

Total Budget:	USD 4,000,000		
Budget by Agency:	UNEP: 333,709	UNDP: 1,048,824	
	FAO: 1,160,238	WTO: 1,026,211	
	UNICEF: 431,018		
Participating Gov. Entities:	Ministry of Economy and Regional Development, Ministry of Agriculture, Forestry and Water Management, Tourism Organization of Serbia		
Start Date:	9 December 2009	Approval Date:	6 July 2009
Est. End Date:	9 December 2012	Signature Date:	1 November 2009
Disbursements:	First Disbursement:	9 December 2009	USD 1,409,424
	Second Disbursement:		
	Third Disbursement:		
In Brief:	Joint Programme will support national and local institutions to define and implement policy for rural tourism development which will increase economic activity and employment in rural areas in Serbia, with the aim of reducing rural poverty and emigration. Agencies will implement JP with support of Ministry of Economy and Regional Development, Ministry of Agriculture, and Tourism Organization of Serbia. Interventions will be implemented at national and local level. JP will primarily contribute to the achievement of MDGs 1, 7 and 8. It will be carried out in 3 clusters of municipalities (target locations) to be selected based on criteria in Section III.		

Outcomes:

- Legal and policy framework for supporting diversification of rural economy through tourism is developed and contributes to achievement of Millennium Development Goals
- Local rural tourism and support industries are better linked and organized; and local stakeholders' capacity is improved for delivering services and products in line with national strategies



Regions of Intervention:	• National level	
MDGs	MDG1 ; MDG8	
Beneficiaries	Direct	Indirect
• No. Institutions	71	122
• No. Women	60	413
• No. Men	40	216
• No. ethnic groups	7	44

Project coordinator: Predrag Markovic
RCO Focal Point: Borka Jeremic

Status	Completing inception phase. Advancing well on preparatory activities.																			
Estimated financial execution status as of the June 30, 2010 biannual report:	Disbursed Budget: <ul style="list-style-type: none"> • 3.78 % over the Total approved budget • 10.73 % over transferred budget 	Committed Budget: <ul style="list-style-type: none"> • 20.19 % over the Total approved budget • 57.29 % over transferred budget 																		
Delivery rate by Agency Graphic:	<table border="1"> <caption>Delivery rate by Agency Data</caption> <thead> <tr> <th>Agency</th> <th>Transferred</th> <th>Disbursed</th> </tr> </thead> <tbody> <tr> <td>FAO, 2,11%</td> <td>~380,000</td> <td>~10,000</td> </tr> <tr> <td>UNDP, 21,5%</td> <td>~330,000</td> <td>~70,000</td> </tr> <tr> <td>UNEP, 8,86%</td> <td>~110,000</td> <td>~10,000</td> </tr> <tr> <td>UNICEF, 31,59%</td> <td>~130,000</td> <td>~40,000</td> </tr> <tr> <td>UNWTO, 4,85%</td> <td>~450,000</td> <td>~20,000</td> </tr> </tbody> </table>		Agency	Transferred	Disbursed	FAO, 2,11%	~380,000	~10,000	UNDP, 21,5%	~330,000	~70,000	UNEP, 8,86%	~110,000	~10,000	UNICEF, 31,59%	~130,000	~40,000	UNWTO, 4,85%	~450,000	~20,000
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Main Achievements:	None to report yet																			
Other important achievements	<p>During the first six months of the programme, the team has completed important groundwork to support a successful achievement of expected results including:</p> <ul style="list-style-type: none"> • The selected experts to conduct the compilation of the National Tourism Master Plan, have initiated visits to implementing partners. • Consultations with the Ministry of Agriculture, Water Management and Forestry regarding a) the establishment of the national rural development council, and b) the rural developing planning process have been completed. Key outcome of this process is that the National Rural Development Council has been incorporated into the legal processes. Moreover, the rural developing planning processes (axis 2,3) started with the launching of the process of baseline analysis. • Public, private and external resources that can leverage one another in rural tourism initiatives have been identified. This is a key outcome since it will contribute to the synchronization among the Ministries in terms of support mechanisms to the private sector such as grants. As a result, it is expected that in the long-term, the formation of Public Private Partnerships will be enhanced. • Completed and expertise and stakeholder mapping for sustainable rural tourism in pilot regions • An Inception Workshop was held from 23 to 24 February 2010. During the workshop, all the participating agencies and implementing partners developed a more detailed plan of activities 																			
Does the JP incorporate gender considerations in the activities/outputs/outcomes ? (example)																				
<ul style="list-style-type: none"> • Representatives of rural women included in development of Master Plan: 50% of rural tourism providers/ entrepreneurs included in workshop sessions, presentations etc. are rural women. • At least 20% of all stakeholders representatives included in development of Rural Development Program are representing rural women 																				
Does the JP include gender specific indicators in the monitoring plan?(example)																				
Does the JP mention gender relationships as part of the challenges analyzed? (specify)																				
Observations																				
Paris Declaration	<ul style="list-style-type: none"> • All national implementing partners are members of the JP PMC, and are fully included into all aspects of implementation of the JP. An inter-ministerial group will be actively involved in the design of the Master Plan. • The JP conducted tailored presentations to the local stakeholders. These presentations were also used to obtain the input from the RDN, local tourism organizations and other stakeholders regarding the JP design and implementation. RDN actively participated in the development of a stakeholder database for the target regions. • The promotion of the two rounds of field visits to the four target regions resulted in a good 																			

	<p>response from the stakeholders. As a result, representatives from the private, the public and the civil society sector actively participated in the meetings.</p>
One UN	<ul style="list-style-type: none"> The JP faced challenges in the joint procurement of goods and services as well as the sharing of operational costs. To address this Agreement for the FAO Programme Administrator to meet with UNDP Belgrade Finance department in order to discuss specific payment procedures, as some of the payments would be made through UNDP office. Clarification of operational procedures and agreement on reporting requirements, reporting forms and deadlines.
JP implementation/outcomes	<ul style="list-style-type: none"> The elaboration of the Terms of Reference for the Tender on the elaboration of the Master Plan on Sustainable Rural Tourism posed a certain challenge to all stakeholders involved and several legal aspects and procedural issues had to be clarified in the course of this exercise.
Sustainability	
External factors	<ul style="list-style-type: none"> The recent economic crisis was not foreseen and has negatively affected tourism in Serbia, as demonstrated by the 2010 statistics
Communication and Advocacy	<ul style="list-style-type: none"> Design and printing of visual materials are completed. JP presented and promoted at several local, national and international public events. These include: 1) the Tourism Fair, held in Belgrade from 24 to 28 February; 2) the second International Congress on Rural Tourism held in Mali Lošinj, from 21 to 25 April 2010; 3) the First Congress on Rural Tourism in Serbia held in Kragujevac from 27 to 28 May; 4) Rural Development Network meeting held in Eastern Serbia on 17 March; and 6) "Clean up Serbia" event, which took place in a rural mountain area, namely in the West Balkan Mt. Park of Nature in Eastern Serbia pilot region. The event was organized on 5 June. Recruitment of a Communication and Advocacy Analyst for the RCO, which was recommended by the MDG-F Secretariat, is under way.