

Balkan Rural Development Network (BRDN)'s Advocacy and Lobbying Strategy and Action Plan



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Abbreviations

LIST OF ABBREVIATIONS AND ACRONYMS

A&L	Advocacy and Lobbying
ARD	Agriculture and Rural Development
BRDN	Balkan Rural Development Network
CfP	Call for Proposals
CSO	Civil Society Organization
WB	Western Balkan
WG	Working Groups
LEADER	"Liaison Entre Actions de Développement de l'Économie Rurale", meaning 'Links between the rural economy and development actions'.
CLLD	Community-led local development
IPARD	IPA for rural development
ELARD	The European Leader Association for Rural Development
LAG	Local Action Groups
EU	European Union
IPA	Instrument for Pre-Accession Assistance
JTS	Joint Technical Secretariat
MK	North Macedonia
NGO	Non-governmental Organisation
ToR	Terms of Reference

1. INTRODUCTION

Advocacy and Lobbying is one of the priorities of BRDN defined within the 4 years strategic document. To have a clear vision of the advocacy issues on which BRDN will represent its constituents and to design future activities, BRDN has developed this Advocacy and Lobbying Strategy and Action Plan. The BRDN Working Groups' members with the support of the secretariat and the external facilitator were involved in the process of developing strategic priorities results and activities.

After careful consideration of the key issues and challenges in each of the WB countries as well as those on a regional level, Working Group members have defined following 6 priority areas for BRDN's Advocacy and Lobbying:

1. Advancing the implementation of the LEADER and CLLD approach in countries of Western Balkan
2. Influencing the processes of creation of agricultural and rural development policies and measures on national and regional level in Western Balkan (WB) countries
3. Improving public policies towards rural youth in WB countries
4. Promoting Gender equality and integration of gender mainstreaming in national and regional policies for rural development
5. Promoting environmental and socio-economic development in rural areas in Western Balkan
6. Enhancing BRDN abilities to have bigger impact in advocating and lobbying on a national, regional and EU level

The document also describes the activities that will be organized and responsibilities on the next period by each member network of the BRDN.

2. DESCRIPTION OF THE PROCESS

In the beginning, the consultant has developed an instrument for the assessment of the issues and challenges on a national level appropriate for advocacy and lobbying. The online survey questionnaire was sent to members of the BRDN's Working Groups. After the analysis of the answers, the consultant prepared the list of priorities for A&L and shared with others on the online meeting with Working Groups' members.

The input from the meeting was used to develop a draft strategy document and Action Plan that was again shared with members of the Working Group.

The process continued with organizing meetings between the consultant and representative of each member network for gathering data and background information on the situation in each of the countries.

The final draft was produced after input provided by all members.

3. SITUATIONAL ANALYSIS IN WESTERN BALKAN COUNTRIES

3.1. The situation with the implementation of LEADER approach in countries of Western Balkan

One of the major challenges of the Western Balkan countries (Albania, Bosnia and Herzegovina, Kosovo, N. Macedonia, Montenegro, and Serbia) is the EU accession process that is at various stages. Yet, all countries/territories are committed to reforms in their governmental and other systems to line up with the standards and the policies of the European Union. The most relevant instrument to the rural development process is IPARD that is being progressively implemented in the Western Balkan countries/territories. Aside from the EU support through IPARD, most of the countries/territories have their own national agriculture and rural development programs, funded and managed directly by the national governments/relevant Ministries, providing direct support to the producers and supporting small projects of small and medium-sized farm holdings and small businesses.

The empowerment of rural population to participate in the designing of rural development policies and projects through the Local Action Groups as part of the LEADER Approach is fundamental for integrating the various sectors and stakeholders, without which a long-term sustainable growth in rural areas may not be achieved. This approach has already attracted the interest of the local stakeholders in the process of creating a local partnership between the public, the private and the civil sector, but also the interest of the governments since LEADER is an integral part of the IPARD in the Western Balkans. In most of the WB countries/territories, there are Local Action Groups initiatives that are active or intend to act as LEADER-type partnerships.

