

Agenda for the capacity building workshop

“Fostering integrated economic development through sustainable use of natural resources and greening of value chains”

24-26 April, 2017, Hotel “Bistra”, Mavrovo, Macedonia

Day 1 – 24.04.2017

Starting time	Ending time	Speaker/ Facilitator	Title	Note
	13:00		Arrival of participants	
13:00	14:00		Lunch	
14:00	14:15	<i>Damjan Surlevski</i> <i>Bojana Jovanovska</i>	Opening of the Workshop	<i>Plenary session</i>
14:15	14:30	<i>Irena Dzimrevska</i> <i>Kaj Mortensen</i>	Introduction to the workshop agenda, objectives and methodology Concept of cooperation in value chains and trends in the EU.	<i>Plenary session</i>
14:30	14:45	<i>Damjan Surlevski</i>	SWG activities for facilitation of the sustainable economic development of WB rural cross-border areas. Current status and possible future actions	
14:45	15:30	<i>Lars Albæk</i>	Developing business partnerships and networks in cluster organisations	<i>Plenary session</i>
15:30	16:00		Coffee break	
16:00	16:45	<i>Anne-Mette</i>	Business development through the improvement of small operator’s capacity to manage business in rural areas	<i>Plenary session</i>
16:45	18:00		Group work First step of developing joint proposals for business collaboration.	<i>Group work</i>
18:00	18:30		Presentation of results from the working groups – feedback from experts	
19:00	20:00		<i>Dinner</i>	

Day 2 – 25.04.2017

Starting time	Ending time	Moderator/ Speaker/ Facilitator	Title	Note
09:00	10:00	<i>Suzana Djordjevic - Milosevic</i>	Greening of value chains and fostering of integrated cooperation between actors	<i>Plenary session</i>
10:00	11:00	<i>Srdjan Susic</i>	Principles of sustainable management of natural resources within the framework of developing rural areas.	<i>Plenary session</i>
11:00	11:30		Coffee break	
11:30	12:30	<i>Anne-Mette Hjalager</i> <i>Irena Dzimrevska</i>	Introduction of the Business Model Canvas, a practical tool for business planning. Identification of cases from the regions to be discussed in the groups Key elements: <ul style="list-style-type: none"> • Sustainable use of natural resources • Greening of value chains/ environmental concerns • Strategies for small scale producers/businesses • Creating clusters 	<i>Plenary session</i> <i>Preparation for group work</i>
12:30	14:00		<i>Lunch</i>	
14:00	17:30		<i>Group work</i> <i>Development of business strategy using the Business Model Canvas approach around attractive products, attractions and services from the regions</i>	<i>Group work</i>
19:30			<i>Dinner</i>	

Day 3 – 26.04.2017

Starting time	Ending time	Moderator/ Speaker/ Facilitator	Title	Note
09:00	11:30		Presentation of results from the working groups (5 min each based on ppt or handout) Direct feedback from experts to each group/case	<i>Plenary session Presentation and discussions</i>
11:30	12:00		<i>Overall feedback from the experts; Presentation and discussion of future actions</i>	<i>Plenary session</i>
12:00	14:00		<i>Lunch and departure of participants</i>	