



### Basic Facts

People living in 5 border regions in Greece and 4 regions in the Republic of North Macedonia are benefiting from the Interreg IPA Cross-border Cooperation Programme. The Programme is worth more than EUR 45 million and offers ample opportunities for cooperation, good neighborly relations and socio-economic development.

#### NUTS III Eligible regions



Serres, Thessaloniki, Kilkis, Pella, Florina



Southeast, Vardar, Pelagonia, Southwest



The Programme is built upon the following three Priority Axes (P.A) and seven specific objectives (S.O);

#### Priority Axis 1: Development & support of Local Economy

- Employment
- Health care & social services
- Promote tourism

#### Priority Axis 3: Technical support

#### Priority Axis 2: Protection of Environment - Transportation

- Upgrade of public infrastructure
- Recycling of bio-wastes
- Sustainable environmental management & biodiversity
- Prevention & management of natural disasters

# Annual Implementation Report 2021

## CITIZEN SUMMARY



### Funding dynamics

**47 + 2**  
funded projects

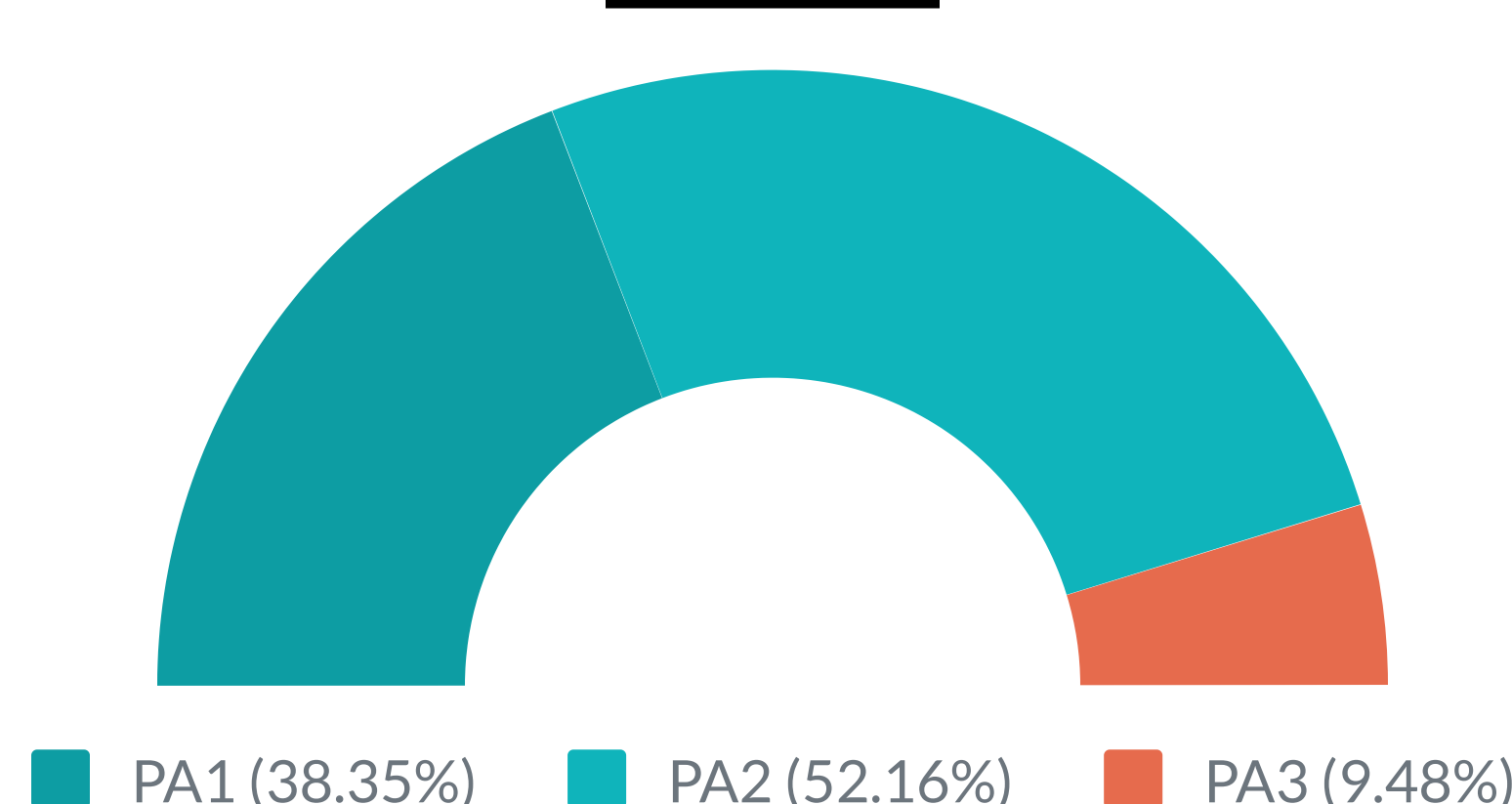
In 2021  
23 projects in PA1  
24 projects in PA2  
2 projects in PA3- Technical Assistance

