



REPUBLIKA E SHQIPËRISË
BASHKIA POGRADEC
KËSHILLI

Nr. 5782/11 Prot.

Pogradec, më 19. 11. 2021

VENDIM

Nr. 97 datë 18. 11. 2021

“PËR MIRATIM TË IMPLEMENTIMIT NË RAST APROVIMI TË PROJEKTIT ME TITULL: “STRUGA DHE POGRADECI PËR PROMOVIMIN E TURIZMIT DHE TRASHËGIMISË KULTURORE-COOLTOUR” NË PËRGJIGJE TË PROGRAMIT NDËRKUFITAR MAQEDONI E VERIUT-REPUBLIKA E SHQIPËRISË, NËN ALOKIKMIN E FONDEVE TË IPA II 2018-2020”

Në mbështetje të Ligjit nr.139 date 17.12.2015 “Per vetqeverisjen vendore”, VKM nr.450 “Për bashkërendimin dhe koordinimin e procesit të integritimit evropian, ndërmjet qeverisjes qëndrore dhe njërive të vetëqeverisjes vendore” pika 1.2 Koordinimi i programeve të asistencës së Bashkimit Evropian në nivel vendor dhe projekteve ku përfiton Bashkia,

- Mbështetja dhe drejtimi i strukturave administrative të Bashkisë për përgatitjen e projekteve në kuadër të programeve të asistencës së Bashkimit Evropian si dhe informimi i qartë për Thirrjet për Aplikime të shpallura në kuadër të Programeve të Bashkëpunimit Ndërkufitar dhe Territorial të Bashkimit Evropian.
- Bashkërendimi dhe koordinimi me strukturat e Bashkisë dhe Këshillin Bashkiak për përfshirjen e të gjitha projekteve të financuara nga donator në buxhetin vjetor si dhe në Programin Buxhetor Afatmesëm si dhe parashikimin e detyrueshëm të kostos lokale, bashkëfinancimit, nëse ka dhe TVSH,

në lidhje me aplikimin në projektin me titull “Struga dhe Pogradeci për promovimin e turizmit dhe trashëgimisë kulturore-COOLTOUR”, me propozim të Kryetarit të Bashkisë Pogradec,

**KËSHILLI BASHKIAK
VENDOSI:**

1. Të miratojë implementimin në rast aprovimi të projektit me titull **“Struga dhe Pogradeci për promovimin e turizmit dhe trashëgimisë kulturore-COOLTOUR”** të financuar nga Programi Ndërkufitar Maqedoni e Veriut-Republika e Shqipërisë, nën alokikmin e fondeve të IPA II 2018-2020.
2. Për zbatimin e vendimit autorizohet Administrata e Bashkisë Pogradec të ndjekë të gjitha hapat e duhura për ecurinë e projektit.
3. Ky vendim hyn në fuqi 10 ditë mbas shpalljes publike.

KRYETAR I KËSHILLIT

Sotirac MANGËRI





Contracting authority: European Commission

«\$call.Title»

Annex A.1 – Grant application form - Concept note

[Budget line(s): 22.020401

Annex A.1 – Grant application form - Concept note

Reference:

EuropeAid/I70339/DD/ACT/MK

Deadline for submission¹ of concept notes:

15th February 2021 (Brussels date and time)

(in order to convert to local time click [here](#)²)

Number & title of specific objective or lot ³	1.1. To develop the potential of tourism by promoting cultural heritage and values	
Title of the action:	Struga & Pogradec for promoting tourism and cultural heritage - COOLTOUR	
Number(s) & title(s) of the expected results of the call ⁴	1.1.1. Business opportunities for local service providers and operators in the field of tourism are increased. 1.1.2. Mutual cooperation, understanding and respect of cultural heritage and values are furthered.	
Does the operation include the execution of works? (tick the right answer)	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
The following CBC criteria are met by this operation (tick the right ones) ⁵	<input checked="" type="checkbox"/> Joint development (mandatory)	<input checked="" type="checkbox"/> Joint implementation (mandatory)
	<input checked="" type="checkbox"/> Joint staffing (optional)	<input checked="" type="checkbox"/> Joint financing (optional)
Location(s) of the action:	North Macedonia: Struga, Albania: Pogradec,	

¹ Online submission via PROSPECT is mandatory for this call for proposals (see section 2.2.2 of the guidelines). In PROSPECT all dates and times are expressed in Brussels time. Applicants should note that the IT support is open from Monday to Friday 08:30 to 18:30 Brussels time (except for public holidays).

² An example of a time converter tool available online: <http://www.timeanddate.com/worldclock/conveter.html>

³ Please note that the selection of only one specific objective of lot in this call is compulsory.

⁴ Please note that the selection of up to two results under the same specific objective could be possible.

⁵ A genuine CBC operation must have both mandatory criteria plus at least one of the two optional criteria.



