



KOSOVA DEVELOPMENT CENTER
QENDRA KOSOVARE PER ZHVILLIM

ANNUAL REPORT 2018 - 2019

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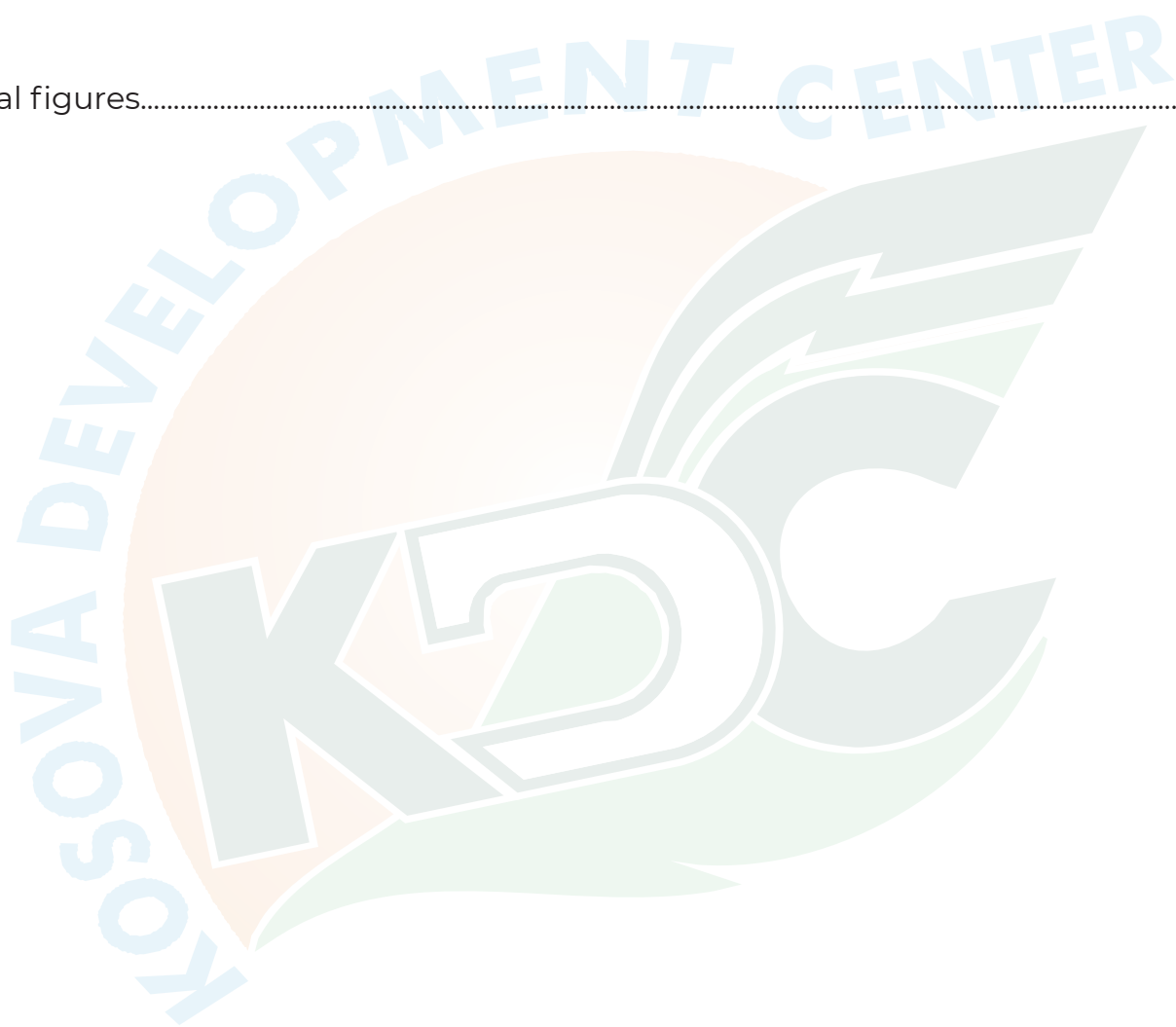
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Vision:

Kosova Development Center (KDC), encourages and promotes sustainable socio-economic development of the communities in Kosovo and the region, by strengthening, informing, facilitating and advancing their position, as well as their active participation in planning and decision-making.

Mission:

KDC is a supporting pillar for the sustainable socio-economic development of the communities.

Organization's strategic objectives:

- ▶ Socio-economic enhancement of the rural communities in Kosovo;
- ▶ Continuous development of the civil society;
- ▶ Assistance for groups in need

Target Groups:

KDC activities focus on rural development, employment and income generation, civil society, and information distribution. Thus, **KDC** aid specifically targets entrepreneurs, Farmers' Associations (FAs), farmers, widowed women, and minority groups. Its local partners include FA members, various ethnic farmer groups, agriculture cooperatives, agriculture departments, and the Ministry of Agriculture.

