



LDA

LOCAL DEVELOPMENT AGENCY STRUGA

ANNUAL REPORT 2010

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MISSION, VISION AND KEY VALUES

LDA Struga is a community organization that aims to improve the quality of life for residents of the municipality of Struga and the surrounding region by supporting local civic initiatives, establishing new and sustainable forms of tourism, strengthening dialogue and cooperation between different ethnic communities, organizing culture events, stimulating local businesses and promoting volunteerism.

Through cooperation with various stakeholders from Macedonia and neighboring countries, LDA Struga will contribute to creating sustainable solutions for the overall development of the municipality of Struga and the surrounding region.

LDA Struga represents universal principles of sustainable socio-economic development, social inclusion of vulnerable groups, gender quality, interethnic dialogue and cooperation, and environmental protection.

LONG-TERM GOALS

- To support local initiatives designed to improve the quality of life in the southwest region of the Republic of Macedonia.
- To support the development of tourism as a leading industry branch and strategic development priority of the municipality of Struga.
- To provide assistance to youth, women and elderly people, and to support their social integration.
- To strengthen interethnic dialogue and cooperation in Struga and neighboring municipalities.
- To support the development of small and micro businesses in Struga and the neighboring municipalities.
- To increase the visibility and to build a positive public image for LDA and the civil society sector.
- To strengthen the capacities of LDA.

PROGRAMS & PROJECTS

Within the 5 programs, LDA Struga submitted 12 applications to 10 donors in 2010. From these applications, 4 were approved and 1 is currently under consideration.

INTERETHNIC DIALOGUE AND COOPERATION



This program aims to promote a tolerant and confident multiethnic community that values its diversity by strengthening local capacities, institutions and informal activities. The program also supports and promotes intercultural dialogue and coexistence between youth from different ethnic communities in Struga and the southwest region of Macedonia.

During 2010, we implemented the following project: "Unity in Diversity."

UNITY IN DIVERSITY

About the project: The main objective of this project is to help local communities overcome prejudices based on ethnicity and religion. Accordingly, the project activities seek to accomplish the following: increase trust, tolerance and respect among different ethnicities; create new partnerships among various citizens groups in the municipality; strengthen the capacities of the Commission for Intercommunity Relations and encourage its members to organize public debates regularly and include civil leads at their meetings; organize a multiethnic camp that will inspire youth to take responsibility for their own lives and become positive role models in their communities regarding working and living peacefully with other ethnicities; bring together people from different religious, social and ethnic backgrounds to highlight the advantages of living in a multicultural setting; and organize multicultural events that will serve as a bridge for overcoming interethnic barriers.

Time frame: October 2010 – March 2011

Partner: NGO "Eko-Vel"

Results:

- Organized four public hearings with 180 participants from different ethnic backgrounds and professions
- Assisted the Commission on Interethnic Relations in Struga to become more active and achieve greater transparency (through participation in debates, members of the Commission recognized the importance of including citizens in the interethnic dialogue and will apply this approach to their future work).
- Organized a five-day interethnic camp with 25 participants from local high schools, NGOs and the business sector.
- Launched a "Unity in Diversity – Struga" photography competition



Supported by: UNDP – United Nations Development Program

This program is designed to help achieve the Millennium Development Goals by providing equal access to services for socially marginalized groups. Our main goal is to develop projects for social integration of women, the elderly and people with disabilities. Existing common social problems such as poverty, unemployment, lack of life-long learning and information education programs have a disproportionate impact on these groups.

During 2010, we implemented the following two projects: "Strengthening the Capacity of Local Institutions to Prevent Domestic Violence" and "Leadership and Capacity Strengthening Workshops for Vulnerable Groups."

STRENGTHENING THE CAPACITY OF LOCAL INSTITUTIONS TO PREVENT DOMESTIC VIOLENCE

About the project: The main objectives of this project are to strengthen the capacity of coordinating bodies for the fight against domestic violence; facilitate the process for developing a protocol for cooperation between relevant institutions working on this issue; create mechanisms to combat domestic violence; and establish the Commission for the Prevention of Domestic Violence.

The expected impact on local communities in the municipalities of Struga, Ohrid and Vevcani are as follows: strengthen the capacity of the coordinating bodies for the fight against domestic violence, establish a network of key local actors that deal with the problem of domestic violence to share experiences, strengthen cooperation, and develop ideas for early detection and prevention of domestic violence.

Time frame: May 2010 – September 2011

Partner: NGO "The Blue Project", Ohrid

Results:

- Conducted research on the community's response to domestic violence
- Facilitated the work of the coordinating bodies
- Organized trainings for members of the coordinating bodies and local stakeholders working in the field
- Organized workshops on the prevention of domestic violence
- Organized regular meetings with NGOs
- Organized meetings with key political actors
- Conducted training for "Theatre of the Oppressed"
- Drafted and published an animated brochure for youth entitled "Preventing Domestic Violence"
- Held forum theatre performances
- Conducted a media campaign on domestic violence
- Drafted and submitted final conclusions and recommendations to the local governments of Struga, Ohrid and Vevcani



Supported by: UNFPA – United Nations Population Fund as a part of the UN joint project to prevent domestic violence

LEADERSHIP AND CAPACITY STRENGTHENING WORKSHOPS FOR VULNERABLE GROUPS

About the project: The main objective of this project is to design and implement targeted trainings for individuals from various age groups who want to identify and strengthen leadership skills, gain control over life, be more efficient and create better relationships with others. These workshops are specifically designed for vulnerable groups, such as women, youth, the unemployed and elderly people from the municipalities of Struga, Ohrid and Vevcani.