**47.9 million €**

#### BUDGET ALLOCATED



105.44% of the total Programme's budget (45.470.066€) has been activated until the end of 2021 in all three Priority Axes



In total, 258 beneficiaries from both countries were funded under the 1st and 2nd Call for proposals until Dec. 2021

### Social media



interreg-ipa-cbc  
856 connections



@InterregIPACBC  
311 followers



4 years of operation

### Online presence / website

[www.ipa-cbc-programme.eu](http://www.ipa-cbc-programme.eu)

**12,194**

NEW USERS

28,33%

users from Greece

29,08%

users from North Macedonia

- 43,392 pageviews
- 1,772 returning visitors
- 1.50 minutes average time on page
- 25-34 most popular age group of visitors



Brand activation in 2021



### 2nd Call evaluation results - March 2021



The 2nd Call for proposals focused in three Specific Objectives. The evaluation was conducted during 2020. A total number of 45 project proposals were submitted. During the 1st phase of administrative check, 35 proposals passed to the 2nd phase of qualitative check. **The 2nd phase ranking list was published in March 2021 and included 12 projects approved for funding and 11 reserved projects.**

**By the end of 2021, seven Subsidy contracts were signed for 2nd Call projects, totaling to 5.460.293,33€ and involved 25 beneficiaries from both countries.**

## Project with results

**EMPLOYOUTH** project (1st Call) implemented a comprehensive package of actions that had as final result the entering to employment of highly educated people and the emergence of prospects based on competitiveness, productivity and innovation.



**Project title:** Create employment opportunities for educated graduates by exploiting comparative advantages of the cross-border area, preferably with the use of innovative tools and practices (acronym EMPLOYOUTH)

**Lead Beneficiary:** [Chamber of Commerce and Industry of Serres](#)

**Beneficiaries:** [Chamber of Pella](#)

[Foundation for Sustainable Economic Development Preda Plus](#)

[Research and Development Society of Kilkis Chamber of Commerce and Industry](#)

[University of St. Kliment Ohridski - Bitola - Faculty of Information and Communication Technologies](#)

[University of Western Macedonia - Special Account for Research Funds](#)

**Budget:** 850.200,00 €

Project partners have established Start up Accelerators (known as Entrepreneurial Nests) in both countries and specifically in Serres, Kilkis, Edessa and Bitola. The Entrepreneurship Nests provided the framework to support young graduates to implement their business plans.

The support consisted of: organization of regular meetings with mentors, organization of training seminars, networking events.

visit | <https://employouth.eu>

## Promising project

The main objective of **wine-up** project (2nd Call) is to enhance the experience of wine in Pella and Negotino in order to attract more tourists, support the development of the local economy and create new jobs. This will be achieved by two ways: 1. by improving the attractiveness of the area and 2. by promoting the wine experience and the employment in tourism



**Project title:** Enhancing the cross border wine experience for local development (acronym wine-up)

**Lead beneficiary:** [Municipality of Pella](#)

**Beneficiaries:** [Ephorate of Antiquities of Pella](#)

[Municipality of Negotino](#)

**Budget:** 638.181,00 €

Main project outputs foreseen include:

- Redevelopment of an historical public space in Pella as a site for wine festivals and an introduction to the Museum of Pella
- Arrangement of the surrounding of the historical Clock tower in Negotino to be used for wine promotion actions
- Development of a digital application for the "House of Dionysus" including a 3d visualization that will be accessible only in situ the archaeological site in order visitors to be attracted
- Two wine festivals in the developed public spaces and a wine testing tour
- Four training tourism related workshops for 40 unemployed
- An online cross border workshop for 15 local wineries by an archaeobotanist for ancient ways of wine making
- A pottery workshop inspired by ancient pots for wine found in Pella

visit | <http://wine-up.eu>