3.2. Mechanisms for active participation and influence the processes of creation of agricultural policies and measures on a national and regional level in Western Balkan (WB) countries

The adaptation and the modernization of agriculture play important roles in the accession process to the European Union (EU) and all Western Balkan (WB) countries are directed by national decision-makers, who use pre-accession instruments, changes in legislation, institution-building, and agricultural policy reform to promote the development of the agricultural sector and of rural areas.¹ The WB countries are at different stages of forming this kind of policymaking. While the development and quality of policy monitoring are only at an initial stage in some countries, others already make regular annual reports regarding the status of the agricultural sector. The policy impact assessments and evaluations are practically nonexistent, resulting in low-quality policy planning and decision-making that is not evidence-based.

¹ Monitoring of agricultural policy developments in the Western Balkan countries, JRC Science Hub, European Union, 2017

For all WB countries is true that they must be able to implement the EU Common Agricultural Policy (CAP) before they are ready to join EU. Institutional reforms are therefore needed to align candidate countries with the legal administrative set-up, and the support system of the EU, to facilitate the integration of the agricultural sector into the EU single market and political decision-making process. Upon accession, candidate countries need to be able to implement the CAP policy cycle, which consists of planning, disbursement of support payments, monitoring, evaluation, and contribution to the formulation of the CAP support system. This includes preparing both the beneficiaries of CAP measures and the public administration for operating within the institutional and economic framework of EU agricultural policy

In most WB countries there is an obligation to have key stakeholders in the consultation process. In addition, ARD's key stakeholders are represented in the various state formal bodies and committees, but the representation of the civil society and agricultural producers' associations is not substantial. In the countries that have started the negotiation process (Serbia and Montenegro), CSOs are part of the negotiation bodies/groups as a mechanism for participation. In that regard member organizations from Albania, North Macedonia and the rest have to fulfill the role in negotiation structures part of the EU accession process.

In most countries, the main strategic document has been supplemented by a multiannual implementation program. In parallel, the Instrument for Pre-Accession Assistance for Rural Development (IPARD) programs were also prepared to provide key documents regarding EU pre-accession support in the field of agriculture, mostly aimed at institution-building and improvement of the agricultural sector. However, the establishment of the necessary institutions for implementing the IPARD program has not been completed in any WB country, except for North Macedonia, which has resulted in delays in using EU funds.

3.3. Situation (national/regional) budgets to support agriculture and rural development (ARD) in WB countries

The agriculture and rural development (ARD) represents one of the major sectors in all WB countries – “its share in the countries’ national 2010–2019 average gross value added ranges from around 8 percent in Bosnia and Herzegovina, Serbia and Montenegro, 10 percent in North Macedonia, 14 percent in Kosovo and up to 22 percent in Albania; the sector is a major absorber of the labor force, dominantly in rural areas (around 20 percent in Serbia, North Macedonia, and Bosnia and Herzegovina, and in average 46 percent in Albania, but with a declining trend in the last years), which further emphasizes the vital role of this sector in the national economies (STAT Ag policy database, 2020)”.²

² Martinovska Stojcheska, A. (Ed.). (2020). State of affairs for fostering green economy in agriculture and rural development: Comparative analysis of programs and measures in the Western Balkan Countries and Croatia. Skopje: Rural Development Network of North Macedonia.

In all WB countries covered by the BRDN, the process of planning ARD's budget and "reporting of budgetary transfers to agriculture is mostly less transparent". The concept of participatory budgeting is rarely being used to define priorities in the ARD budget in most of the countries in the region covered by BRDN.

Considering the size and allocation of financial resources for ARD in WB countries, an implicit prerequisite for entering the EU is the acceptance of support provisions for the farming sector and rural areas, as well as the capacity to implement projects which support the development of the agricultural sector and rural areas. This goes beyond direct support to primary agricultural producers (e.g. direct payments) and also includes support to be granted as part of the rural development program. Firstly, Member states contribute to the EU budget, part of which is used to finance the CAP. Secondly, the support for rural development is co-financed from the national budget, which requires additional budgetary resources to be made available at a national level. Thirdly, a large share of the support for rural development is project-based, meaning that the private sector and public authorities (depending on the type of support) need to co-finance and to have the capacity to develop viable projects which target rural development. This is necessary to ensure an efficient and adequate level of absorption of funds after accession into the EU.³ [3]