Name of the lead applicant:	Struga Municipality
Nationality of the lead applicant:	North Macedonia

Dossier No	
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(for official use only)

* The host country is to be determined on the basis of the organisation's statutes and the registered certificate, which should demonstrate that it has been established by an instrument of government by the national law of the country concerned and that its head office is located in an eligible country. The effective establishment of applicants should be proved not only with the statutes but with the registration certificate. In this respect, any legal entity whose statutes have been established in another country cannot be considered an eligible local organisation, even if the statutes are registered locally in a Memorandum of Understanding, has been concluded.



NOTICE

How to adapt this standard grant application form:

Where you see **[]**, enter the information relevant to the call for proposal in question and delete the text that may precede it for clarification.

The phrases within **[]** should only be included if appropriate, while the paragraphs shaded in grey should only need to be amended in exceptional cases, dictated by the requirements of a particular call for proposal procedure.

In no circumstances may you alter any other part of these standard instructions. Please remember to delete this paragraph, any other text with yellow highlighting and all such brackets in the final version.

If processing your reply to the call for proposals involves the recording and processing of personal data (such as names, contact details and CVs), they will be processed solely for the purposes of the management and monitoring of the calls for proposals and of the contract by the data controller without prejudice to possible transmission to the bodies in charge of monitoring or inspection tasks in application of EU law. In addition, as the contract relates to an external action in Partner Countries outside the EU and as the EU, represented by the European Commission, is acting as contracting authority on behalf and for the benefit of the Partner Countries, transmission of personal data may occur to the Partner Country, solely for the purpose of complying with its obligations under the applicable legislative framework and under the financing agreement concluded between the EU and the Partner Country with regard to this grant award procedure.

Details concerning processing of your personal data are available on the privacy statement at

<http://ec.europa.eu/europeaid/prag/annexes.do?chapterTitleCode=A>*

In cases where you are processing personal data in the context of participation to a grant award procedure (e.g. contact details of legal representatives of co-applicants, CVs) and/or of the implementation of a contract you shall accordingly inform the data subjects of the details of the processing and communicate the above mentioned privacy statement to them.

[For DG NEAR the controller of call for tenders is the head of contracts and finance and R4 by DG Neighbourhood and Enlargement Negotiations].

* Pursuant to Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC, OJ L 205 of 21.11.2018, p. 39.

* This link will lead you to the "EuropeAid privacy statement" published in the Practical Guide General Annexes (see Annexe A13).

1. CONCEPT NOTE

1.1. Summary of the action

Fill in the table below:

<p>Objectives of the action</p>	<p>Overall Objective: To stimulate a balanced, inclusive and sustainable socio-economic development in the cross-border area.</p> <p>Specific Objective To develop the potential of tourism by promoting cultural heritage and values in both Municipalities of Struga and Pogradec (ref. SO 1.1).</p> <p>Results: 1.1.1. Business opportunities for local service providers and operators in the field of tourism are increased. 1.1.2. Mutual cooperation, understanding and respect of cultural heritage and values are furthered.</p>
<p>Target group(s)⁹</p>	<p>3 local and national public authorities (NMC/ALB); public service providers: Urban planning, Environmental protection; SMEs at least each side 20, total 40 (NMC/ALB);</p>
<p>Final beneficiaries¹⁰</p>	<ul style="list-style-type: none"> - At least 1 Tourism University from Struga North Macedonia - At least 67 accommodation providers from Struga North Macedonia - At least 63 restaurants cross the Ohri Lake Struga North Macedonia - At least 75 accommodation providers from Pogradec Albania - At least no 85 restaurants cross the Ohri Lake Pogradec - Community living in Struga Region - Community living in Pogradec Region - At least 280.000 tourist annually - Public officers and public employees of the Municipality of Struga and Municipality of Pogradec.
<p>Estimated outputs (please number them in relation to the specific objectives of the action)</p>	<p>Result 1.1.1. Business opportunities for local service providers and operators in the field of tourism are increased.</p> <p>WP1:</p> <ul style="list-style-type: none"> - 1 team of sustainable tourism experts - 10 trainings to touristic service providers and operators (240 workers, including women and people with disabilities) - 2- touristic offices JTA Struga & Pogradec - 1 Joint Touristic Association Struga & Pogradec: Municipalities' Association establishment, Association's brand and 2 touristic offices. <p>WP2:</p> <ul style="list-style-type: none"> - Pavement of the small-scale pedestrian street in coast of the Ohrid Lake in Struga Municipality - Rehabilitation of the walls of Pogradec ancient Castle - 40 developed facilities for environment friendly activities. - installation of 40 PV of ST plants to touristic businesses with highest environmental impact.

⁹ Target groups are groups/entities who will directly benefit from the action at the action purpose level.

¹⁰ Final beneficiaries are those who will benefit from the action in the long term at the level of the society or sector at large.



