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European Union



Local and Regional Competitiveness  
Project



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# Local and Regional Competitiveness Project ( LRCP)

## Project Overview Launch of Second Call





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# PROJECT OVERVIEW

- Local and Regional Competitiveness Project is funded by the European Union through the Instrument for Pre-Accession Assistance (IPA II) in the amount of EUR 18 million and a Government contribution of EUR 3.2 million. It is implemented within the Cabinet of the Deputy Prime Minister in charge of economic affairs and coordination of economic departments, and it's administered by the World Bank.
- LRCP will provide financial investments and capacity building that will contribute to the further development of the tourism sector, investment in destinations and their progress.



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# PROJECT OBJECTIVE

The overall objective of *Local and Regional Competitiveness Project* is to enhance the contribution of tourism to local economic development and improve the capacity of the Government and public entities to foster tourism growth and facilitate destination management.



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# PROJECT COMPONENTS

- Component 1: Technical assistance for Tourism development
- Component 2: Strengthening Destination management and enabling environment
  - Sub-component 2.1: Central level capacity, coordination, and policy
  - Sub-component 2.2: Destination Management
- Component 3: Investments in tourism infrastructure and destinations linkages
  - Sub-component 3.1.: Infrastructure investments
  - Sub-component 3.2: Grants for enhanced tourism service-delivery and local economic impact
- Component 4: Strengthening Project Management



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# EXPECTED RESULTS

- Additional investments from the private sector arising from tourism-related activities in destinations;
- Increasing the number of jobs in the sectors related to tourism in the identified destinations;
- Implementation of reforms identified through consultative public-private dialogue in the process of destination management;



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# SECOND CALL FOR PROPOSALS

- The Second Call for Proposals is published today, March 16<sup>th</sup>, 2018
- Objective of the call is to address the gaps defined in Tourism Development Plans
  - Specific gaps for each destination: Accommodation and Hospitality, Activities and Experiences, Attractions, Capacity Building, Marketing, branding and access to information, Accessibility and infrastructure
  - Non-specific gaps that occur across destinations and at the national level: Service Culture and Quality of Service, Guiding Capacity and Skills of Licensed Tour Guides, Waste Collection and Waste Management Culture, Online Marketing and Communication, Signage and Roadside Information, Roadside Visitor Infrastructure
- The indicative amount for the Second Call is EUR 14.300.000



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# INFRASTRUCTURE SUB-GRANT INVESTMENTS

## Goal

This sub-component will finance tourism product or related infrastructure sub-projects that are critical for upgrading the quality of attractions, sites, and general visitor experience.

## Potential Beneficiaries

Municipalities (single or groups), Regional Development Centers and other public entities, related to cultural heritage and tourism infrastructure

## Sub-grant ceiling

For single applicant: from minimum EUR 100.000 up to EUR 1 million or  
For partnership (two or more applicants): up to EUR 3 millions.

## Co-financing

At least 10 % of the amount from the requested sub-grant (cash, in-kind or both)



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# **SUB – GRANTS FOR TOURISM ORGANIZATIONS, EDUCATIONAL INSTITUTIONS AND TRAINING CENTERS**

## **Goal**

To improve the ability of tourism sector organizations to increase service quality, access to information and services including training for skills, innovation and business development.

## **Potential Beneficiaries**

Non-profit entities ( business associations, chambers of commerce), civil society organizations, educational and training service providers.

## **Sub-grant celling**

For single applicant: up to EUR 50.000

For partnership (two or more applicants): up to EUR 150.000

## **Co-financing**

At least 10 % in cash from the requested sub-grant for non-profit organizations

At least 50% in cash from the requested sub-grant for profit organizations





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# SUB-GRANTS FOR MICRO AND SMALL ENTERPRISES

## Goal

To support innovation by micro and small private enterprises in the selected destinations to develop new or improved products and services in the tourism value chain; renovation of existing facilities that will improve competitiveness or upgrade the service and/or categorization; conduct marketing or business development, pursue training among others

## Potential Beneficiaries

Micro and Small Private Enterprises

## Sub-grant ceiling

For single applicant: up to EUR 100.000

For partnership (two or more applicants): up to EUR 300.000

## Co-financing

At least 50 % in cash the requested sub-grant



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# SUBMISSION DETAILS

The Second Call for Proposals will be executed in two stages:

- First Stage: Expression of Interest

Dead line for Expression of Interest: April 30th, 2018

- Second Stage: Submitting Full Project Proposals

Starting date for eligible applicant to develop Full Project Proposals: May 28th, 2018

Submission dates:

- August 6th, 2018 for Infrastructure Investment
- July 16th, 2018 for tourism sector organization and educational and training service providers
- July 23rd, 2018 for local micro and small sized enterprises



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# INFO SESSIONS

For more detailed information on the published Second Call, information sessions will be held in each of the 10 identified destinations in the following cities:

- |               |              |  |
|---------------|--------------|--|
| ■ 21.03. 2018 | Popova Kula  | (Tikves and its surroundings)                  |
| ■ 22.03.2018  | Strumica     | (Strumica and its surroundings)                |
| ■ 23.03.2018  | Dojran       | (Gevgelija, Dojran and okolina)                |
| ■ 26.03.2018  | Mavrovo      | (Reka and surroundings)                        |
| ■ 27.03.2018  | Struga       | (Ohrid, Struga, Prespa and their surroundings) |
| ■ 28.03.2018  | Bitola       | (Pelagonia and its surroundings)               |
| ■ 29.03.2018  | Popova Sapka | (Polog area and surroundings)                  |
| ■ 30.03.2018  | Skopje       | (Skopje, Kumanovo in the surrounding area)     |
| ■ 02.04.2018  | Stip         | (Stip, Radovis and its surroundings)           |
| ■ 03.04.2018  | Berovo       | (Malesevia and surroundings)                   |



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# ADDITIONAL INFORMATION

- Detail description of the rules and procedure for selection for this Call, including the required set of documents for expressing interest and submission of full project sub-projects, are provided in the Grant Manual, available on the LRCP website : [www.lrcp.mk](http://www.lrcp.mk)
- Questions and Answers related to the Call can be sent to [info@lrcp.org.mk](mailto:info@lrcp.org.mk) until 16.04.2018 and will be answered and published on the LRCP website no later than 23.04.2018
- The project office will work closely and will be available to potential applicants throughout the process of preparing proposals



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# THANK YOU!

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„Local Regional Competitiveness Project”**

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