3.4. Public policies and regulation related to rural youth

Youth unemployment has increased dramatically in recent years. The percentage of young people without a job, or not in education or training, is much higher in rural areas than elsewhere.⁴ The exodus of young people is one of the most pressing issues for any future sustainability of rural communities. Young people's migration decisions are influenced by the geography of the locality, the social setting, the level and the degree of accessibility to infrastructure, the provision of social services, the condition of the local labor market, and the role of family, friends and social networks.⁵

In most of the national youth policies in WB countries, the challenges of the rural youth are poorly mentioned, and there is a lack of sound strategies and measures to support youth development and social inclusion in rural areas. Despite the presence and available information technologies, young people remain uninformed, which is especially noticed among young people from rural areas.⁶

³ E.Erjavec, T.Volk, M.Rednak, P.Ciaian & M.Lazdinis; Agricultural policies and European Union accession processes in the Western Balkans: aspirations versus reality; Eurasian Geography and Economics; 2020; <https://doi.org/10.1080/15387216.2020.1756886>

⁴ Facts and figures on EU agriculture and the CAP, Statistical annex: Rural areas and the primary sector

⁵ Sucksmith M. (2010) "How to promote the role of youth in rural areas of Europe" Study to the European Parliament

⁶ Recent Achievements and Current Challenges in Youth Policies in the Western Balkans (WB6) by Sladjana PETKOVIC, Pool of European Youth Researchers (PEYR), 2018

In several countries, active measures for employment are targeting rural youth, in specific those for buying equipment for starting their own businesses. The BRDN's member from Montenegro organizes Rural Youth Camp with the participation of all Western Balkan countries every year with the purpose to promote the needs and potential for Rural youth development in the WB region.

3.5. Gender equality and integration of gender mainstreaming in national and regional policies for rural development

Women's perspectives are not always adequately represented in decision-making processes at the household, local or national level, resulting in decisions that do not equally benefit men and women. Representation of women in decision making processes in rural areas is not on a satisfactory level, even though there is a lack of comprehensive analyzes and available data for the participation of women in decision making processes in rural areas.

The dominant stereotypical opinion of gender roles in society prevents women's involvement in decision making processes in rural areas.

Women face difficulties in accessing information important to economic opportunities, such as on legal rights (employment, inheritance, etc), value chain opportunities, and local infrastructure planning & delivery because their behavior patterns/ information preferences are not taken into account.

Lack of kindergartens and other infrastructure and social services in rural areas prevent the full development of women's potential and contribute to sustainable rural development making women more vulnerable, economically dependent, and susceptible to gender discrimination.

The inefficiency of the system to protect women survivors of gender-based violence, especially domestic violence, as the most present form of GBV in the rural areas, limits their ability to pursue justice, achieve independence, and obtain gender equality.

In many countries the rural women have not access to social and health services (i.e. not paid maternity leave, etc.) and this must be focus on A&L Strategy of BRDN.

Interactions between legal and social norms impact on women's abilities to exercise their autonomy and make important decisions about their lives for themselves; pursue economic and other opportunities; and, have their voices heard in all spheres, including in the family, community and society. This directly underpins many of the inequalities identified above.

3.6. The environmental and socio-economic situation in rural areas in Western Balkan

In its's Report "State of affairs for fostering green economy in agriculture and rural development: Comparative analysis of programs and measures in the Western Balkan countries and Croatia" part of the Networking and Advocacy for Green Economy-NAGE project, implemented by the Rural Development Network of North Macedonia has defined following:

“The green economy is still an evolving concept, that stems upon the premise of sustainable development and envisions growth benefiting in economic well-being, social equity, and environmental protection. The green economy concept highlights the need to invest in natural capital, sustainable consumption, and production patterns and circular economy, in order to achieve environmental objectives, but also growth and job creation. Key drivers to the transition to a green economy in the Western Balkans are adequate policies (national and EU-driven), technological innovations, and assenting market forces. In order to be effective, the “green” policy toolkit supporting the process should contain a combination of instruments (Stevens, 2011), in terms of the regulation (alignment with the *acquis*, increased green regulative and green procurement); support measures (decoupling farm support, increased support for environmental practices, extended cross-compliance requirements); economic instruments (simplified property and user rights in the agricultural sector, imposed charges on excess use of environmentally-damaging inputs); research and development (increased funds for research on green agricultural technologies, as well as the promotion of public/private partnerships for green agricultural research). In parallel, increased awareness and commitment to global initiatives bring a significant contribution to sustainable development and transition to a green economy. In that sense, the economic growth in the agricultural and rural sectors guided through green economy frameworks can potentially have a much greater impact in reducing poverty in Western Balkan countries’ rural areas, than urban or industrial growth.