The strategic goals of KDC include:

- ▶ Improvement of socio-economic of agricultural communities in Kosova
- ▶ Further development of a civic society
- ▶ Aid to groups in need

KDC is active in the following sectors:



**Rural
development**



**Employment and
income generation**



**Civil society and
democratisation**



**Information
and publication**

Dear Readers,

We are excited to share with you the **Kosova Development Centre** Annual Report for the years 2018 and 2019. During these two years, the **KDC** was very active and dynamic in the organization of activities with the aim to fulfill our mission oriented objectives. Moreover, there was reinforcement and enhancement of the partnerships with our stakeholders, local and central institutions and donors that operate in our area.

Among the achievements in these two years through this year's we can emphasize the continuation in fostering the capacities of the farming community in order to be able to respond to the demands of the Grant Rural Scheme supported by Ministry of Agriculture, Forestry and Rural Development.

By using bottom up approach, **KDC** was very supportive and inclusive in the process of preparation of trainings and advices for grant applicants with supporting documentation that had the potential to be financed by MAFRD.

Furthermore, through the implementation of this activity, **KDC** shared knowledge and skills among the stakeholders and built confidence with the aim to fulfill their capacities and lead to sustainable local economic development for the farming community. Also, there was continuation of the cooperation with the Ministry of Agriculture, Forestry and Rural Development – Technical Department of the Extension Services, as an added value of **KDC's** operations.

KDC in this period continued to be an important actor in the promotion of the cross-border projects funded by the European Union - IPA 2. In partnership with Albanian organization, **KDC** undertook project actions in order to increase the awareness of businesses, municipalities, civil society representatives and local institutions regarding the development of the tourism industry as a tool to enhance the socio-economic situation in the cross-border area between Albania and Kosovo, as well as to valorize and promote the natural, cultural and historical heritage of the project target areas for sustainable tourism.



Avni Kasumaj
Executive Director – KDC

Through hard work, professionalism and integrity, **KDC** still remains a valuable representative of non-governmental organizations and is dedicated to serve their target groups. Their day to day activities are focused not only on the project timeline, but additionally to establish a foundation for their demands, challenges and ideas that can be translated to the upcoming project initiatives.

This report is a great opportunity to thank staff members, experts, Board Members and donors for their dedication over the years. We at **KDC** are very happy and privileged for the experience of cooperation and networking with all of them during this period.

Finally, at the closing of this letter, **KDC** is optimistically oriented towards fulfilling its mission of supporting the sustainable socio-economic development of the communities.

Enjoy the reading,

Avni Kasumaj
Executive Director – KDC





Project: Agriculture and Rural Development Project (KARDP)
Training of Potential Applicants for Applying to Grant Programs
Ministry of Agriculture, Forestry and Rural Development in Kosovo

The Ministry of Agriculture, Forestry and Rural Development (MAFRD) selected the **Kosova Development Centre (KDC)** as a training service provider to support the implementation of Component 1 Transferring Knowledge to Rural Sector of MAFRD's Kosovo Agriculture Rural Development Project (KARDP - financed by the loan to MAFRD from the World Bank). The development objective of the project was to improve the productivity of and access to markets by project beneficiaries in the horticulture and livestock subsectors of Kosovo and strengthen the institutional capacity of the Ministry of Agriculture, Forestry and Rural Development, towards the European Union's IPARD requirements. MAFRD's support included the provision of matching grants under:





- **Measure 101** to support capital investments, including: farm machinery, equipment, buildings and other storage and processing facilities and other investments to support livestock, fruit and vegetable production; and
- **Measure 103** to support capital investments in agricultural and food processing and marketing.

In addition to providing financial support, MAFRD intends to provide advice and technical support to eligible applicants: farmers, agricultural and food-processing and marketing businesses, farmer groups (registered associations, cooperatives, farmer-owned companies, marketing entities, etc.), and rural entrepreneurs as to how to develop proposals and complete applications for grant financing under supported Measures 101 and 103.

To this end, Component 1 of the project financed the contracting of a training Consultant to train and advise potential applicants in the preparation of grant applications and required supporting documentation. This particular assignment was focused on providing advice for investment planning in the livestock sector (dairy and meat production) and horticulture sector (fruit and vegetable, vineyards, etc.).

The objective of this assignment was to provide training and advice to potential grant applicants, (farmers, farmer organizations, agricultural and/or food-processing and rural entrepreneurs, etc.) in the preparation of grant applications, (with supporting documentation), that had the potential to be financed by MAFRD measures 101 and 103 of the ARDP.




Within the project timeline **KDC** has ensured a comprehensive approach of realized activities in the project, methodology and personnel engaged in performing of these activities:

-  Identification of trainees based on their eligibility, criteria for grant application relevant to MAFRD and readiness to absorb available grants;
-  Design and delivery of tailor-made training for grant application preparation;
-  Preparation of promotional materials and workbook.
-  Follow up advisory support to selected trainees in the process of preparation of the application package and/or detailing the planned investments in agricultural holdings and rural businesses.