	<p>- Installation of 40 set of the recycling in place equipment</p> <p>WP3:</p> <ul style="list-style-type: none"> - 1 touristic maps, integrated touristic offers introduced for the areas with tourism potential on both sides of the border - 1 cultural monument rehabilitated and made accessible to visitors - Number of new cultural events (festivals, fairs, competitions) to promote common cultural heritage and values. - 2 Electronic Touristic Terminals installed: 1 in Struga, 1 in Pogradec - 2 information/promotion campaigns implemented.
<p>Main activities (please number them in relation to the estimated outputs of the action)</p>	<p>Result 1.1.1. - Business opportunities for local service providers and operators in the field of tourism are increased (WP1 and WP2).</p> <p>Working Package 1 – Empowerment of the capacities of touristic service providers and operators in Struga and Pogradec.</p> <p>1.1 -To create a team of experts composed by both Albanian and North Macedonian experts for a systematic support for:</p> <ul style="list-style-type: none"> • Designing, developing and promoting joint tourism products and services in Struga and Pogradec. • Organizing trainings for touristic service providers and operators and joint branding of regional products and services (marketing, networking, partnerships) • Improving touristic service providers and operators with innovation elements, technology and supporting common-heritage traditional food supply chains. <p>1.2 – To organise 10 specific capacity building trainings organised for both Albania and North Macedonia touristic service providers and operators, including also people with disabilities and women. Focus on environment friendly activities and sustainable tourism.</p> <p>1.3 – To establish New Joint Touristic Association of Struga & Pogradec.</p> <ul style="list-style-type: none"> • Struga & Pogradec brand developed. • two offices with office equipment of the Joint Touristic Association of in Struga&Pogradec established and completed. • new Joint Touristic Association Struga&Pogradec formally registered. <p>Working Package 2 – Upgrading of public tourism infrastructure in terms of upgrading of facilities for environment friendly touristic activities, pollution reduction and sustainable development.</p> <p>2.1 – Design a Plan and intervention in the touristic infrastructure of Struga & Pogradec:</p> <ul style="list-style-type: none"> • Pavement of the small-scale pedestrian street in coast of Ohrid/Ohrid Lake- Struga Municipality- North Macedonia • Rehabilitation of the walls of Pogradec ancient Castle – Pogradec Municipality Albania. • Development of facilities for touristic environment friendly activities. <p>2.2 – Improvement of energy consumption of touristic business providers promoting green energy, installation PV.</p> <p>2.3 – Intervention to mitigate human activities impact on the environment, removing informal/illegal dumpsites along the lake, installation of pro-environment hubs and to upgrade the waste management system of the two municipalities in terms of waste sorting and recycling on site (for businesses located on the lake side).</p>

Result 1.1.2. - Mutual cooperation, understanding and respect of cultural heritage and values are furthered.

Working Package 3 Increase of the promotion of "Ohri/Ohrid Lake" Joint touristic offers from Struga and Pogradec in terms of common cultural heritage and values.

3.1 -To create map of touristic places around Struga&Pogradec side of Ohri/Ohrid Lake from both sides of Cross Border N,MK/ALB belonging to common heritage and anthropologic study on common heritage and values between the two sides.

3.2 -Web page and Electronic Touristic Terminals of "Struga&Pogradec side of Ohri/Ohrid Lake" created

3.3 -Channels for promotion "Struga&Pogradec side of Ohri/Ohrid Lake" and promotion of local and international touristic fairs promoting common heritage products created.

1.2 Description of the action

i. A first team of representatives of Struga Municipality (Applicant) North Macedonia, Municipality of Pogradec (Co Applicant) Albania; NGO Green Institute (Co Applicant from NM) and Institute for Rural Development, Environment and Tourism (Co Applicant from ALB) met once during January to discuss the contents of the Call. Considering, it was decided to approach "SO 1.1 – To develop the potential of tourism by promoting cultural heritage and values experience to new North Macedonia subjects (Municipality/ies and tourism service providers) and in Albania".

The Municipality of Struga has in its own development strategy to approach and solve the following weaknesses: 1) low services and trained touristic service providers; 2) weak presence in the touristic market place; 3) few EU funds received.

The Municipality of Struga expressed its interest in participating as Main Applicant, ready to engage itself with the available financial and operative resources. The Municipality of Struga has a unique University for the Tourism Development "International University of Struga". Finally, the general logic of intervention for North Macedonia was shared and defined among the mentioned actors.

□ Municipality of Struga, which has started institutional talks with the Municipality of Pogradec already, facilitated the meetings among North Macedonian team and Albania the Municipality of Pogradec, (Co-Applicant), in North Macedonia Green Institute and Institute for Rural Development, Environment and Tourism Albania(Co Applicant), meetings that led to the conception of the current Proposal included also the following Associates: INCA Institute for Nature Conservation in Albania and NGO CELIM Macedonia in North Macedonia, was identified as key entity able to bring added value and technical support to the partnership.

□ Touristic Service Providers of the two Municipalities were asked to fill in a questionnaire related to the needs-analysis of the two Municipalities regarding Tourism Development for the "Ohri/Ohrid Lake".