The main hindrances linked to the green economy transition recognized in the Western Balkan countries relate to: structural deficiencies present in all respective countries (small farm size, low skilled labor, depopulation of rural areas and lacking market participation); unbalanced use of the natural resources; low prioritization and political will dedicated to the green economy shift; insufficient control and monitoring of the relevant policies; lack of coordination and intra-sectoral connections on cross-cutting issues; weak capacities of local communities in the context of natural resources management and solving environmental problems; complicated and demanding RDP (IPARD) procedures aggravating the application process for the applicants and administering of the measures.

Major drivers to the process involve: raising the awareness about the green economy paradigm and mainstreaming green economy principles, initiatives and actions into agriculture sector development; establishing clear coordinated policy agenda, supported by achievable and measurable objectives; strengthening institutions and building capacity (e.g. for implementation of RDP measures), which will, in turn, create conditions for more successful and prompt use of IPARD funds; a higher level of harmonization national policy with the CAP - especially in the part that is on the line of the greening of agriculture; encouraging private sector investments and green business models.

There are a number of (rural development) measures across the countries, but almost none address the green economy directly and explicitly. In promoting the transition to the green economy, Rural Development Programmes can play a key role by supporting resource-efficient,

low-carbon, and socially justifiable investments, as well as by encouraging sustainable management of natural resources in agriculture, but also other economic sectors. Also, the EU supported IPARD programs should be used more intensely for going through the process of designing, programming, administering, and implementing green economy-related measures. The process needs to be reinforced by raising and building fluid knowledge on the green economy across the sector, involving all key stakeholders (producers, processors, suppliers, advisory service, the research community, CSOs, consumers). To shape a sustainable environmental future, all the actors in the countries, but also across the region, need to cooperate and jointly address key challenges.

It is furthermore important to have in place adequate measurement tools to help policymakers evaluate the efficiency of the policies and measure the extent to which the shift into a greener path is occurring. A set of indicators is necessary to monitor and evaluate the progress toward green economy in agriculture and rural development, in terms of the policy, but more importantly, in assessing its effect on economic outcomes in agriculture, pressures on the environment and quality of life aspects, especially in rural areas.

The role of national governments in the process of transforming the existing economic models towards greening is undisputed; nevertheless, active involvement of local communities, civil society sector, and inter-sectoral horizontal and vertical interactions can prove to be similarly significant. Other supporting actions are therefore needed to increase capacity and strengthen institutions and relevant actors, provide training and skill enhancement to the workforce, and improve general education on sustainability and green economy.”

3.7. Capacities of national networks and local CSOs in Balkan Region to advocate and lobby on a national, regional and EU level

The member organizations are all established in the SEE region and are themselves member organizations, which represent national rural communities’ interests and rights and act for rural development. The BRDN member organizations represent more than 200 rural development associations from the region and advocate for the interests of more than 9 million rural people from the represented countries.

There are skills, capacities, the knowledge that exist within the personnel of the networks. However, these are not at the same level. The BRDN network could be used for the internal (inter-organizational) transfer of knowledge, skills, and on-job training. The majority of the staff received capacity building on strategic planning, project preparation, advocacy, lobbying.

4. ADVOCACY AND LOBBYING GOALS and DIRECTIONS

Advocacy and Lobbying goals of BRDN are:



1. Advancing the implementation of the LEADER and CLLD approach in countries of Western Balkan
2. Influencing the processes of creation of agricultural and rural development policies and measures on national and regional level in Western Balkan (WB) countries
3. Improving public policies towards rural youth in WB countries
4. Promoting Gender equality and integration of gender mainstreaming in national and regional policies for rural development
5. Promoting environmental and socio-economic development in rural areas in Western Balkan
6. Enhancing BRDN abilities to have bigger impact in advocating and lobbying on a national, regional and EU level

The cross-cutting principles that are going to be used are that BRDN and its members will try to fundraise for any of the activities presented in the Strategy for A&L as a separate project or as having specific A&L issue to be part of the bigger project/program.