At the final stage of the project, **Kosova Development Centre – KDC** has completed all of the activities that were stipulated in the working plan and project implementation methodology. The planned activities were implemented in (6) different topics in one training module for all target groups : Introduction to MAFRD and IPARD programs; On-farm investments to support profitable livestock and fruit & vegetable production; Investments in agricultural & food processing and marketing investments; Agro-environmental measures; Preparation of business plans; and Preparation of full applications to available programs for agriculture and rural development.

More than 500 farmers divided in 12 (twelve), groups from agro processing and rural businesses were trained in the above-mentioned training modules in a period of 40 – 45 days. The duration of these trainings per each region was 10 days, including the topics set by the ToR. Also, in order to foster the capacities of the trainees, promotional materials (work-book) were prepared for some training topics selected in cooperation with ARDP / MAFRD. A 1000 copies of the workbook were prepared and edited, of which 900 in Albanian and 100 in Serbian, that presented theoretical concepts followed by practical examples.

And, 3 information brochures were prepared and edited with the following topics:

-  **Brochure 1** - Irrigation and importance of the irrigation system in vegetable crops;
-  **Brochure 2** – Cultivation of garlic and onion; and
-  **Brochure 3** – Good practices of fruit protection from disease and pests.

Moreover, after the end of the trainings, one day follow up activities were also conducted as direct advisory support. As part of this regular activity, 176 participants requested additional advice related to the MAFRD call for proposal and requirements of the business plan elements regarding measure 101 and 103. Of them, a total of 49 participants were female and 127 were male.

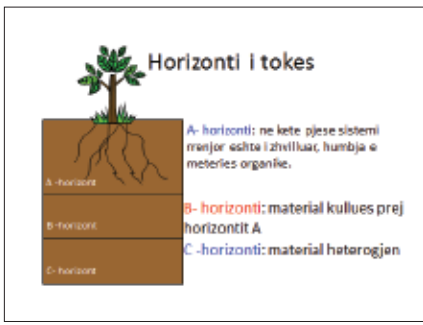
The training included the six following modules:

- 1 Introduction to MAFRD ARDP Grant Program presentation (eligible criteria, project development, application process, access to finance, etc.).
- 2 Investments to support profitable livestock production,
- 3 Investments to support profitable horticulture production
- 4 Investments in agricultural and food processing and marketing
- 5 Agro – Environmental measures,
- 6 Support for completion of grant applications for the relevant MAFRD grant programs (preparation of Business Plans and Full Application).

The following materials were prepared for the training and were delivered to the training participants before the planned trainings in order to help them be prepared for the training. Distributed as part of the training materials were a training agenda, power point presentation of the trainers, training evaluation form, training participants and list of attendance.

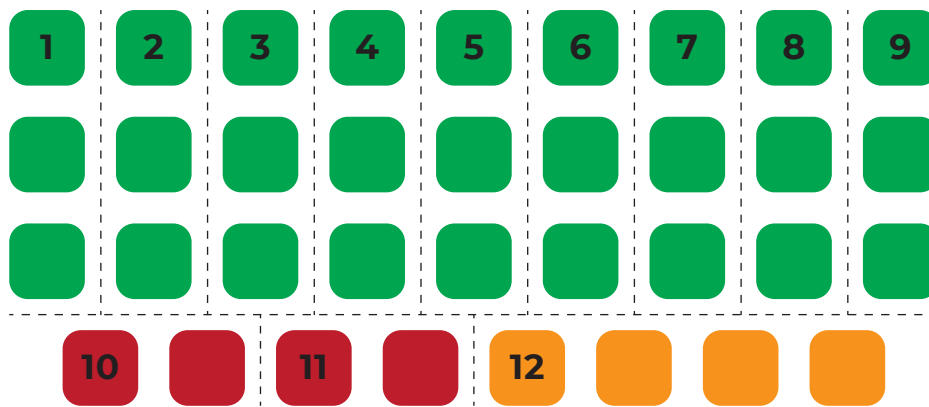
In the second week of April 2018, the Consultant prepared and organized the above mentioned 10 trainings in the regions or centers covering all municipalities (approximately 35), with a total of 506 participants. The target groups were divided into 12 working groups (9 groups composed of 3 municipalities; 2 groups composed of 2 municipalities and 1 group composed of 4 municipalities). Within the second week of April 2018, a total of 12 separate teams covered all regions of Kosovo in order to meet training target deadlines. The duration of the trainings per each region was 10 days.



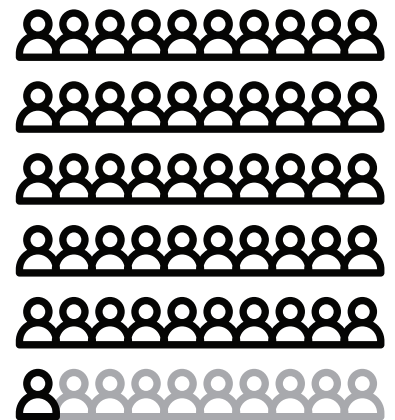


RESULTS

Trainings were intensively and successfully organized in **12 regions**, covering **35 municipalities**.



In total, there were **506 participants**



12 Separate training teams

worked intensively to conduct trainings in 12 regions, in order to meet deadlines.

