

9th Regional CBC Consultative Forum

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The IPA 2014-2020 CBC programmes Serbia – Bosnia,Herzegovina, Serbia – Montenegro and IPA 2016-2020 programme Serbia-North Macedonia



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The IPA III CBC programmes

SRB-BiH

SRB-MNE and SRB- MK

in relation to EU-IPA beneficiaries common policy:

The Economic Investment Plan & Green Agenda



Contribution to the Economic Investment Plan

Funding operations encouraging tourism and promoting cultural and natural heritage:

- Attracting more tourists to the IPA III CBC Beneficiaries and thereby creating employment opportunities.
- Investing in tourism and cultural heritage infrastructure, such as museums, historical sites, and nature reserves, can enhance the overall visitor experience and promote sustainable tourism.
- Generating revenue for local economies and create job opportunities in various sectors such as hospitality, transportation, and retail.
- Promoting niche forms of sustainable tourism such as eco-tourism, ethno-tourism, and health tourism.

Contribution to the Economic Investment Plan

Funding operations investing in youth (CBC SRB-BIH)

- Supporting the implementation of the Youth Guarantee flagship by facilitating joint training, promoting critical thinking, supporting youth entrepreneurship and activism, and offering vocational training that focuses on the use of modern technologies.
- Involving youth in society using new technologies and digitalization, while vulnerable groups can be supported through tailored training programs.
- Improving the social integration and economic prospects of youth and enhancing their professional skills and competences.

Contribution to the Economic Investment Plan

Funding operations fostering employment, labour mobility and social and cultural inclusion across borders (CBC SRB-MK)

- Supporting the wider involvement of the civil society and the private sector by encouraging innovative solutions, promoting social entrepreneurship to tackle social challenges.
- Enhancing reforms promoting appropriate supply of relevant knowledge, skills and competences to tackle the existing mismatch between skills supply and labour demand, including development of work-based learning in vocational education and training.
- Integrating the regional market into the EU single market.



Contribution to the Economic Investment Plan

main challenges

- The programmes' eligible areas are characterized by low economic activity, above-average unemployment rates, and a relatively high share of inactive population, particularly in rural zones.
- Women face traditional gender roles and a lack of support services to help them balance their private and work lives, resulting in lower employment rates and reduced participation in the labor market.
- The lack of practical experience among young people is a major challenge that hinders their employability and prospects for future success and pushes them to migrate exposing the CBC area to brain drainage.

Contribution to the Green Agenda

Funding operations promoting sustainable tourism:

- Unifying tourism development without harming the environment.
- Raising awareness among tourists and locals alike on natural heritage.
- Providing economic benefits and job creation, especially in rural and underdeveloped areas, thus contributing to the social and economic well-being of the region.

Contribution to the Green Agenda

Funding operations investing in youth (CBC SRB-BIH):

- Transferring knowledge and impact awareness-raising efforts not just for promoting sustainable development but also for initiatives such as Climate Diplomacy Week and the European Climate Pact foreseen under the European Green Deal.
- Making young people advocates for sustainable development and climate action, thereby contributing to the achievement of global climate goals. Therefore, investing in youth is not just essential for promoting sustainable development and creating a better future for the region but also for advancing global efforts towards a more sustainable and resilient future for all.



Contribution to the Green Agenda

Funding operations fostering employment, labour mobility and social and cultural inclusion across borders (CBC SRB-MK):

- Providing capacity building to guarantee that people are equipped and prepared for the labour market and society of tomorrow. With proper information and education, the youth of the region can contribute decisively to the implementation of the Green Agenda.
- Increasing the capacity of regional and local authorities to tackle local challenges, encompassing the field of environmental governance.

Contribution to the Green Agenda

main challenges

- To successfully **invest in youth**, it is important
 - To provide relevant and up-to-date education and training on sustainable development and climate action
 - To make available adequate resources and support to implement these initiatives effectively and sustainably
 - To ensure the participation and engagement of women, overcoming traditional gender roles, and addressing any political or social barriers that may exist are also key factors for success
 - To enhance cooperation and coordination between different stakeholders for a more sustainable and resilient future.
- Investment in **sustainable tourism** can also pose the following challenges:
 - ensuring that tourism development does not harm the natural and cultural heritage of the region and that the benefits of tourism are spread equally among local communities
 - ensuring that tourism development is aligned with environmental protection and conservation efforts
 - promoting responsible tourism practices and reducing the carbon footprint of tourism activities
 - ensuring the involvement and participation of local communities in decision-making and planning processes related to tourism development

Contribution to the Green Agenda

main challenges

When enhancing employment, labour mobility and social and cultural inclusion across borders it is of utmost importance

- To increase the **number of significant economic operators** that could offer sustainable and satisfactory employment opportunities.
- To **unlock the potential of circular economy**, by maximising the natural potentials of the region through building sustainable agriculture and food systems or by using all the existing cultural connections and potentials of the cross-border region.