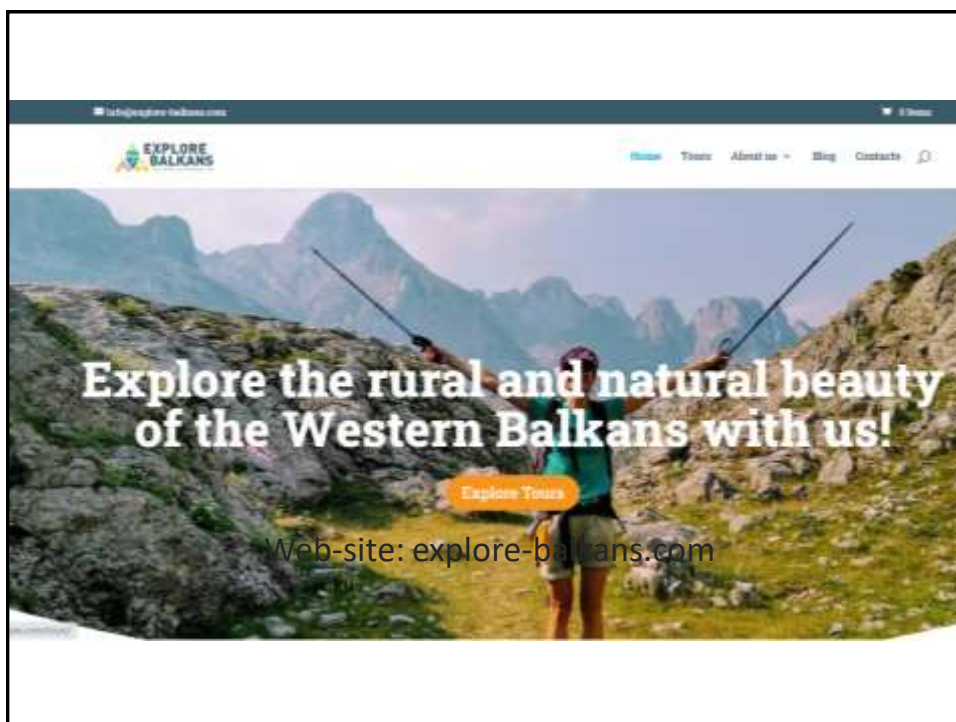
Prespa cross-border region

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Promotion and visibility of the CB regions



- Preparation of specific promotional materials for the cross-border regions:
<https://seerural.org/promo-material/>
- Publications and strategic documents for each of the CB regions:
<https://seerural.org/publications/>
- Different promotional videos and YouTube channel:
<https://www.youtube.com/channel/UCK90V687k0Qj1mwiGZ9TIKg/videos>
- Web page:
<https://seerural.org/>
- Explore Balkans:
<https://explore-balkans.com/tours/>
- Facebook pages for each CB region:
<https://www.facebook.com/swgrrd>
- Instagram page and influencer's marketing:
<https://www.instagram.com/see.rural.balkans/>
- LinkedIn:
<https://www.linkedin.com/company/see-rural-balkans/mycompany/>
- Tweeter:
<https://twitter.com/SwgRrd>



Promo video Explore Balkans

https://www.youtube.com/watch?v=8rThkisO6Gk&t=22s&ab_channel=SeeRuralBalkansbySWGRRD

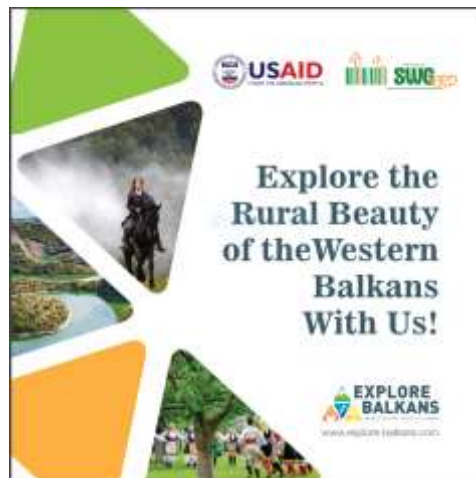
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- Social influencer marketing – Jovana Kvrzic (<https://www.instagram.com/stories/highlights/17932776058606844>)

INSTAGRAM
FACEBOOK
BLOG

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Brochure



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Promo material



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Online media articles



<https://www.petitfute.com/p136-albanie/actualite/m17-top-10-insolites-voyage/a26243-8-circuits-a-emprunter-pour-decouvrir-les-splendeurs-rurales-des-balkans-occidentaux.html>



<https://www.myguidemontenegro.com/travel-articles/explore-balkans-eco-rural-adventure-paradise>