KDC with consortium partners gave a consultancy to **176 participants** from the training sessions, from them:

127 men

49 women

1 workbook, prepared and printed in **1,000** copies

900 copies in Albanian language

100 copies in Serbian language



This material was distributed to the participants / trainees, local Directories for Agriculture and Rural Development, Advisory Support Information Centers, NGOs, farmer associations, local Medias

In close cooperation with ARDP / MAFRD personnel, three information brochures were prepared and edited:



Brochure 1 - Irrigation and importance of the irrigation system in vegetable crops



Brochure 2 - Cultivation of garlic and onion



Brochure 3 - The good practices of fruit protection from disease and pests.

Preparation and delivering of the questionnaires' including questions on curriculum, materials provided, and trainer's performance and logistic preparation of the trainings;

Financial reimbursement for each participant that was part of the training days;

Training participants were informed with procedures and application rules for grant application and supporting documents;

Participants with concrete ideas and their requirements for applying to the MAFRD call for proposals, in a short period of time were contacted by personnel and experts from the consortium for one day consultancy and mentoring

Results based on the evaluation of trainees for each training module will serve as a recommendation for revisions of future trainings or new topics that need to be incorporated in future trainings

Strengthening cooperation with Agricultural Information Centers in selected municipalities regarding information sharing and contacting with interested farmers

Training participants gained enough knowledge about their investments ideas and how to implement these ideas within the frame of the Grant Program of MAFRD – 2018;

In the consulting process, participants from all regions were trained to receive information regarding the application package.



Cross-border Cooperation Programme Albania- Kosovo Instrument for Pre-accession Assistance (IPA II)

Project: “Improving the Tourism Offer in the Highlands of Albania and Kosovo”

Implemented by:

Albanian Local Capacity Development Foundation (ALCDF)

Kosova Development Centre (KDC), and

Makedonska Razvojna Fondacija za Pretprijetija (MRFP) branch in Kosovo - Peja

The main goal of the project was to enhance the capacity and competitiveness of the tourism sector in the cross-border regions by the economic valorisation of its cultural and natural heritage to ensure socio-economic development of the project targeted areas. This was implemented through an environmentally sustainable and socially inclusive economic method. The initial activity was the preparation of a feasibility study as an instrument for analyzing the social context especially in regards to gender, youth, and community attitudes towards tourism/tourists. This was a good opportunity for the project team and stakeholders to identify local issues regarding tourism potential and challenges, tourism products and their marketing, visitor and community experience, economy, training and education, strategies and resources to strengthen community involvement and support for improvement and development.

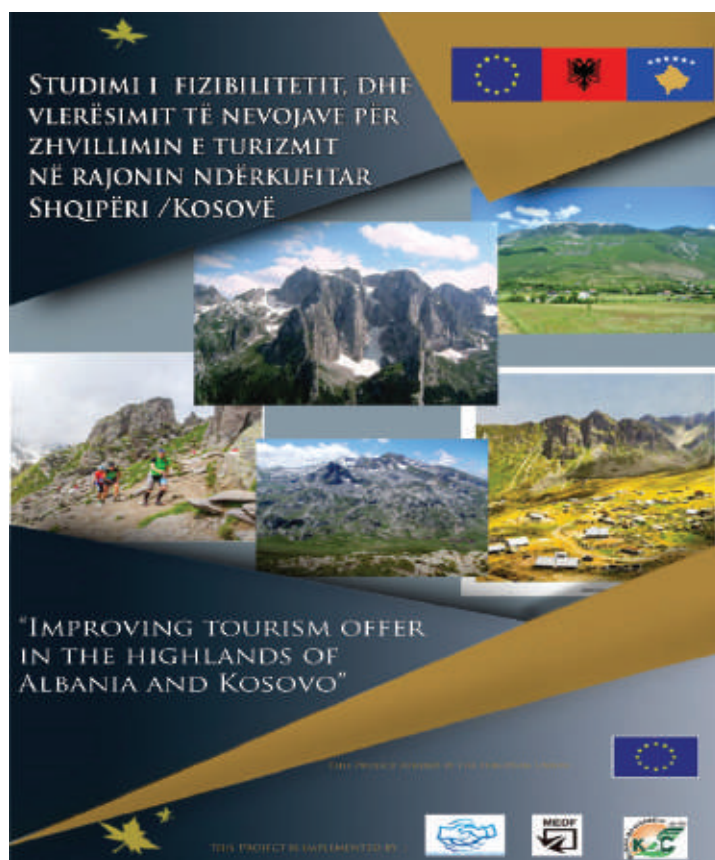
The outcomes of the feasibility study provided the necessary clarity and input to achieve the estimated project results and objectives. The project also aimed to (i) increase the capacities of local farmers and small entrepreneurs with an interest in tourism development in regards to customer care, cross culture understanding and hospitality, food safety and quality, marketing and promotion of products; (ii) increase the awareness of businesses, municipalities, civil society representatives and local institutions on tourism industry development as a tool to strengthen the socio-economic situation of the project target area; (iii) valorise and promote natural, cultural and historical heritage of the project target areas for a sustainable tourism industry in the area.