The following is the list of results presented under each of the six A&L goals

1. Advancing the implementation of the LEADER and CLLD approach in countries of Western Balkan

- 1.1. Supported advocacy and lobbying initiatives are taken by each national network related to LEADER/CLLD
- 1.2. Identified and disseminated good practices and achievements of Balkan and the new EU member countries related to the implementation of the LEADER/CLLD approach.

2. Influencing the processes of creation of agricultural and rural development policies and measures on national and regional level in Western Balkan (WB) countries

- 2.1. Established mechanisms for active public participation for key stakeholders involved in the improvement of the agricultural and rural development (ARD) policies
- 2.2. Exchanged experiences and practices between WB countries represented in BRDN and other European countries related to ARD policy-making in WB
- 2.3. Provided support by BRDN to A&L activities related to public policy creation and implementation on regional and national level
- 2.4. Increased (national/) regional budgets to support agriculture and rural development (ARD)
- 2.5. Organized joint regional campaign related to agriculture and rural development on a regional level (Balkan Rural Parliament)

3. Improving public policies towards rural youth in WB countries

- 3.1. Created proactive public policies towards rural youth on a regional level

3.2. Promoted rural youth initiatives on a regional level

4. Promoting Gender equality and integration of gender mainstreaming in national and regional policies for rural development

4.1. Integrated Gender equality and gender mainstreaming in all BRDN A&L activities on national and regional policies for ARD

4.2. Promoted Gender mainstream within rural development initiatives on a regional level

5. Promoting environmental and socio-economic development in rural areas in Western Balkan

5.1 Promoted Green Economy in Western Balkan

5.2 Adopted policies related to climate change

5.3 Promoted and supported measures for food security and safety

5.4 Supported innovation in rural development (i.e. smart villages and smart farms)

5.5. Promoted best EU practices and models in environmental and socio-economic development in rural areas (i.e. Organic agriculture, Family farming, Small farmers, Diversification in rural development, Social entrepreneurship in ARD, woman entrepreneurship in ARD etc.)

6. Enhancing BRDN abilities to have bigger impact in advocating and lobbying on a national regional and EU level

6.1. Improved skills for advocacy and lobbying of the member networks of BRDN

6.2. Improved capacities of the BRDN and national networks for management and promotion of their work in rural development

6.3. Provided support to CSOs by the national Governments for co-financing of programs and projects

6.4. Improved BRDN's communications skills and capacities to produce engaging content for the public and decision makers

5. ACTION PLAN

Specific objective 1: Advancing the implementation of the LEADER and CLLD approach in countries of Western Balkan				
Results	Activities	Timetable	Responsibility	Indicators of success
1.1. Supported advocacy and lobbying initiatives are taken by each national network related to LEADER/CLLD	1.1.1. Organizing annual meeting to define progress in implementation of LEADER approach in each of the Western Balkan countries 1.1.2. Implementation of the joint regional partnership projects for LEADER approach support between members of the BRDN's network			-3-5 activities undertaken between members of BRDN for support of the initiatives related to LEADER approach in WB countries.
1.2. Identified and disseminated good practices and achievements of Balkan and the new EU member countries related to the implementation of the LEADER/CLLD approach.	1.2.1. Preparing a Guidebook with the description of the processes and achievements within specific Balkan countries related LEADER approach; 1.2.2. Establishing partnerships with other organizations and networks to serve as a resource (from Croatia, Hungary, Visegrad countries, Slovakia and other EU countries as well as with ELARD) for sharing practical experience and implementation of projects related to LEADER approach			-Detailed description of the processes and achievements from 3 WB countries related to implementation of the LEADER approach - 3-5 partnership established from other EU countries related to LEADER
Specific objective 2: Influencing the processes of creation of agricultural and rural development policies and measures on national and regional level in Western Balkan(WB) countries				
Results	Activities	Timetable	Responsibility	Indicators of success
2.1. Established mechanisms for active public participation for key stakeholders involvement in	2.1.1. Assessment of the situation with existing channels of communication with national and local institutions in WB countries			At least 3 countries with established regular channels of communication between