Time frame: September 2010 – December 2011

Partners: American Corner Struga, Organization of Women–Struga, Municipality of Vevcani, Red Cross Ohrid, Association of Pensioners in Ohrid and Struga, and local high schools in Struga

Results:

- Established cooperation with various individuals and organizations in Struga, Ohrid and Vevcani
- Created a list of potential local trainers
- Created a list of interested training participants
- Drafted an annual plan for trainings in 2011
- Designed targeted trainings for vulnerable groups, such as women, youth, the unemployed and elderly people
- Organized and implemented four workshops prior to December 2010

Supported by: This project is self-financed by Local Development Agency Struga



The common border areas of Albania and Macedonia have the same geographic features, similar potential for the development of natural resources, and similar constraints related to the protection and valuation of those resources. The two countries share common valuable natural resources, including Lake Ohrid, Lake Prespa, and the Drim River.

The main objective of this program is to contribute to the European Union's efforts for regional development by networking with various actors from the region and cooperating on regional and cross-border projects.

During 2010, LDA implemented the following activities through this project:

MACEDONIAN-ALBANIAN YOUTH COOPERATION



About the project: The main objective of this project is to help the local community to overcome prejudices based on ethnicity and religion. To accomplish this objective, we will create a youth leadership network between Struga, Macedonia and Pogradec, Albania. Our specific goals are to identify and establish connections between youth groups to help youth in both countries overcome ethnic and religious prejudices. Through trainings, youth will develop critical thinking and problem-solving skills that can be used to spread positive influence among their peers.

Time frame: May 2010 – June 2011

Partners: Dr. Ibrahim High School, Struga

Results:

- Established youth cross-cultural teams
- Designed and implemented a "Life Skills Program" on the following topics:
 - "Who am I and what can I do?"
 - "What are my personal, family, and society values?"
 - "How can I communicate better with other people?"
 - "How are my relationships with others?"
 - "What does community mean to me?"
 - "What are my goals in life?"
 - "How can I make better decisions?"
 - "What are the local stereotypes and gender roles?"
 - "How do I deal with prejudice?"
 - "How do I resolve conflict situations?"
- Organized intercultural sessions to enable youth to share their cultural values and learn about the diversities in their surroundings
- Organized photo workshops to help young people master the basic skills of professional photography and gain knowledge about the history of photography

Supported by: Friedrich Ebert Stiftung

The main objective of this program is to support the development of sustainable forms of tourism (e.g., eco, cultural, rural, religious and archaeological) that can provide income for local populations without negatively affecting the people and the environment. The region has great potential for tourism development, and it is a major priority for a majority of residents. Each of the municipalities in our region have many natural resources to support tourism activities: stunning mountainous landscapes with national parks to accommodate winter and mountain sports; clear blue lakes with beautiful beaches and a pleasant summer climate; and world-famous historical and spiritual sites.

LDA accomplished the following activities for this program in 2010:



- Established cooperation with the Faculty of Tourism and Hospitality in Ohrid;
- Established cooperation with the Agency for the Development of Tourism in the Republic of Macedonia;
- Developed trainings to promote greater involvement of women in the field of rural tourism;
- Researched the potential for the local population to develop small tourism-related businesses;
- Conducted regular meetings with the residents near national parks Galicica and Jablanica regarding the development of alternative forms of tourism;
- Developed a database of tourist attractions and cultural sites in the municipalities of Struga, Ohrid, Resen, Bitola and Pogradec, and developed tours in cooperation with local residents.

CAPACITY STRENGTHENING

Strategic Planning: To improve the management of the organization, create program plans and develop effective projects, LDA Struga conducted a needs assessment during the second half of 2010. The resulting three-year strategic plan will help the organization effectively implement the action plan and successfully achieve the identified goals and objectives.

Participation in Trainings, Seminars and Events: In 2010, LDA team members participated in 34 trainings, seminars, conferences, and various workshops. Notably, LDA was part of a team that participated in planning workshops to develop a marketing strategy to promote the southwest region of the Republic of Macedonia.

Study Trips:

- International Visitor Leadership Program supported by USA State Department
- Organic Marketing Forum in Warsaw, Poland supported by International Centre for Organic Agriculture of Central and Eastern Europe

PUBLIC RELATIONS

During our many years of work in the region, LDA Struga has been committed to establishing and maintaining professional relations with local and national media (e.g., TVM, NTV, TV Moris, TV Kaltrina, Alsat, OhridNews, Struga Portal, Ohrid Press, Deutsche Welle, Radio Ohrid, Super Radio, Biser Radio, and Koha). Additional information about our organization and our project activities can be found on our website at www.ldastruga.org or via Facebook at www.facebook.com/ldastruga.

ORGANIZATION

Local Development Agency Struga was established in January 2004 as part of an UNDP project entitled "Local Governance of Sustainable Human and Economic Development" (UNDP Cluster for Decentralization and Good Governance). Since that time, LDA has implemented 25 projects within 5 program areas and established a total budget of approximately 360,000 Euros. LDA has a fully-equipped, 50m² office located near the center of Struga.

STRUCTURE OF LDA STRUGA