Feasibility and needs-assessment study

Two feasibility studies (one for each region) were conducted and a needs-assessment process was performed in order to get the necessary information before starting to implement the project activities. The targeted shepherd's huts and themed trails were identified and a list of relevant information regarding their relief characteristics was compiled. An analysis regarding the social context especially in regard of gender, youth, community attitudes towards tourism/tourists was performed, as well as information on farmers' income in the project region was gathered through questionnaires. A total of 2000 questionnaires were completed (1000 in each target region).

The identification of the five themed trails was organized around a scheme that highlights the natural, historical and cultural sites of the target regions. An Inventory was created that lists and maps the tourism offer in the project locations, including infrastructure, products, services, sites and experiences. The current national/regional tourism laws and strategies were analyzed to identify points of cooperation and synergy. A baseline was defined regarding the demographic profiles of current national / regional / international customers coming to Albania (where are they from, where do they go, what type of traveller are they, how long do they stay, how much do they spend, how do they get here, where do they stay, etc.)



Feasibility Study

Thematic trail maps

This activity consisted of the identification, marking and signalization of 5 themed trails (2 in Albania and 3 in Kosovo). During the process of surveying for the feasibility study, it was preliminary decided that the project activities should focus on the five most attractive thematic trails in Has and Tropoja (Albania) and three thematic trails in Kosovo, that also relate with day-trip itineraries.

Five (5) themed trails were marked and signalized, together with prepared GIS Maps. The trails were:

- Cahan - Pashtriku Mountain in Has, (Albania).
- Padesh- Gropa e Erenikut in Tropoje, (Albania).
- Maja e Pashtrikut/Maja e Kunorës, (Kosovo).
- Freedom Trail: Koshare-Rrasa e Zogut –Ujeza-Padesh (Kosovo).
- Shepherd’s Trail: Erenik-Sylebicë-Dobërdol (Pasture of Belegut - Kosovo).

4.000 themed trails maps were designed and printed for both sides of the project site.

3 thematic trails were created by the Kosovo side as following:



**THE TRAIL
ERENIK – SYLBICË – DOBËRDOL**



**THE TRAIL
PASHTRIKU PEAK**



**THE TRAIL OF FREEDOM
KOSHARE – RRASA E ZOGUT**

Cross-border study trips

Being a Cross-border project, an important component was the exchange of experiences on both sides. In that regard study visits with 40 participants (20 women and 20 men) from both sites of the project shared experiences and learned from each-other visiting respective target sites in order to get more insights on their unique characteristics. The first study visit with a group of 20 people (10 women and 10 men) was organized on February 19-20, 2019 in Kosovo. The participants in this Study Trip were from the municipalities of Has and Tropoje.

The group included a varied combination of backgrounds and professions. Among them were farmers, tailors, traditional costume producers, representatives from Local Government, Agriculture Department and School representatives.

The agenda of the study visit was coordinated with the project partners. The participants in two days (February 19-20) visited Gjakovo, Peja, Junik and Decan. Furthermore, the Albanian Ambassador Mr. Qemal Minxhozi received the visitors in a meeting, where he emphasized the importance of cross-border cooperation and the role that the respective governments should play in facilitating a multi-dimensional cooperation. The second study visit was organized in Albania on November 06-07, 2019. About 20 representatives of Kosovo beneficiaries such as farmers, artisans, agro-producers, guest house owners, municipalities staff and project team members visited Has, Tropoje, Valbone, and agro-tourism site “Mrizi i Zanave” in Lezha. The study visits had the following results:

- ▶ Increased knowledge for 40 participants about the organization of production and tourism businesses in Kosovo and Albania.
- ▶ Awareness of the respective government through the questions raised by participants regarding taxing policies in the cross-bordering area, at the meeting with the Albanian Ambassador in Kosovo.
- ▶ They had an opportunity to experience new things about touristic infrastructure and service.
- ▶ They improved communication with their counterparts in Has and Tropoja.
- ▶ They improved communication and team spirit among themselves.



Photos from Cross Border Study Trips

„Although we had to trail through cold and snow, the experience in itself was magical and opened great discussions between the participants regarding the natural beauty and historical heritage of Kosovo.“



Bujar, local journalist, participant of the first study visit

Organization of old Photo exhibitions

The aim of the activity was to promote the touristic potentials through the presentation of old photos from historical, natural and cultural monuments in the respective Municipalities. The exhibitions were held in Has, Tropoje, Gjakova and Deçan. The project team in cooperation with the Local Government Authorities and other stakeholders prepared and organized four exhibitions. The first Photo Exhibition was organized on February 18, 2019 in Kruma City, at the venue of Culture Palace “Pjeter Bogdani”.

The second exhibition was realized in Gjakova on November 15, 2019, and others in Deçan on December 2, 2019 and Tropoja on February 24, 2019. The interest among the people for the photo exhibitions was high. Most of the visitors were local government representatives, farmers, teachers, students and travel agents, seasonal tourist, etc. The events had an audience of 890 participants (visitors).



