**PROJECT:**

“Promoting EU integration through sustainable agriculture and green rural development   
in the EUSAIR non-EU countries"

*International Workshop* on

**Strengthening the promotion of** **innovative start-ups and job opportunities   
in rural areas of the EUSAIR countries**

Hotel MEPAS,   
Mostar, Bosnia and Herzegovina  
Tuesday, 21st March 2023

***Objective:***

To put together different stakeholders from Bosnia and Herzegovina and other EU and non-EU EUSAIR countries with the aim to support the EU integration process through the sustainable agriculture and green rural development with a particular focus on the promotion of innovative start-ups, job opportunities and youth entrepreneurship in rural areas.

***AGENDA***

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| ***Tuesday, 21st March 2023, Hotel MEPAS, Mostar*** | |
| *9.00-9.30* | *Registration* |
|  | *Introductory words, Moderator: Midhat Dzemic, Directorate for European Integration of the Council of Ministers of Bosnia and Herzegovina, EUSAIR Presidency* |
| *9.30-10.00* | *Welcome addresses:*   * *Ministry of Foreign Trade and Economic Relations of Bosnia and Herzegovina, MoFTER, Slobodan Cvijanovic* * *Italian Embassy in Bosnia and Herzegovina, Lorenzo Donatelli* * *CIHEAM – Mediterranean Agronomic Institute of Bari, Biagio Di Terlizzi, Bari, Italy, online* * *Regional Rural Development Strategic Working Group (RRD SWG) in South- Eastern Europe, Dušan Nešković* * *Italian Ministry of Foreign Affairs and International Cooperation, Rome, Andrea Cascone, online, to be confirmed* |
| *Session 1* |  |
| *10.00-10.20* | *Take Action for Sustainable Development Goals, H.E. Mr. Miloš Prica, Ministry of Foreign Affairs of Bosnia and Herzegovina* |
| *10.20-10.30* | *Promoting EU integration through sustainable agriculture and green rural development in the EUSAIR non-EU countries, project presentation, Mladen Todorović, CIHEAM BARI, Italy* |
| *10.30-10.50* | *Farm to Fork strategy for a fair, healthy and environmentally friendly food system: EU experiences in its promotion and implementation, Pasquale Di Rubbo, EU DG AGRI, online* |
| *10.50-11.10* | *Open innovation and youth entrepreneurship for sustainable rural development and agri-food sector, Giusy Miuli, CIHEAM BARI, Italy* |
| *11.10-11.30* | *Coffee break* |
| *Session 2* |  |
| *11:30-11:45* | *Encouraging development of entrepreneurship in rural areas of Bosnia and Herzegovina, Jakub Butković, Office for Harmonization and Coordination of Payment Systems in Agriculture, Food and Rural Development of BiH* |
| *11:45-12:00* | *Sustainable economic development and environmental protection of the Areas with Natural Constraints (ANC) in Bosnia and Herzegovina – project presentation, Suzana Madzarić, CIHEAM BARI, Italy* |
| *12:00-13:15* | *Youth entrepreneurship and innovation for sustainable rural development – practices and examples from BiH (other projects/initiatives)*   * *Agripreneur project, Petar Nikolic, Banja Luka* * *REDAH – Regional Association for Economic Development, Ivica Sivrić, Mostar* * *Malak Farma, Haris Ćorić, Saladina Pašalić, Kakanj* * *Farma Podhum, Mate Omazić, Livno* * *FARMAVIT, Stefan Šalvarica, Ljubinje* * *Narcis, Nada Šarić, Posušje* |
| *13.15-13.45* | *How to invert the depopulation trend and enhance green rural development, introductory presentation (10 minutes) Marko Ivankovic, Agro-Mediteranski Institut Mostar*  *Discussion (20 minutes)* |
| *13.45-14.45* | *Lunch buffet* |
| *Session 3* |  |
| *14.45-15.00* | *Strengthening the promotion of innovative start-ups and job opportunities in rural areas of the EUSAIR countries*   * *Good practices and examples from the EU EUSAIR countries – Food4Health, Gianfranco Cataldi, CIHEAM BARI, Italy* |
| *15.00-15.45* | *Strengthening the promotion of innovative start-ups and job opportunities in rural areas of the non-EU EUSAIR countries*   * *Albania, Ilir Pilku* * *Bosna and Herzegovina, Ivan Jurilj* * *Montenegro, Andjela Djokić* * *North Macedonia, Stevan Orozović* * *Serbia, Snezana Milisavljević* |
| *15:45-16:15* | *Discussion – how to support youth entrepreneurship and application of innovations in sustainable rural development and agri-food sector?* |
| *16.15-16.30* | *Coffee break* |
| *16:30-16:55* | *Discussion (continuation) – key messages for the Forum* |
| *16:55-17:00* | *Closing of the event* |
| *19.30-21.30* | *Dinner, Restoran Sadrvan, Stari grad, Mostar* |
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**ABOUT THE PROJECT**

**Overall objective of the project:**

to support the acceleration of the EU integration process of BiH and non-EU EUSAIR countries with a specific focus on the issue of sustainable agriculture and green rural development in Bosnia and Herzegovina and other non-EU EUSAIR countries.

**Specific objectives:**

**OS1:** To enhance awareness of the public administration of Bosnia and Herzegovina and other partner countries to promote innovative start-ups and employment opportunities in rural areas, with particular reference to young people, to fight unemployment and brain drain and promote social cohesion;

**OS2:** To promote the adoption of sustainable and integrated agricultural practices and rural development in the EUSAIR region, with particular attention to the adaptation to EU regulations of non-EU EUSAIR countries.

**Main activities**:

* Organization of the **1st Regional Workshop** focussing on Strengthening the promotion of innovative start-ups and job opportunities in rural areas of the EUSAIR countries,
* Organization of the **2nd Regional Workshop** focussing on Integrated approach for sustainable agriculture and green rural development in the non-EU EUSAIR countries,
* Drafting, directing, and releasing of “**A strategic document** on the promotion of sustainable agriculture and green rural development in the non-EU EUSAIR countries”,
* Organization of the **Final thematic event during the 8th EUSAIR Forum** and presentation of the strategic document,
* Drafting, directing and realising the **key messages** from the Final thematic Forum.

**Duration:** December 2022 – June 2023

**Budget**: 50,000€

**Funded by**: Italian Ministry of Foreign Affairs and International Cooperation (90%) and CIHEAM BARI (10%)

**Implemented by**: CIHEAM BARI *in collaboration with the* *Directorate for European Integration of the Council of Ministers of Bosnia and Herzegovina, EUSAIR Presidency.*