□ The logic of intervention has been conceived to have a cross-border impact; mechanisms of joint implementation, staffing and financing of the activities; sustainable institutional ownership.

ii. The action intends to stimulate a balanced, inclusive and sustainable socio-economic development in the cross-border area between the two countries into the frame of IPA II 2014-2020 Cross-Border Cooperation Programme North Macedonia-Albania" and impacting on its "Priority 1 – Stimulate a balanced, inclusive and sustainable socio-economic development in the cross-border area" (Overall Objective). The Project will act on facilitating development the potential of tourism by promoting cultural heritage and values in both Municipalities of Struga & Pogradec. The key sectors of the economy for this area, women and disadvantage unemployed people and technical skills adequate to the new needs of the tourism sector market will be prioritized with this action, in line with the main strategic documents of the two Municipalities (Specific Objective).

iii. Recognizing as key-actors all the local and regional stakeholders involved in the sectors of tourism such as public/private organisations, entrepreneurs, tour operators, institutes, tour guides, structures involved in environment protection/valorisation and as well as native population, students, youth etc., the projects main approach is to capitalise on the outputs, maximising the investment value. The proposed areas/municipalities of intervention are characterised by mutual cultural and heritage roots to be developed or improved through this project. Those two sites (Struga and Pogradec) are rich of medieval cultural remains and natural heritage which could turn into very attractive points to be visited and edutainment programmes to be offered to tourists. Institutional stakeholders will actively contribute to

achieving expected benefits, in terms of integration of natural heritage and cultural tourism and its management from the institutional level. They will also contribute in connecting, from institutional level, multi-stakeholder's partnership and assure local government involvement, responsive and responsible behaving toward project's objectives and results achieving.

iv. In relation to Programme Specific objective SO1 To develop the potential of tourism by promoting cultural heritage and values "COOLTOUR" foresees, in first line, straightening of the capacity of tourism operators, entrepreneurs and local governments in territory management of both targeted areas. Thus, the Joint Touristic Association will be created and supported by activities whose aim is to integrate Management, Tourism and Communication strategy. Through the best available means of promotion, digital mapping and web positioning, both local, regional and world-wide public will be aware of the new touristic sites and content, so the economic growth assured through the self-sustainable models. As a direct outcome of JTA it is foreseen to give the basis for tourism infrastructure development in Struga Municipality and Pogradec Municipality, and intervention on touristic infrastructure improvement and of the services and environmental protection for the hotels and restaurants surrounding the Ohri/Ohrid Lake. Outputs, outcomes and expected impact have been identified taking in consideration Annex L of the Call for Proposals. Outputs have been quantified. Outcomes' indicators will be better identified and properly quantified in the Logical Framework at full proposal writing stage. Similarly, and according to how the outcomes' indicators will be developed, impact's indicators will be identified and detailed.

Working Pack	Outputs	Outcomes ref. Result 1.1.1 Business opportunities for local service providers and operators in the field of tourism are increased.
W.P. 1	<ul style="list-style-type: none"> - 240 youth trained on tourism aspects and made aware about tourism and a job opportunity in this sector. - 2 offices with office equipment of the Joint touristic association of Struga&Pogradec for tourism promotion in Struga and Pogradec established and completed. - 1 new Joint Touristic Association Struga-Pogradec "Ohri/Ohrid Lake" formally registered. 	<ul style="list-style-type: none"> - Increased level of competences among the trainees - Level of satisfaction of trainees with new training courses - Number of hotels with increased standards - Number of tourists using new/improved products/services/offers/ideas: - visitors to enhanced tourist facilities - visitors (men and women) to natural and cultural sites supported by the programme - Number of organisations with increased capacities
W.P. 2	<ul style="list-style-type: none"> - Small scale pedestrian street in coast of Ohri/Ohrid Lake- Struga Municipality-North Macedonia paved. - Rehabilitation of Pogradec ancient Castle - Facilities for touristic environment friendly activities (ex. cycling pathways in the lake sides of the two municipalities, ect..) developed. - Installation PV, ST, bio stoves in 40 touristic businesses. - Informal/illegal dumpsites along the lake removed, pro-environment hubs and to upgrade the waste management system of the two municipalities in terms of waste sorting and recycling on site(for businesses located on the lake side) installed in the two Municipalities. 	<ul style="list-style-type: none"> - Length of new tourism trails or routes - Number of historical, cultural and natural sites and buildings newly open to public visits - people visiting the newly developed touristic attractions - Number of improved tourism trails or routes.
	Outputs	Result 1.1.2 Mutual co-operation, understanding and respect of cultural heritage and values are furthered.
W.P. 3	<ul style="list-style-type: none"> -1 map for touristic for Struga&Pogradec side of Ohri/Ohrid Lake from Cross Border N.MK/ALB created. -1 web page created and 2 electronic touristic terminals installed in Struga and Pogradec. - Participation in 2 international touristic fairs. 	<ul style="list-style-type: none"> Number of stakeholders involved in activities (to be disaggregated by type of organisation) Number of new services commercialized % of heritage sites which have improved their visibility Number of people living in eligible area participating in cultural exchange activities Number of cross-border networks between