Photos from the Exhibitions

Two fairs

Two fairs were organized in both project sites, with the participation of 100 farmers, (50 in each site, of which 25 were men and 25 were women). The participants from both sites joined the fairs. The purpose of this activity was to promote traditional foods, dresses, in order to enhance the tourism industry in the target area. The Municipalities of Hasi and Gjakova collaborated for the organization of the fairs, providing the venues at the main center of Hasi and sports hall in Gjakova and ensured their safety and normal proceedings. The Mayors of Has and Gjakova, together with the projects' representatives from ALCDF and KDC addressed the participants and visited all stands.

Also, the representatives of the target Municipalities of Tropoje, Deçan, Peja, Junik and other neighboring regions of Kukës communes also attended the fair. The fairs were broadcasted live by the local televisions. In addition, three national televisions (ORA, TVSH and Star) also promoted the fairs. The fairs were conducted in Gjakova on September 26, 2019 and in Hasi on October 25, 2019.



Web platform Creation

The project website is a tool to get in contact with tourist value chain actors, service providers and other stakeholders that are interested in collaboration or to participate through project implementation and its activities. One web platform with information regarding the natural, historical and cultural heritage of the cross-border target area and all the facilities provided to the tourists was created. The website was designed to clearly describe the visibility of the project, to present the project flow and to provide materials and information for easy distribution. Also, the website was created to be responsive for a large number of user visits and with an integrated content management system.

The web site is www.shtigjetestaneveal-ks.com

Marking and signalization of 5 themed trails

The marking of five themed trails was conducted by the placement of appropriate signalisation, whereby hired for the task were local workers in order to generate income for the target region inhabitants.

Instalment of 10 Touristic Info Points

- Five Tourism Info Points were installed in the Albanian part of the project region.
- Another five Tourism Info Points were installed in Kosovo part of the project region.
- Photos of natural, historical and cultural heritage were displayed on the themed trail maps. Furthermore, the EU funding of the Project was mentioned and the project logo displayed.
- Local workers were hired in order to generate income for target region inhabitants.



Instalment of 10 Resting Points

- Five resting points were installed in the Kosovo part of the project site.
- Five resting points were installed in Albanian part of the project site.
- Local workers were hired in order to generate income for the inhabitants of the target region.



Instalment of 5 camping sites

- Three camping sites were constructed at the Kosovo part of the project site.
- Two camping sites were constructed at the Albanian part of the project site.
- Local workers were hired in order to generate income for target region inhabitants.



***Increased capacities of the
rural population for tourism services
in the project sites***

Joint activity on cross-cultural understanding and hospitality

A cross-cultural understanding between the hosts and the tourists has contributed to the development of a sustainable tourism industry in the target regions. A total of 20 tourists (10 in each target region) spent a whole day with four farm families (two in each region). The tourists accompanied by staff members assisted the farmers in their daily activities (like cheese production, etc.), had meals together and played typical games of the region. Traditional dresses (for both men and women) were made available in case the tourists would like to wear them and take photos. Also offered to them were guided tours on which they had the opportunity to see cattle, deer, horses, ponies and much more.

Training of local farmers and small-entrepreneurs on customer care

Six groups of farmers and small entrepreneurs participated in two-days training sessions (3 on each regional side of the Project).

Approximately 90 participants, (45 men and 45 women), had the opportunity to enhance their knowledge on a range of topics: marketing, pricing, promotion, product packages, in order to learn up-to date approaches, thus becoming more competitive in the market.



Training of local farmers on food safety and production technology

Six groups of farmers participated in two-days training sessions (3 on each regional side of the Project). A total of 90 participants (45 men and 45 women) had the opportunity to increase their knowledge on the paramount importance of food safety and quality for a sustainable tourism industry with concrete examples of simple technologies that guarantee safe and quality food in all stages (selection, preservation, processing, packaging and distribution).

„My family produces all kinds of sorts of vegetables on our land for generations, but to have a competitive product, you have to keep up with the modern times. Events like these encourage farmers to invest in new technologies and create a better product which they can sell not only locally, but also internationally.“



Gazmend, farmer, participant in the training for food safety and production technology

Training of local farmers on the use of biomass fuel to preserve environment

Six groups of farmers participated in two-days training sessions (3 on each regional side of the Project). A total of 90 farmers (45 men and 45 women) had the opportunity to learn about the eco-friendly and low-cost methods for heating and lighting by using biomass fuel (wood waste of all types; agricultural residues and animal waste) which also has a positive impact on land management. Five models of biomass fuel pellets were produced.

Training of women on traditional products marketing

A total of 40 women (20 on each project side), could learn about the possibilities to sell traditional products (handmade gifts and crafts as well as packaged medicinal herbs and wild fruits), in village and town shops, all over the country, and possibly in duty free shops. Four training sessions were held in both project sites. By such practices, they will not only contribute to raise the income of their families but will also contribute as ambassadors of culture and traditions of the target areas to the national and international public. Business to business linkages (purchasing) guidelines that favour local goods and service procurement were prepared and distributed.