improvement of the agricultural and rural development (ARD) policies	2.1.2. Introducing the EU models of existing mechanisms for active public participation for key stakeholders involvement in improvement of the ARD policies to WB countries			national institutions and key stakeholders
2.2. Exchanged experiences and practices between WB countries represented in BRDN and other European countries related to ARD policy making in WB	2.2.1. Organizing annual/biannual meeting related to specific polices in ARD sector in the Western Balkan countries 2.2.2. Comparative analysis among WB countries 2.2.3. Implementation of the joint regional partnership projects for rural development policies by BRDN and its member's networks 2.2.4. BRDN orients Balkan countries, rural networks and government toward EU processed of Common Agricultural Policies (CAP) formulation and consultation			-Organized 2-4 meeting related to specific polices in ARD sector in the Western Balkan countries -Implemented at least 2 joint regional partnership projects for rural development policies by BRDN and its member's networks - at least 2 initiatives of BRDN undertaken related to EU processed of Common Agricultural Policies (CAP) formulation and consultation
2.3. Provided support by BRDN to A&L activities related to public policy creation and implementation on regional and national level	2.3.1. Defining internal procedure for joint A&L activities Support public policies on regional and national 2.3.2. BRDN provides capacity development for its constituents in European and national public policy analyses 2.3.3. Undertaking specific support in A&L 2.3.4. Building effective coalitions and alliances on regional level			-At least 3 A&L activities undertaken on regional, national and local level with support of BRDN

2.4. Increased (national/)/regional budgets to support agriculture and rural development (ARD)	2.4.1. Lobbying national governments in WB countries to increase budgets for ARD 2.4.2. Lobbying EC to increase regional/cross border/ country budgets for ARD 2.4.3. Establishing partnership with other actors in applying and implementation of the programs funded by EU and international donors			-At least 3 countries with Increase national budgets to support agriculture and rural development (ARD) -At least new 2 programs for ARD in 2021-2027 by EU for WB region
2.5. Organized joint regional campaign related to agriculture and rural development on a regional level (Balkan Rural Parliament)	2.5.1 Organizing Balkan Rural Parliament bi-annually 2.5.2 Organizing Regional Policy Forum 2.5.3 Initiating Joint Promotional Campaign in WB countries			-20 % of the population knows about ARL

Specific objective 3: Improving public policies towards rural youth in WB countries

Results	Activities	Timetable	Responsibility	Indicators of success
3.1. Created proactive public policies towards rural youth on regional level	3.1.1. BRDN embarks on regional assessment on public policies on youth; 3.1.2. Undertaking A&L to supporting rural youth related policy - Undertaking activities for decreasing migration of youth in WB countries			-At least 2 initiatives for A&L on the public policies towards rural youth
3.2. Promoted rural youth initiatives on regional level	3.2.1. BRDN Organizes regional events covering youth; 3.2.2. Organization of annual forum for youth for agriculture and rural development			-At least one regional event covering youth organized by BRDN

Specific objective 4: Promoting Gender equality and integration of gender mainstreaming in national and regional policies for rural development

Results	Activities	Timetable	Responsibility	Indicators of success
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4.1. Integrated Gender equality and gender mainstreaming in all BRDN A&L activities on national and local policies for ARD	4.1.1 Support the Gender Equality Hub in implementation of the A&L activities			-At least 5 initiatives in which Gender equality and gender mainstreaming is integrated
4.2. Promoted Gender mainstream within rural development initiatives on regional level	4.2.1 Support of Gender Equality Hub in organizing regional events for rural women			-At least one BRDN Organizes regional events covering rural women
Specific objective 5: Promoting environmental and socio-economic development in rural areas in Western Balkan				
Results	Activities	Timetable	Responsibility	Indicators of success
5.1 Promoted Green Economy in Western Balkan.	5.1.1 Promoting green economy practices in Western Balkan countries			-At least three implemented A&L initiatives in Green Economy in WB countries
5.2 Adopted policies related to climate change	5.2.1 Advocating for creation of policies related to climate change			-At least one implemented A&L initiative in Climate Change in WB countries
5.3 Promoted and supported measures for food security and safety	5.3.1 Promotion and support to measures for food security and safety			-At least one implemented A&L project for promotion and support of measures for food security and safety
5.4 Supported innovation in rural development	5.4.1 Supporting innovation projects in rural development (smart villages and smart farms)			-At least three implemented projects for innovation in rural development in WB countries
5.5. Promoted best EU practices and models in environmental and socio-economic development in rural areas	5.5.1. Promotion of organic agriculture as economic and ecological alternative of farming			-At least five implemented projects in in environmental and socio-