Activities of WP1 Management are focused on proper management and partnership coordination ensuring successful project implementation in the specific theme will be used to develop a Joint Touristic Association to valorise in line with defined time plan and budget. WP2 Territory and Destinations Management a systematic capitalization of IPA and other EU funded projects' results and policies CB tourism and cultural heritages elaborate Sustainability Action Plan to grant results 'sustainability after the project's end. Within this WP thematic routes will be created, newly touristic infrastructure in line with environment protection criteria's in Stuga and in Pogradec. Activities of WP3 Visibility and promotion ensure internal and external communication, results dissemination and promotion through set of activities: electronic touristic terminals, web page with the collected informative material of the targeted area, and broadcasting, promotional material.

vi. Sustainable development (environment): Sustainability, authenticity, integrated approach to the destination and education are the backbone of cultural tourism. "Enjoy without destroying" is the motto that best outlines the broad concept of cultural tourism and that indicates its importance in promoting a culture of coexistence and the preservation and respect other people's heritage, to the promotion of active leisure. The project strives to more closely integrate economic, social and environmental factors while considering the needs of current and future generations.

Equal opportunity and non-discrimination: Entire project partnership is confident in managing inner diversities – through equal opportunities and non-discrimination policies based, in order to improve the working environment, thus enhancing a stronger sense of inclusion and achieving better quality of life at work. By adopting the Ten Principles of the UN Global Compact, the project's external contributors will be "selected on the basis of their ability to do the job and that there is no distinction, exclusion or preference made on other grounds".

Gender equality: This project proposal is in line both with European and national laws and/or strategies and PPs pay particular attention to woman's positioning and involvement in project and equally based conditions to work. Moreover, the 25% target for women in top level decision-making positions in the project activities will be promoted and monitored.

vii. The project is expected to last 36 months following this expected progress of delivered outputs and reached intermediary achievements: Year 1, 30% of progress status; Year 2, 50% of the progress status; Year 3, 20% of the progress status. Basically, Year 1 is still expected to be affected by the instability caused by COVID-19 pandemic at least in the first 6 months of the project. Also, the establishment of a fluent and efficient cross-border joint staff and management will take the first 2-3 months from the starting of the project. For these reasons the first 6 months will be dedicated to preparatory activities and the definition of project's management internal processes. Concrete activities are expected to start from the 7th month of the project and all the Year 2 will be dedicated to deliver the most part of the outputs. Year 3 first 4-6 months will be dedicated to conclude activities and the last 6 months will be dedicated to monitoring and follow-up of the outcomes, in order to achieve the 100% of the expected results and specific objective (according to target indicators as they will be identified and quantified in LF of the full proposal).

1.3 Relevance of the action

1.3.1 Relevance to the thematic priorities/specific objectives of the call for proposals

i. In relation of Programme Overall Objective: Cross-border cooperation is needed for many reasons, some general and others linked to the partnership context. Different countries with own strengths and weaknesses can basically avail of exchange-oriented environments, since each has something to give and to gain when acting jointly for a common cause. Transnationality is needed to realize the true sense of strategies built on culture as a key factor for peoples' reconciliation and diversity acknowledgement, for which coexistence is a prerequisite. This scale is also a premise to maximize replicability and to reach the appropriate critical mass to build a strong image of the targeted area. In addition, the public authorities will gain a deeper knowledge of the territories involved, thanks to the territorial mapping, as well as ingrowth incomes due to the establishment of a new management model, as umbrella for effective income generator. In relation to Priority 1: develop the potential of tourism by promoting cultural heritage and values. The targeted sites themselves will benefit from a higher flow of tourist, with a positive impact on the local economy, thanks to development of a new tourism offer; the local private and institutional stakeholders, as well as CSOs and general public, will benefit of worldwide digital promotion of the targeted sites; the joint project minimises the economic effort of each country and at the same time maximise the positive impact on heritage preservation. COOL TOUR deals with one of the major problems of the partner countries concerning tourism sector - lack of an integrated management and promotion strategy of cultural and natural heritage and insufficient involvement of community actors. For these

For these reasons, project activities are specifically addressed at developing an integrated Joint Tourism Association (JTA) for management of common heritage sites through direct and constant involvement of local/regional actors. Systematic benchmark of national policies and projects implemented by involving stakeholders/experts will capitalize previous experiences and develop JTA. Since JTA is developed through cross-border institutional network and involves key stakeholders, this project proposal directly contributes to achievement of sustainability of the project.

f. Describe the relevance of the action to any specific requirements stated in the guidelines for applicants, e.g. local ownership, programme indicators, etc (see Section 2.1.4 of the guidelines).