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„I learned about all the local medicinal herbs when I was still young from my grandmother and mother. In fact, some of them have helped me in my life. I hope that projects like these will popularize the use of medicinal herbs and create a livelihood for people, both women and men, which gather them in the forests and valleys of our country, at the same time helping people to overcome their health issues or just to strengthen their immunity!“



Ndrita,
unemployed woman,
participant in the
training for
traditional products
marketing



Cross-border Cooperation Programme Albania- Kosovo Instrument for Pre-accession Assistance (IPA II)

Project: “Improving the Tourism Offer in the Highlands of Albania and Kosovo”

Implemented by:

Albanian Local Capacity Development Foundation (ALCDF)

Kosova Development Centre (KDC), and

Makedonska Razvojna Fondacija za Pretprijetija (MRFP) branch in Kosovo - Peja

2019 - Second Year

Creation of a pool of local guides

A pool of twenty (20) tourists guides composed of local youngsters assisted visitors on both sides of the project site. The pool of local tourist guides was created in order to induce the youngsters of the target region to appreciate the tourism potential of their region and assist the tourist in a culturally appropriate manner, thus contributing to increase their numbers in the future.

Brochure for tourism promotion in the target regions

The Brochure contained information regarding the themed trails, shepherds' huts, natural, historical and cultural sites (both tangible and intangible) of the target regions. The presented information about the traditional instruments, folklore, dress, costumes, cuisine and calendar of the events of the target region will serve as an important tool to motivate the curiosity of the tourists to visit the area. A list of traditional houses offering shelter and food along the routes and mini-artisanal or gastronomic shops, as well as maps of the themed trails and of the target region were also included in the brochure. A total of 2 000 copies of the brochure were produced (1000 at each project site).



Brochure for Touristic Promotion

Promotional Video of touristic attractions

A film studio hired by MRFP produced two promotional videos, one 10 and the other 3 minutes long for the touristic potentials of the project sites (natural, historical and cultural), with subtitles in English language. An additional video was created specifically for distribution on social media. This video was published on web pages and Facebook pages of the project and the project partners.

For more information please visit :

https://www.instagram.com/tv/B9ZVvKH0di/?utm_source=ig_web_copy_link





Aim of the Project:

Contributing to the increase of employment among young people and women as well as the improvement of competitive skills from the age of 18-30 in the region of Gjakova, by implementing various forms of non-formal education and skills development among young people / women in research active in the labour market.

Project Objectives:

- 1 Establishment of a mechanism that will link the demands of jobseekers and the labour market in the Gjakova region,
- 2 Strengthening the capacities related to the education of young people / women job seekers in relation to the demands of the labour market,
- 3 Improving the cooperation between CSOs and municipal institutions, young people / women job seekers in the process of job search and finding

Capacity building of youth / women target groups in soft skills

KDC in the framework of the implementation of the project activities organized 3 oneday trainings for 3 groups of young people / women with a total of 60 participants (approximately with 20 participants for each group). At the same time, these groups were encouraged to have a gender balance, and include participants that do not have access to the labour market and are currently unemployed. All trainings were held in Gjakova and **KDC** provided all logistical (site selection, food and beverage, transportation for participants) and administrative (preparation of agenda, training materials, list of participants, evaluation forms) support in the organization of the events. The training approach was based on participatory learning practices and exchange of experiences between participants.

Also, the training methodology was interactive and participatory, and included games, presentations, group discussions, etc. The techniques that were used in these trainings were brainstorming, team building, group presentations, role sharing, interactive discussions, etc.



Communication Skills Capacity Building

Participants had the opportunity to increase their knowledge of: what communication is; what are the principles of communication; models of communication and active listening; feedback and feedback steps in everyday communication. At the same time, within these trainings they also learned how to reduce stress and fear of presentation; what are the communication strategies in the workplace (with different types of people), customer service (serving different types of customers), building customer trust, how to present or communicate the needs of the audience or customers. They also had the opportunity to learn about the principles of non-verbal communication and specifically of non-verbal communication with clients; body language and eye contact; facial expressions and gestures, personal space and collective spaces in non-verbal communication, and how to incorporate non-verbal communication at work with clients.



Trainings on Presentation Skills and Use of Social Networks

Participants in these trainings had the opportunity to be introduced to: five steps to a successful presentation (what we want to achieve with the presentation; what form the presentation will take; sketch preparation and presentation exercise). Also outlined were the various forms of presentation (identification of the region and the audience, structuring of the presentation, opening and duration of the presentation as well as the closing and the message one wants to convey to the audience). They also learned about the preparation of a CV, according to the nature of the work; How to prepare for Interviews with the Employer; Preparation of a Letter of Interest and Cover Letter for Application; Active Internet Research and social networks related to employment, team building and teamwork, as well as the use of social networks and social marketing.



