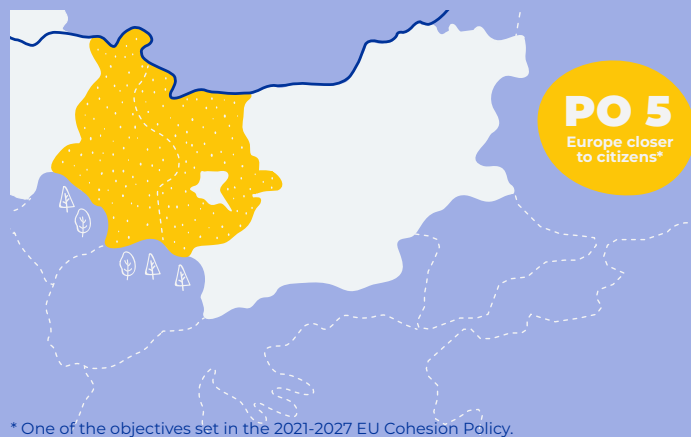


INTEGRATED TERRITORIAL STRATEGY

that aims to stimulate the development of the territory through a set of joint operations implemented on both sides of the border.



NEEDS AND POTENTIAL FOR DEVELOPMENT OF THE TERRITORY

The territory of the strategy includes the districts of Vidin, Montana, Vratsa, Pernik, Kyustendil and Sofia (excl. the capital) from Bulgarian side, and the provinces of Bor, Zajecar, Nis, Toplica, Pirot, Jablanica and Pcinja – from Serbian. The analysis is selective and focuses on the needs and potentials of the territory that are suitable to be addressed through cross-border projects. The needs and potentials are divided conditionally into two sections:

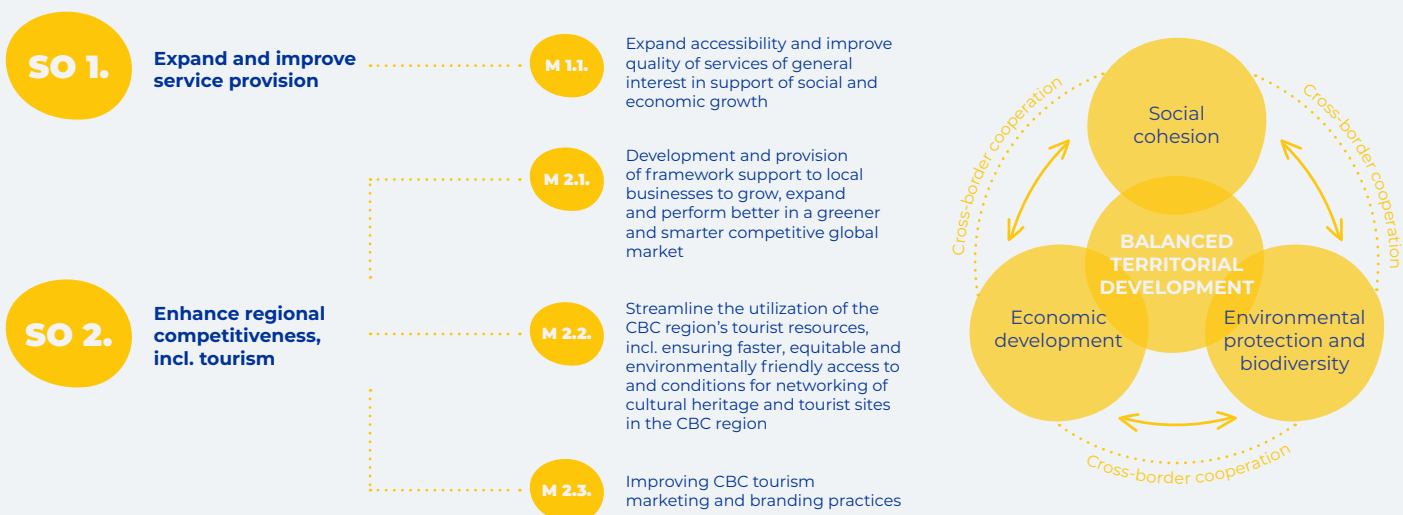
Expand and improve the service provision:

- improving the healthcare, education/ skills, product markets, financial systems, innovations and the access to them;
- implementation of joint ecosystem prevention and management solutions to diminish the risk of natural hazards and biodiversity loss.

Enhance regional competitiveness, incl. tourism:

- supporting the digital and green transition to SMEs;
- expanding and stimulating the entrepreneurship;
- utilizing the existing business support potential by networking of institutions from both sides and upgrading their business supporting practices;
- priority improvement of tourism services through investments in infrastructure, natural and cultural attractions, mineral waters, new tourist products, marketing, qualification;
- implementing targeted measures for economic and social cohesion;
- increasing the attractiveness of the CBC region for foreign direct investment;
- implementing economic incentives in the local economies in order to retain young specialists and attract new ones, accompanied by investments.

VISION, STRATEGIC AND SPECIFIC OBJECTIVES, MEASURES



LIST OF OPERATIONS TO BE IMPLEMENTED WITHIN THE CROSS-BORDER AREA:

- ✓ Cross-border potential of the project idea.
- ✓ Connection with the needs and potential for development of the territory.
- ✓ Adequacy to the financial resources of the Programme.

Positive cumulative effect on the needs identified in the strategy and potential for development of the territory as a result of the implementation of the integrated package of projects with a focus on territorial and thematic aspects.

MORE INFORMATION:

ANALYSIS

STRATEGY