# Programme strategy (logical framework) of the IPA cross-border cooperation programme Croatia-Serbia 2014-2020

The programme strategy in this log frame is based on:

1) the lessons learnt from 2007-2013

2) the analysis of the identified needs of the programme area,

3) the discussions of the Task Force,

4) the results and conclusions reached at public consultative workshops held with the relevant stakeholders

# THEMATIC PRIORITY 1: Employment, Social Inclusion, Health and Social services (4.500.000 mil €)

# Objective of Thematic Priority 1: To promote employment, social inclusion, health and social services across the border

| Specific objectives | Expected results | Type of actions | Result indicator | Output indicators | Type of beneficiaries |
| --- | --- | --- | --- | --- | --- |
| 1.1 To improve facilities, services and employment throughout the programme area. | Improved labour skills and employability throughout the programme area. | * Developing and implementing lifelong learning programmes aiming to provide programme area inhabitants the possibility to gain knowledge / experiences / qualifications in line with the labour market needs.
* Supporting education for the development of entrepreneurship and self-employment.
* Joint vocational / adult (youth) training projects addressing skills needs & sectorial needs.
* Joint networking actions and awareness raising actions to improve the employability in the cross-border programme area.
* Cooperation actions between employment services, employers, institutions providing educational activities and business support institutions to increase employability.
 | Increase in employment rate in the programme area | * number of persons related to labour market needs and employability and/or improving social inclusion and/or health care services and/or social care services trained (target value: 450)
* number of cross-border networks related to employability and/or social exclusion and/or health care and/or social care supported (target value: 8)
* number of awareness raising events on employability and/or social exclusion and/or health care and/or social care organised (target value: 36)
* number of social enterprises in the programme area established/improved (target value: 7)
* Number of facilities for persons with special needs developed/improved (target value: 10)
* Population covered with improved health services (target value: 200000)
 | For example:* NGOs
* Organisations responsible for providing social and health services
* Public /non-profit organisations including institutes, universities, colleges
* Educational institutions (e.g. primary and secondary schools)
* Public institutions for adult education/learning
* Local and regional government bodies
* Development agencies
* Health care institutions
* Public elderly homes
* Regional and local public authorities
* Employment services
* Chambers of commerce
* Chambers of trades and crafts
* Business support institutions
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|  | Improved social inclusion and services in the area of public health and social welfare  | * Developing and implementing joint initiatives to improve accessibility to and effectiveness of public health care and social service institutions (e.g. small infrastructure and equipment), including related pilot projects.
* Supporting education related actions aiming at increase of skills of vulnerable groups (such as youth, unemployed, disabled, elderly, women, minorities, inactive persons, etc.) in line with the market trends and needs.
* Networking of institutions in order to enhance social entrepreneurship: e.g. support to business counselling and setting-up of social enterprises.
* Developing and implementing joint community projects: e.g. legal counselling for vulnerable groups, non-discrimination and promoting equal opportunities.
* Awareness raising activities in promotion of different types of services available for vulnerable groups.
* Joint actions in support of local democracy.
* Developing and implementing joint activities on health care: e.g. joint health services delivery, active and healthy aging and disease prevention.
* Joint strengthening of health care for vulnerable groups with focus on elderly, palliative care and persons with disabilities.
* Small-scale infrastructure for persons with special needs.
* Implementing ICT solutions in order to improve public health and social care services.
 | Percentage of institutions providing improved public health care and social care services | For example:* NGOs
* Organisations responsible for providing social and health services
* Public /non-profit organisations including institutes, universities, colleges
* Educational institutions (e.g. primary and secondary schools)
* Public institutions for adult education/learning
* Local and regional government bodies
* Development agencies
* Health care institutions
* Public elderly homes
* Regional and local public authorities
* Employment services
* Chamber of commerce
* Chambers of trades and crafts
* Business support institutions
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# THEMATIC PRIORITY 2: Environment, risk prevention and energy production (8.400.000,00 €)