To develop a sustainable joint cross-border platform aimed at implementing new management models of cultural and natural heritage assets in service of tourism development"; COOLTOUR deals with one of the major problems of the partner countries concerning tourism sector - lack of an integrated management and promotion strategy of cultural and natural heritage and insufficient involvement of community actors in cultural heritage promotion and valorisation activities. For these reasons, project activities are specifically addressed at developing an integrated Joint Touristic Association (JTA) for management of common heritage sites through direct and constant involvement of local/regional actors. Systematic benchmark of national policies and projects implemented by involving stakeholders/experts will capitalize previous experiences and develop JTA. Since JTA is developed through cross-border institutional network and involves key stakeholders, this project proposal directly contributes to achievement of (ref. SO 1.1). To develop the potential of tourism by promoting cultural heritage and values in both Municipalities of Struga and Pogradec

Main Impact indicators	No. (%)	Main outcome indicators	No. (%)	Main output indicators	No. (%)
Percentage of increase in the number of visitors in the cultural and natural sites and buildings	5%	Number of new destinations integrated in the tourism offer; Number of new or improved tourism trails or routes; Percentage of heritage sites which have improved their visibility;	2 1 1	Number of cross-border, active tourism services and products newly created; Number of increase in the amount of financial income from tourism attractions of cross-border active tourism services and products enhanced; Number of increase in the number of hotel bookings by national tourists	10 10% 10%
Number of direct beneficiaries involved	820 45% women			Number of increases in the number of hotel bookings by international tourists	15%

Describe which of the expected results referred to in the guidelines for applicants will be addressed. In relation to Programme expected results Result 1.1.1 Business opportunities for local service providers and operators in the field of tourism are increased; Result 1.1.2 Mutual co-operation, understanding and respect of cultural heritage and values are furthered; COOLTOUR will respond aiming: (i) to increased joint-touristic offer that will provide the new dimension to cultural tourism in Programme area, in line with national and local strategic documents; COOLTOUR heritage's sites (ii) infrastructure will be developed and improved and the current situation which can offer occasional and short-term programmes only, will turn to multi/stakeholders facilities users, offering a variety of cultural and innovative content during the whole year; public authorities are making a crucial part of the project partnership and they all agreed about the actions to be taken in order to (iii) promote and smartly manage their territories for the purpose to achieve common action plans in tourism development.


iv. Explain which of the following cross-border cooperation criteria are fulfilled (minimum three): joint development, joint implementation and either joint staffing or joint financing, or both. Please give a brief justification on how the cross-border criteria will be respected. Avoid using simple sentences such as 'the application was developed by all project partners. You are advised to be more convincing by describing what has been the exact role of each partner organisation in the project development. The same recommendation refers to the other cross-border cooperation criteria.

joint development	A first team of representatives of Struga Municipality North Macedonia, Municipality of Pogradec Albania; NGO Green Institute and Institute for Rural Development, Environment and Tourism met once during January to discuss the contents of the Call. It was decided to approach "SO 1.1 – To develop the potential of tourism by promoting cultural heritage and values experience to new North Macedonia subjects (Municipality/ies and tourism service providers) and in Albania".
joint implementation	Team of the partner have agreed for the joint implementation defining the roles of each partner (Main Applicant) Struga Municipality North Macedonia (Co Applicant) Municipality of Pogradec Albania (Co Applicant from NM) NGO Green Institute (Co Applicant ALB) Institute for Rural Development, Environment and Tourism Associate NGO Celim Macedonia Associate NGO INCA Albania
joint staffing and joint financing	Partners have signed MoU defining the roles and amount of the Co Financing of the project

v. Explain how the proposed action is going to contribute to intensifying neighbourly relations, creating sustainable partnerships for socio-economic development and/or the removal of obstacles to this development, as well as how you will measure or demonstrate this once the action will be implemented. Proposal is a result of intensive analysis and consultations held both with the target groups and part of the final beneficiaries, such as CSOs/NGOs and tourism/environment related branches. Project stakeholders were dedicated, since the preparation phase, to set up the fundamental requirements for project success: merging the project team behind a common vision. Target groups are actively involved in all proposed activities, tailored trainings and setting up the infrastructure and urban planning as well as participation in designing the new tourism products, in particular those regarding creation of JTA which can give to the project sustainability.

1.3.2. Relevance to the particular needs and constraints of the programme eligible area and/or relevant sectors (including synergy with other development initiatives and avoidance of duplication)

1. NMK: The tourism industry in North Macedonia is a nascent industry at a very early stage of development compared to other countries in SEE. Despite the lack of institutional support and investments in tourism sector, the number of international visitors staying in North Macedonia has progressively increased from 1,126,935 in 2018 to 1,184,963 in 2019.1 The responsible Ministry for tourism development is the Ministry of Economy and The Agency for Promotion and Support of Tourism in the Republic of North Macedonia it is an institution established by the Government of the Republic of North Macedonia. The main function of the Agency for Promotion and Support of Tourism is promoting tourism resources of the Republic of North Macedonia.



Both topics commit to the opportunities for the touristic development are very big in this sector (source: State Institute for Statistic- North Macedonia). COOLTOUR is going to address one of the most attractive tourism destinations in Struga municipality, situated in front of the Ohrid Lake. Due to the lack of institutional investments, pedestrian road access to the Ohrid lake have difficult to access, especially in during a bad weather condition.