	<p>5.5.2. Promotion of short value chain in agriculture and rural development (Family farming and small farmers)</p> <p>5.5.3. Supported diversification in rural development</p> <p>5.5.4. Support social entrepreneurship in agriculture and rural development field</p> <p>5.5.5. Promoting woman entrepreneurship in ARD</p> <p>5.5.6. Establishing partnership with partners from EU to implement models in environmental and socio-economic development in rural areas.</p>			economic development in rural areas in WB countries
Specific objective 6: . Enchasing BRDN abilities to have bigger impact in advocating and lobbying on a national, regional and EU level				
Results	Activities	Timetable	Responsibility	Indicators of success
6.1. Improved skills for advocacy and lobbying of the member networks of BRDN	6.1.1 Trainings, mentoring, preparation of plan for advocacy and lobbying, development of tools, exchanging successful practices in the area etc.			-One training on A&L per year for BRDN's members for various aspects
6.2. Improved capacities of the BRDN and national networks for management and promotion of their work in rural development	6.2.1. Training for improving cooperation with traditional and social media for members' networks			-# of participants
6.3. Provided support to CSOs by the national Governments for co-financing of programs and projects	6.3.1. Lobbying for establishing National Programs for co-financing of grant-funded projects in each of the BRDN's countries			-# of countries with National Programs for co-financing of grant-funded projects adopted

<p>6.4. Improved BRDN's communications skills and capacities to produce engaging content for the public and decision makers</p>	<p>6.4.1. Enchasing BRDN's relations with traditional and social media 6.4.2. Assessment of the current good practices among members and expand to other BRDN's members 6.4.3. Starting new outreach activities (blogs podcasts infographics data-sets) of BRDN 6.4.4. Realization of the exchange among member's organizations and dissemination of activities 6.4.5. Organizing EU partnerships events in Brussels</p>		<ul style="list-style-type: none"> - more than 100.000 interactions on BRDN's social media (Likes, comments, shares etc.) - at least 50 presentations on national and regional media (in all EB countries) about BRDN - at least three current good practices from members defined - at least three new outreach activities (blogs, podcasts, infographics, data-sets, etc.) of BRDN initiated - at least five exchanges among member's organizations realized -At least three EU partnerships events in Brussels - 10 policy papers created and shared
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Attachment 1 – List of the goals results and activities for advocacy and lobbying of BRDN

Specific objective 1: Advancing the implementation of the LEADER and CLLD approach in countries of Western Balkan

- 1.1. Supported advocacy and lobbying initiatives are taken by each national network related to LEADER/CLLD
 - 1.1.1. Organizing annual meeting to define progress in implementation of LEADER approach in each of the Western Balkan countries
 - 1.1.2. Implementation of the joint regional partnership projects for LEADER approach support between members of the BRDN's network
- 1.2. Identified and disseminated good practices and achievements of Balkan and the new EU member countries related to the implementation of the LEADER/CLLD approach.
 - 1.2.1. Preparing a Guidebook with the description of the processes and achievements within specific Balkan countries related LEADER approach;
 - 1.2.2. Establishing partnerships with other organizations and networks to serve as a resource (from Croatia, Hungary, Visegrad countries, Slovakia and other EU countries as well as with ELARD) for sharing practical experience and implementation of projects related to LEADER approach

Specific objective 2: Influencing the processes of creation of agricultural and rural development policies and measures on national and regional in Western Balkan (WB) countries

- 2.1. Established mechanisms for active public participation for key stakeholders involvement in improvement of the agricultural and rural development (ARD) policies
 - 2.1.1. Assessment of the situation with existing channels of communication with national and local institutions in WB countries
 - 2.1.2. Introducing the EU models of existing mechanisms for active public participation for key stakeholders involvement in improvement of the ARD policies to WB countries
- 2.2. Exchanged experiences and practices between WB countries represented in BRDN and other European countries related to ARD policy making in WB
 - 2.2.1. Organizing annual/biannual meeting related to specific policies in ARD sector in the Western Balkan countries
 - 2.2.2. Comparative analysis among WB countries
 - 2.2.3. Implementation of the joint regional partnership projects for rural development policies by BRDN and its member's networks
 - 2.2.4. BRDN orients Balkan countries, rural networks and government toward EU processed of Common Agricultural Policies (CAP) formulation and consultation
- 2.3. Provided support by BRDN to A&L activities related to public policy creation and implementation on regional, national and EU level