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

| Specific objectives | Expected results | Type of actions | Result indicator | Output indicators | Type of beneficiaries |
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| 2.1. To improve management systems for risk prevention (water, soil, air, environmental and biodiversity (including ecosystems and NATURA 2000) protection. | Enforced management for prevention of floods, monitoring of water, soil, air quality, mined-areas, hot-spots and biodiversity protection. | * Implementing joint actions in the area of water management, for example, actions with aim to get reliable information for improving the quality of the groundwater and the rivers and waste management and water supply systems
* Creating joint monitoring and management systems for measurement of soil and air quality, environmental protection and water management.
* Developing and implementing joint management initiatives in relation to environment and emergency preparedness with focus on waste management, preservation of biodiversity and responses to flooding.
* Developing and implementing pilot and demonstration projects on innovative technologies to enforce management systems for risk prevention.
* Developing and implementing joint plans for protection of endangered species and protection and revitalisation of habitats.
* Joint valorisation and promotion of ecosystems and NATURA 2000 sites in border area
* Developing and implementing joint awareness raising activities, information campaigns, education and training in relation to nature, environment and/or biodiversity protection.
* Promoting cross-border cooperation between organisations involved in environmental protection and joint management of protected sites and nature
* Establishing and/or improving green infrastructure and ecosystem services
 | Decrease of km2 affected by flooding per flooding | * number of jointly developed and/or operated monitoring systems (target value: 2)
* number of commonly developed infrastructure actions targeting at improvement in water, air and soil quality (target value: 3)
* number of pilot and demonstration projects on risk prevention implemented and/or on sustainable energy and/or energy efficiency implemented (target value: 3)
* number of persons trained on nature protection and/or biodiversity and/or on sustainable energy and/or energy efficiency implemented (target value: 336)
* Population benefiting from flood protection measures (target value: 200000)
* Surface area of habitats supported in order to attain a better conservation status (target value. 350 hectars)
 | For example: * Public utility companies (eg. Water management companies)
* Local and regional self-governments
* NGO’s
* Educational and research organisations
* Institutions managing protected areas
* Public institutions responsible for environment and nature
* Development agencies
* Public energy agencies
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| 2.2 To promote innovative technologies for sustainable energy production and energy efficiency. | Increased capacities for usage of innovative technologies for sustainable energy production.energy production. | * Implementing awareness rising, information campaigns, education, training and capacity building on sustainable energy production, utilisation of renewable energy resources and energy efficiency.
* Developing and implementing pilot and demonstration projects on innovative technologies in the field of sustainable energy production and energy efficiency.
* Improving waste management in order to use it as a resource in production of renewable energy.
* Investing in joint infrastructure on sustainable energy production and energy efficiency
* Implementing 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).
 | Increase in % of production and usage of sustainable energy. | * number of events (information campaigns, conferences, training programmes, awareness raising programmes) on environmental and nature protection, biodiversity and emergency preparedness and/or promoting sustainable energies organised and implemented (target value: 8)
* Additional capacity of renewable energy production (target value: 5 MW)
 | For example:* Local and regional self-governments
* NGO’s
* Educational and research organisations
* Public energy agencies
* Public institutions responsible for environment and nature
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# THEMATIC PRIORITY 4: Tourism and Cultural and Natural Heritage (7.500.000,00 €)