AL: On the other side, travel and tourism has played a central role in Albania's growth and transformation. It accounts today, directly and indirectly, for over 8.5% of GDP, and this percentage however was influenced by the COVID 19 pandemic situation, it is expected to continue to increase in the years to come. While Albania has consistently shown fast rates of tourism growth, a challenge that this proposal is designed to address – is not just to continue this growth, but rather to assure that it is growth which is sustainable, balanced and which brings both immediate and long-term benefits (source: Albania Tourism development Strategy to 2020). COOLTOUR is going to address its action in Pogradec municipality, including Ohrid Lake area and surrounding area.

ii. Even though the richness and great natural and cultural potentialities, both municipalities are considered underdeveloped at national levels, which consequently lead to lack of the basic tools and means in creation and most importantly - implementing strategies of development. COOLTOUR it is going to provide solutions to the current weaknesses concerning the inadequate planning for mild types of tourism and the lack of a common action plan for tourist development. The problems and challenges addressed to this proposal could be summarised in the following manner: (i) lack of coordinated action in implementing destination development plans; (ii) lack of strategic management and wide-public promotional and marketing plans; (iii) lack of professional capacities in tourism sector; (iv) lack of tourism offer and products which attracting visitors and by-passing seasonality and short-time visits; (v) poorly equipped existing infrastructure and resources with limited access.

iii. The project has been designed by referring to the following national laws and strategies of the two countries:

In North Macedonia,

- *Law on managing the world natural and cultural heritage in the region of Ohrid 2010;*
- *Macedonia Law on the Protection of Cultural Heritage 2004;*
- *The role of E Marketing in function of promoting Ohrid Struga Region as tourism destination, 2014;*
- *Strategija per bashkepunim me sektorin qytetar 2015-2020;*
- *Strategy and action Plan for development of the tourism, marketing strategy, benchmarking study and identification of tourist packages for Municipality of Struga 2019-2023.*

In Albania,

- *National Strategy for sustainable tourism development 2019-2023;*
- *Tourism sector in Albania and business constraints to growth 2014;*
- *Tourism Governance in Albania An Assessment of the Policy Framework for the Tourism Sector in Albania 2020;*
- *Strategji e Zhvillimit te Qendrueshem te praktikave te monaxhimit te ujrave per te ruajtur rjeshen natyrore drojft bazeinit te liqenit te Ohrit.*

- The project will participate to achieve the strategic goals of the above-mentioned papers by establishing a modern system of integral protection, management and sustainable usage of cultural heritage and landscapes; by improving spatial conditions, status of facilities and their technical-technological equipping, by promoting cultural tourism as one of most important branches of tourism.

iv. No actions have been taken in past by this partnership, nor the similar activities implemented in targeted area.

v. The project is not part of a larger programme. However, it has been designed to be synergic and coherent with the 4th EUSAIR Pillar "Sustainable tourism". In particular the project is expected to contribute to both specific objectives of the pillar "Diversification of Macro Region's tourism product" and "Improving the quality of tourism offer" being also in line with the 2 related topics "Diversified tourism offer" and "Sustainable and responsible tourism management". Project contributes to the following policies and strategies: a) EUROPE 2020: A strategy for smart, sustainable and inclusive growth; b) "Strategy 21" (European Cultural Heritage Strategy for the 21st Century) lunched on 06/04/2017; c) Europe 2020 strategy: Smart and sustainable growth (priorities 1 and 2).

vi. In Struga the project refers to the following EU initiatives:

- *"Recycling of organic waste and green entrepreneurship in the urban web to secure public health" IPA CBC programme GR-MC 2007-2013;*
- *"Promote tourism and culture through the water" ToCuller GR-MC 2014-2020;*
- *"Construction of sewage network in Municipality of Struga –village Frangovo" - IPA 2018;*
- *Performance of construction works for reconstruction of parking lots, hiking and biking trails on the street*



"Partnership in the Municipality of Struga (LRCP) 2019; *Bridges for a better tomorrow 2019* – Embassy

of Bulgaria. In Pogradec the project refers to the following EU initiatives: "Exro Cull" IPA CBC Greece-Albania tourism and culture; "Adnich" IPA CBC Albania, Italy, Monte Negro, Zi tourism and culture; IADSA II "The future belongs to young people".

1.3.3. Describe and define the target groups and final beneficiaries, their needs and constraints, and state how the action will address these needs

i. Target groups: 3 local and national public authorities (NMC/ALB); public service providers: Urban planning, Environmental protection; SMEs at least each side 20, total 40 (NMC/ALB); (NMC/ALB);

Final beneficiaries:

- At least 1 Tourism University from Struga North Macedonia
- At least 67 accommodation providers from Struga North Macedonia
- At least 63 restaurants cross the Ohri Lake Struga North Macedonia
- At least 75 accommodation providers from Pogradec Albania
- At least no 85 restaurants cross the Ohri Lake Pogradec
- Community living in Struga Region
- Community living in Pogradec Region
- At least 280.000 tourist annually
- Public officers and public employees of the Municipality of Struga and Municipality of Pogradec.

ii. Identify the needs and constraints (including capacity constraints) of each of the target groups and final beneficiaries.