- 2.3.1. Defining internal procedure for joint A&L activities Support public policies on regional and national level
- 2.3.2. BRDN provides capacity development for its constituents in European and national public policy analyses
- 2.3.3. Undertaking specific support in A&L
- 2.3.4. Building effective coalitions and alliances on regional level

- 2.4. Increased (national/regional) budgets to support agriculture and rural development (ARD)
 - 2.4.1. Lobbying national governments in WB countries to increase budgets for ARD
 - 2.4.2. Lobbying EC to increase regional/cross border/ country budgets for ARD
 - 2.4.3. Establishing partnership with other actors in applying and implementation of the programs funded by EU and international donors

- 2.5. Organized joint regional campaign related to agriculture and rural development on a regional level (Balkan Rural Parliament)
 - 2.5.1 Organizing Balkan Rural Parliament bi-annually
 - 2.5.2 Organizing Regional Policy Forum
 - 2.5.3 Initiating Joint Promotional Campaign in WB countries

Specific objective 3: Improving public policies towards rural youth in WB countries

- 3.1. Created proactive public policies towards rural youth on regional level
 - 3.1.1. BRDN embarks on regional assessment on public policies on youth;
 - 3.1.2. Undertaking A&L to supporting rural youth related policy

- 3.2. Promoted rural youth initiatives on regional level
 - 3.2.1. BRDN Organizes regional events covering youth;
 - 3.2.2. Organization of annual forum for youth for agriculture and rural development

Specific objective 4: Promoting Gender equality and integration of gender mainstreaming in national and regional policies for rural development

- 4.1. Integrated Gender equality and gender mainstreaming in all BRDN A&L activities on national and local policies for ARD
 - 4.1.1 Support the Gender Equality Hub in implementation of the A&L activities

- 4.2. Promoted Gender mainstream within rural development initiatives on regional level
 - 4.2.1 Support of Gender Equality Hub in organizing regional events for rural women

Specific objective 5: Promoting environmental and socio-economic development in rural areas in Western Balkan

5.1 Promoted Green Economy in Western Balkan.

5.1.1 Promoting green economy practices in Western Balkan countries

5.2 Adopted policies related to climate change

5.2.1 Advocating for creation of policies related to climate change

5.3 Promoted and supported measures for food security and safety

5.3.1 Promotion and support to measures for food security and safety

5.4 Supported innovation in rural development

5.4.1 Supporting innovation projects in rural development (smart villages and smart farms)

5.5. Promoted best EU practices and models in environmental and socio-economic development in rural areas

5.5.1. Promotion of organic agriculture as economic and ecological alternative of farming

5.5.2. Promotion of short value chain in agriculture and rural development (Family farming and small farmers)

5.5.3. Supported diversification in rural development

5.5.4. Support social entrepreneurship in agriculture and rural development field

5.5.5. Promoting woman entrepreneurship in ARD

5.5.6. Establishing partnership with partners from EU to implement models in environmental and socio-economic development in rural areas.

Specific objective 6: Enchasing BRDN abilities to have bigger impact in advocating and lobbying on a national and regional and EU level

6.1. Improved skills for advocacy and lobbying of the member networks of BRDN

6.1.1 Trainings, mentoring, preparation of plan for advocacy and lobbying, development of tools, exchanging successful practices in the area etc.

6.2. Improved capacities of the BRDN and national networks for management and promotion of their work in rural development

6.2.1. Training for improving cooperation with traditional and social media for members' networks

6.3. Provided support to CSOs by the national Governments for co-financing of programs and projects

6.3.1. Lobbying for establishing National Programs for co-financing of grant-funded projects in each of the BRDN's countries

6.4. Improved BRDN's communications skills and capacities to produce engaging content for the public and decision makers

6.4.1. Enriching BRDN's relations with traditional and social media

6.4.2. Assessment of the current good practices among members and expand to other BRDN's members

6.4.3. Starting new outreach activities (blogs podcasts infographics data-sets) of BRDN

6.4.4. Realization of the exchange among member's organizations and dissemination of activities

6.4.5. Organizing EU partnerships events in Brussels