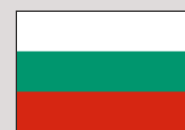


"The article was drafted in pursuance of an Agreement for the Implementation of a Community-led Local Development Strategy No. RD 50-196 / 29.11.2016 for the implementation of sub-measure 19.2" Implementation of operations under Community-led Local Development Strategies" of Measure 19 "Community-led Local Development" of the Rural Development Program 2014-2020, Order No. RD 09-713 / 26.09.2016, for approval of the LAG Lyaskovets - Strazhitsa NGO of the MAF, Order No. RD 09-55 / 25.01.2017 approving the total amount of financial assistance under sub-measure 19.4 "Current expenditure and promoting a CLPM strategy."

And according to the Public Procurement Contract for a service with the subject: "Promotion, information and publicity on the territory of the NSC" Local initiative group Lyaskovets - Strazhitsa " in connection with the implementation of the Community-led Local Development Strategy for 2019" between the NOCs "MIG-Lyaskovets-Strazhitsa and Glarus Ltd.



EUROPEAN UNION



ONE DIRECTION
MANY OPPORTUNITIES

RURAL DEVELOPMENT PROGRAM 2014 - 2020

EUROPEAN AGRICULTURAL DEVELOPMENT FUND - EUROPE INVESTES IN RURAL AREAS

ASSOCIATION "LOCAL INITIATIVE GROUP LYASKOVETS - STRAZHITSA"

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ASSOCIATION "LOCAL INITIATIVE GROUP LYASKOVETS - STRAZHITSA"

COMMUNITY LOCAL DEVELOPMENT STRATEGY



The local initiative group „Lyaskovets – Strazhitsa“ covers the territory of the municipalities of Lyaskovets and Strazhitsa with 28 total settlements.

On the territory of the LAG there are 2 cities Lyaskovets and Strazhitsa, which are the administrative centers of the two municipalities and 26 villages with a total population of 24 995 inhabitants.

The LAG was established in 2010, and has a Local Development Strategy with a total budget of BGN 4,000,000 under measure 41 "Implementation of local development strategies" and measure 431-1 "Management of local initiative groups, skills acquisition and achieving grassroots activism for local action groups implementing local development strategies" under Priority Axis 4 LEADER of the Rural Development Program 2007-2013

For a 4-year implementation period of the Local Development Strategy, the LAG has fulfilled 97% of the projected investment budget for a total of 10 RDP measures.

Over 60 projects in the public and private sectors have been funded.

The LAG is currently implementing a multi-fund Community-led Local Development Strategy. It is funded by the Rural Development Program 2014-2020. and from the Human Resources Development Program with a total budget of BGN 4 419 745.



www.eufunds.bg

www.mig-zaedno.eu

Measures in the Local Development Strategy:

- Measure LAG4.1. "Investments in agricultural holdings" with a planned amount of BGN 600 000 public contribution to the Strategy;
- Measure LAG 4.2. "Investments in processing / marketing of agricultural products" with a planned amount of BGN 300,000 public contribution to the Strategy;
- Measure LAG 6.4.1. "Investments in support of non-agricultural activities" with a planned amount of BGN 600 000 public contribution to the Strategy.
- Measure LAG 7.2. "Investments in the creation, improvement or expansion of all types of small-scale infrastructure" with a planned amount of BGN 800,000 public contribution to the Strategy.
- Measure LAG 7.5. "Investments for public use in recreation infrastructure, tourist infrastructure" with the envisaged amount of BGN 400 000 public contribution to the Strategy.
- Measure LAG 01. "Studies and investments related to the maintenance, restoration and the cultural and natural heritage of villages. Preservation, development and valorisation of the specific local identity and local culture "with the envisaged amount of BGN 233 745 public contribution to the Strategy.
- Measure LAG 02 "Local Employment Initiatives on the Territories of the Municipalities of Lyaskovets and Strazhitsa" with Public Funds of 400,000 BGN;STRATEGIC VISION:
The territory of LAG Lyaskovets - Strazhitsa is a green, sustainable and innovative territory, with a stimulating environment for entrepreneurial activity, stimulating social inclusion and employment of the population through integrated use of local resources and local identity for improving the quality of life.-Measure LAG 03 "Better Health and Workability of Employees in the Economy of the Municipalities of Lyaskovets and Strazhitsa" with a Public Size of BGN 186,000;
- Measure LAG 04 "Social Innovation for Active Social Inclusion" with a public contribution of 500,000 BGN;
- Measure LAG 05 "Promoting the Development of Local Social Economy and New Jobs in Social Enterprises" with a public contribution of 400,000 BGN.