Local authorities expressed the need for a comprehensive management plan that implies a tourism and promotional detailed action plan; establishment and equipment of the local tourist offices in Struga and Pogradec; training for tourism workers and civil servants in the field of tourism and sustainable development; the action plan also implies the creation of new touristic facilities and products, their management plan and the development of sustainable financial plans; SMEs from the targeted area have the need for better integration with tourism content as well as improved infrastructure which will attract more visitors and extend the seasons;

iii. Therefore, (i) the development of effective management plan, which will combine and integrate various stakeholder's contribution, aiming to achieve both the local community development and (ii) alignment with even more tourist's demanding needs towards an attractive touristic offer, having in mind the variety of touristic attractions, modern recreation centres, theme parks etc. in global market. In such a huge, global market, it could seem discouraging or quite impossible to compete, but what makes the difference is the experience, so only those who manage to be remembered in a positive way, will cause a lasting effect. Therefore, COOLTOUR has aim to reveal all the potentialities of the targeted sites and to integrated them into efficient multi-stakeholder's business model which will develop valuable global touristic offer, capable to promote their own sites and attract more investments toward its completion.

iv. Project stakeholders were dedicated, since the preparation phase, to set up the fundamental requirements for project success: merging the project team behind a common vision. Target groups are actively involved in all proposed activities, in particular those regarding creation of JTA, tailored trainings and setting up the infrastructure and urban planning as well as participation in designing the new tourism products. This proposal is a result of intensive analysis and consultations held both with the target groups and part of the final beneficiaries, such as CSOs/NGOs and tourism/environment related branches.

1.3.4. Particular added-value elements

Added-value elements of the project are:

- innovative and newly created tourism content and products (modern pedestrian street/rehabilitation of ancient castle);
- JTA – Joined Touristic Associations for both Countries
- best practices in destination and quality management from successful EU projects and strategies will be consulted and appropriately implemented;
- digital promotion of the targeted area via Touristic Electronic Terminals connecting entrepreneurs, tourism offer, resources, potentialities and citizens.

BASHKIA POGRADEC
2893/
ROT
207.2021



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Kryetarin
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REPUBLIKA E SHQIPËRISË
MINISTRIA E TURIZMIT DHE MJEDISIT
DREJTORIA E PËRGJITHSHME E POLITIKAVE DHE ZHVILLIMIT TË TURIZMIT

Nr. 4424 / Prot.

Tiranë, më: 12.07.2021

Lënda: Kthim përgjigje

Drejtuar: Z. Ilir XHAKOLLI
Kryetar
BASHKIA POGRADEC
Adresa: Bulevardi "Reshit Çollaku"

POGRADEC

I nderuar z. Xhakolli,

Referuar shkresës suaj, Nr. 2893 Prot, datë 23.06.2021 me lëndë: "Letër Mbështetëse", protokolluar në Ministrinë e Turizmit dhe Mjedisit, me Nr. 4424 Prot, datë 25.06.2021, me anë të së cilës kërkonti mbështetje nga Ministria e Turizmit dhe Mjedisit, për të çuar para aplikimin tuaj në projektin IPA Cross Border Shqipëri-Maqedoni e Veriut, në të cilin Bashkia Pogradec është partner, projekt i cili do të ndihmojë në zhvillimin e turizmit si dhe promovimin e zonës së Kalasë të këtij qyteti.

Institucioni jonë, mbështet dhe promovon të gjithë projektet që mundesojnë, shtrirjen e turizmit në zona të cilat deri më tani, kanë qënë të pavizituara ose të panjohura nga vizitorët vendas dhe të huaj.

Për sa më sipër, Ministria e Turizmit dhe Mjedisit, ju përgëzon për këtë iniciativë si dhe mbështet rivitalizimin e zonës së Kalasë dhe pikave turistike me vlera historike, arkeologjike dhe kulturore të zonës, të cilat ndihmojnë në zhvillimin e turizmit si dhe rritjen e numrit të turistave vendas dhe të huaj.

Duke ju falënderuar për bashkëpunimin.

SEKRETARI I PËRGJITHSHËM
Adrian KAMENICA



REPUBLIKA E SHQIPËRISË

AGJENCIA SHTETËRORE E KADASTRËS
DREJTORIA VENDORE POGRADEC

Nr. 3018/1 Prot.

Pogradec, më 12.10 2021

LËNDA: INFORMACION

DREJTUAR: BASHKIA POGRADEC

Në përgjigje të shkresës tuaj me nr. 4769 prot, datë 12/10/2021, me objekt "Kërkesë për informacion", protokolluar nga DVASHK Pogradec me nr. 3018 prot., datë 12/10/2021 ju informojmë për pasurinë e kërkuar si më poshtë vijon:

- Pasuria e llojit TRUALL, me numër pasurie 15/2, Votuar 16, Faqe 161, ZK 8582 në pronësi SHTET, me sipërfaqe totale 253 m², në adresën Lagja nr.4, rr "Unaze".

Bashkëngjitur fatura për shërbimin e kërkuar.

DREJTOR

ELA TOÇKA