„A lot of my friends don't see a future for employment in traditional industries. A lot of them look for opportunities in new technologies and online media. The reality is that both are important for a modern society to function, but in this day and age, you need to be acquainted with the internet and social media skills in order to succeed in any workplace. This training has helped me open my eyes on all the interesting possibilities and tricks that social media offers and can be used to further your career.“



Jehona,
young woman,
participant in
the training for
presentation of personal
skills and use
of social networks

Trainings on Understanding the Labour Market and what the Employer wants

Presented during these trainings were also the elements which are related to interaction with co-workers and creating effective teams in the company, adapting to new work situations, creative thinking and solving problems independently, managing oneself at work, using technology and effective performance of tasks at work, submission of work tasks by the employer and their realization, legal and contractual obligations by the employer, etc.



RESULTS



▶ Biodiversity Mapping Brochure

2000 copies, (1000 copies in
designed and printed each project site)

▶ Brochure for tourism information

themed trails, shepherd's huts, natural, historical, and cultural sites

2000 copies, (1000 copies in
designed and printed each project site)



Themed trail maps

4000 maps,
designed and printed,
for both sides of the
project site.



4

photo exhibitions were held

(two in each side of project site).

2

familiarization trips

for tour operators and journalists were organised in both countries


















2

organized fairs

with the participation of **100 farmers** (50 in each site; 25 men and 25 women)

promotion of traditional foods, dresses, to enhance tourism industry in the target region.

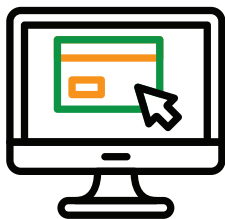
RESULTS

- 5 x      info boards are installed
- 5 x      resting points installed
- 5 x      camping sites are established

9 organised trainings



370 participants attendance

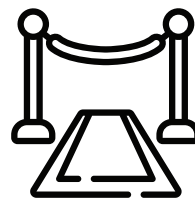


A web platform was developed that includes proper information regarding the natural, historical, and cultural heritage of the region and all the facilities provided to the tourists in the region.

▶ 3 min

▶ 10 min

The two promotional videos of the touristic potential of project sites were showed in TV and social media.



The **Closing Ceremony** was organized in Gjakova (Kosovo) to showcase all the Project achievements.

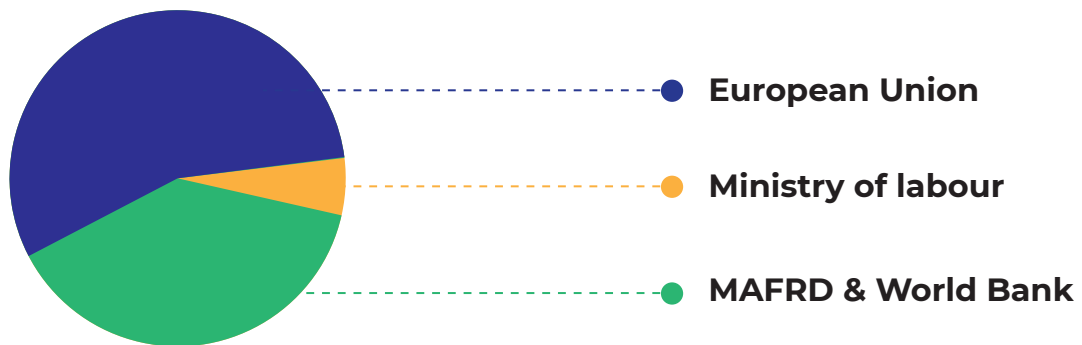
More than 100 stakeholders participated in both events.



Financial figures

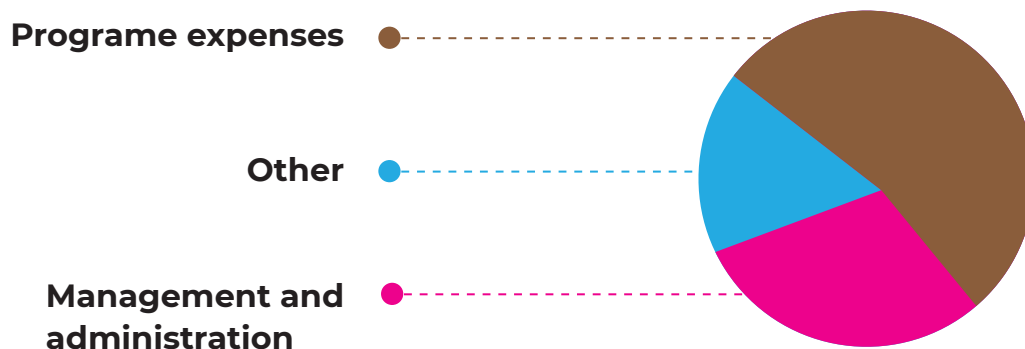
Incomes from the donors 2018/2019

●	MAFRD & World Bank	119.107 €
●	European Union	183.037 €
●	Ministry of labour and social welfare	5.000 €
TOTAL:		307.144 €



Operative and Programme expenses during 2018/2019

●	Programme expenses	164.476 €
●	Management and administration expenses	86.037 €
●	Other expenses	56.631 €



NGO Assembly – 21 Members;
Board of Directors - 5 Members;
Executive Director;
Civil Society Department;
Agricultural and Rural Development Department;
Employment and Income Generation;
Environmental Department;
Financial Department

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