# Objective of Thematic Priority 4: To encourage tourism, cultural and natural heritage

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| Specific objectives | Expected result | Type of actions  | Result indicator | Output indicators  | Type of beneficiaries  |
| To strengthen, diversify, integrate the cross-border tourism offer and better manage cultural and natural heritage assets | Strengthened, diversified, better integrated cross-border tourism offer and better managed cultural and natural heritage assets | * Joint development, branding and promotion of tourism niches: e.g. hunting, bird and animal watching, cultural tourism, eco-tourism, sport and cycle-tourism, wine & food tourism, health and wellness, rural tourism, recreation tourism, memorial tourism, nautical tourism, religious tourism, industrial heritage tourism.
* Joint development and diversification of the tourism offer and capacity: e.g. standardisation of accommodation support, joint mapping the tourism offer, joint creation of destination management platforms and networks.
* Joint development, branding, protection and promotion of new tourism products: e.g. development of thematic routes, joint promotion events and materials, site exploitation.
* Improvement of recreational and small-scale tourism infrastructure: e.g. walking paths, cycle routes, equipping visitor centre, information points, networking tourism centres, spatial “beautification”.
* Preparing and developing joint tourism strategies and action plans.
* Training and other activities to develop the tourism capacity and destination management skills
* Enabling joint cultural cooperation between youth, artistic and cultural organisations: e.g. art colonies and festivals, artistic manifestations and events, joint theatre performances or joint/traveling exhibitions, etc.
* Developing and implementing joint initiatives on valuation, preservation, restoration and revitalisation of cultural and natural heritage sites
* Implementing training programs in quality assurance systems and different types of standardisation (e.g. ISO certification, etc.) of cultural and natural heritage.
* Deploying investments in certification including training, equipment supply but also small scale infrastructure on cultural and natural heritage.
 | Increase in number of overnights in the programme area | * number of promotional material prepared and disseminated (target value: 50)
* number of joint tourism products developed and promoted (target value: 11).
* number of tourism supporting facilities and/or tourism infrastructure developed or improved (target value: 23)
* number of joint cultural events organised - festivals, manifestations, (target value: 8)
* number of joint tourism strategies prepared and/or implemented (target value: 2).
* number of cross-border networks, DMOs or clusters in tourism sector established or improved (target value: 6).
* number of management plans for cultural and heritage sites developed and/or implemented (target value: 6).
* number of persons educated in quality assurance, standardisation on cultural and natural heritage and destination management (target value: 300).
* Increase in expected number of visitors to supported sites of cultural and natural heritage (target value: 100 visits per year).
 | For example:* NGOs
* Local and regional authorities
* Development agencies
* Organisations dealing with cultural and natural heritage
* Cultural organisations including museums, libraries, and theatres
* Tourist boards and organisations
* Chambers of commerce,
* Chambers of trades and crafts
* Chambers of agriculture
* Educational and research institutes
* Local Action Groups
* Public companies
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# THEMATIC PRIORITY 7: Competitiveness and SME development (6.600.000,00 €)

# Objective of Thematic Priority 7: To enhance competitiveness and develop business environment and investment.

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| Specific objectives | Expected result | Type of actions | Result indicator | Output indicators | Type of beneficiaries |
| To improve competitiveness of the programme area through enhancing research, development, innovation and business support actions  | Increased competitiveness of SMEs in the programme area. | * Establishment of and support to existing and new business related sectorial networks and organisations in standardisation, product protection, marketing and development of cross-border markets.
* Development of cooperation between SMEs, public sector, education, research & development organisations to improve business innovativeness and technology based on smart specialization approach.
* Improving knowledge and skills in entrepreneurship, innovation and new technologies.
* Development of training programmes on applying innovation and R&D in their industry, including internship and exchange in cross-border area
* Establishing laboratories, innovation, technological and competence centres, spin offs and ICT infrastructure for common use of the enterprises in the border region in order to upgrade the existing and develop new products, services, processes or prototypes.
* Cross-border development, adaptation and exchange of best practices in application of new technologies, processes, products or services to be directly used by the enterprises between the clusters or groups of business, R&D and education institutions.
 | Increase in annual turnover of SMEs in million euro in programme area | * number of cross-border networks established or improved on competitiveness, business support or promotion of R&D (target value: 11)
* number of persons trained on innovation, new technologies, entrepreneurial skills or R&D (target value: 330)
* number of laboratories and or competence centres developed or improved (target value: 6)
* number of innovative technologies, processes, products and services introduced by the enterprises in the programme area (target value: 8)
* Number of researchers working in improved research infrastructure facilities (target value: 5)
* Number of enterprises cooperating with research institutions (target value: 10).
 | For example:* Sector associations
* Clusters
* Local and regional public authorities
* Local and regional government bodies
* Chambers of commerce
* Chambers of trades and crafts
* Chambers of agriculture
* Producers association
* Entrepreneurship centres and incubators
* Public /non-profit organisations including institutes, universities, colleges
* Educational institutions (e.g. primary and secondary schools
* Education and R&D/scientific institutions
* Cooperatives
* LAGs
* Research and training institutes
* SME networks
* Business clusters
* Business support institutions
* Development agencies
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