STRATEGIC VISION:

The territory of LAG Lyaskovets - Strazhitsa is a green, sustainable and innovative territory, with a stimulating environment for entrepreneurial activity, stimulating social inclusion and employment of the population through integrated use of local resources and local identity for improving the quality of life.



The LAG Lyaskovets - Strazhitsa Multi-Fund Local Development Strategy applies innovation in the following directions:

1. Opportunity to create a new product or service for the territory by innovating the measures, objectives and projects of the stakeholders.
2. Incorporating activities and measures that provide an opportunity for a new territorial use of natural resources and cultural and historical heritage.
3. A new method and way to solve local problems and weaknesses in the territory.
4. Defining project evaluation criteria related to project innovation.

Objective 1: Development of a competitive economy and rural stop It is based on stimulating entrepreneurship, diversifying activities and introducing innovation in production.

Priorities: Stabilization and development of modern agriculture for the production of quality local value-added products and innovation in the production, processing and marketing of agricultural products.

Priorities: Strengthening the territorial competitiveness of the local economy, providing opportunities for establishing local businesses incl. and through the development of tourism, local brand and local products.

Priorities: Improving the survival rate of micro-enterprises, including by promoting entrepreneurship, increasing productivity and focusing on innovation by putting them into practice.

Objective 2: Promoting social inclusion on the territory of the LAG, improving the quality of education and improving the skills of the population, incl. promoting sustainable and quality employment and supporting labor mobility.

Priorities: Improving the quality of education and raising the skills of the population and improving access to employment and quality of jobs.

Priorities: Promoting sustainable and quality employment and supporting labor mobility;

Priorities: Diversifying the provision of social services, improving and building the status of the necessary infrastructure for their development in order to improve the quality of life of the local population, vulnerable groups and minorities.

Objective 3: Strengthen territorial identity, marketing and branding based on specific territorial potential and value-added local products.

Priorities: Strengthening territorial competitiveness, social inclusion and a better quality of life through the WOMP approach.

Priorities: Promoting resource efficiency and harnessing the potential of the natural and cultural heritage to introduce innovative practices in value-added sectors.

Priorities: Encouraging local community capacity to participate in territorial development processes.



Specific objectives:

The strategy also contributes to the specific program objectives, namely:

1. as regards the EAFRD:

- development and promotion of entrepreneurship and sustainable business;
- development of practices and models for good governance and stakeholder involvement in territorial development as a basis for territorial development;
- development of territorial identity, marketing and brands based on specific territorial potential and products of local character;

2. for OPRD:

- sustainable and quality employment for vulnerable groups;
- labor mobility as well as raising the skills of the population to better match the skills of job seekers with the needs of business;
- improving access to social services for different groups of socially excluded or at risk of social exclusion persons.
- the development of social enterprises to create employment for disadvantaged people in the labor market.

The valorisation of the LAG's territory will contribute to exploiting the potential of the natural territories for tourism development and the agricultural ones for the development of agriculture.

The transport infrastructure and the quality of its services, incl. accessibility to settlements, production areas and places for recreation and tourism is a key potential for social, cultural and economic development.

Potential for market orientation of local companies in the field of mechanical engineering, metalworking, food processing, textile industry, paper and cardboard production, and home appliances - radiators, fireplaces, heating installations;

Production in the area is being restored with new facilities meeting EU requirements - dairy processing, processing, wine and bread production.

Potential for increasing agricultural production due to high fertility and high soil productivity suitable for agriculture.

Available resources from large areas of agricultural land suitable for organic farming.

Traditional agricultural practices such as vineyards, vegetables, fruits and livestock production with potential for development are still maintained.