

INSTITUTIONAL PROFILE

ABOUT THE REGIONAL AGENCY

About the Regional Agency

The Regional Economic Development Agency for Šumadija and Pomoravlje Ltd (REDASP), was founded in 2005 through the transformation process of the Regional Agency for small and medium enterprises 'Šumadija' which was established in 2002 within the project "The Non-financial support to the SME sector in Serbia", financed by the European Union and the European Agency for Reconstruction.

Mission and Vision

Objectives and sectors of interventions

It represents a partnership of private, public and NGO sectors from the area of two districts: the district of Šumadija and the district of Pomoravlje. There are 11 municipalities on the territories of these districts: Arandelovac, Batočina, Knić, Lapovo, Rača, Topola, Despotovac, Paraćin, Rekovac, Svilajnac and Čuprija and cities of Kragujevac and Jagodina, as administrative centers of Šumadija and Pomoravlje region.

Institutional development

Previously the Regional Agency managed to build a partnerships with all relevant institutions from the territory of Šumadija and Pomoravlje district through its activities which is reflected in the Regional Assembly of the founders of the agency in which, in addition to local government units, the Regional Chamber of Commerce of Kragujevac, associations of entrepreneurs and NGOs are involved.

Human resources

About the region

This structure provides the foundation for a strategic approach to the problem of the regional development. In all its activities the Regional agency had a very successful cooperation with national institutions and international donors, whose support was crucial to the continued growth and development of the institution itself.

Projects

Within the mentioned cooperation the Ministry of Economy and Regional Development, Ministry of Agriculture, Forestry and Water Management, the National Employment Office, the European Delegation in Belgrade, UNDP, USAID, the Southern Region of the Czech Republic, the Kingdom of Norway and the Netherlands and the Republic of Italy, also mentioned the Delegation of the European Union to the Republic of Serbia should be particularly emphasized.

Through the professional implementation of projects and the dynamic and innovative approach, REDASP has proven itself as one of a leading development agency of the regional economic development in Serbia.

REDASP is also an associate member of the ILS LEDA Network of Regional Development Agencies and one of the founding members of Zero Emission Network and Network for rural development in Serbia. Since 2015 REDASP is a member of the European Association of Development Agencies (EURADA). In the year 2016, REDASP became member of Assembly of European Regions (AER). REDASP is also a member of Serbian Association of Regional Development Agencies. In the same year, REDASP became a member of the National LEADER Network.

MISSION AND VISION

The Mission of the Regional Agency is to create conditions for sustainable socio-economic development of Šumadija and Pomoravlje by building instruments of regional and local economic development and stable network of key factors: the Serbian government, local authorities, the Regional Chamber of Commerce, the National Employment Service, associations of entrepreneurs, universities, financial institutions, donors, NGO sectors, local media, service providers and others.

The Vision of the Regional Agency is to represent a key provider of development processes in Šumadija and Pomoravlje through the creation and coordination of the implementation of development strategies, strengthening the identity of the territory where it exerts its influence and creating networks and partnerships of the key stakeholders.



OBJECTIVES AND SECTORS OF INTERVENTION

The **primary objective** of the Regional Agency is to create conditions and stimulate economic and social development of the Šumadija and Pomoravlje region.

All priorities, areas of intervention and individual activities are targeted to create a positive environment for sustainable development.

The Regional Agency implements projects, and perform activities directed towards achievement of the following strategic objectives:

- Providing support in the economic transformation of the region.
- Cooperation with local stakeholders, Serbian Government institutions, donors and service providers in the process of identifying the needs for regional development, defining projects and providing resources for their implementation.
- Implementation of the established development strategy taking into account the needs of each district of the region.
- Meeting the needs of vulnerable groups on the territory of the region.
- Providing support in the process of creating new job opportunities, particularly through adequate training programs.
- Support to development of the existing and new SMEs in the region.
- Support to rural areas and agriculture.
- Ensuring effective implementation of economic, social, infrastructure and environment protection-related projects, which are currently being implemented, as well as support in identifying and attracting funds for financing the projects in the field of infrastructure and environment protection
- Ensuring an effective and efficient use of all donors' funds available

Sectors of interventions are as follows:

- Support to the territorial development:
 - Rural development
 - Spatial planning as a precondition for investment attraction
 - Tourism development
- Support to entrepreneurship development
- Support to human resources development
- Local and regional strategic planning

INSTITUTIONAL DEVELOPMENT

Founders

- 2002 – Five founders
- 2003 – Six founders
- 2012 – Fifteen founders
- 2014 – Fifteen founders
- 2016 - Fifteen founders

Employees

- 2002 – Three employees
- 2003 – Five employees
- 2005 – Eight employees
- 2017 – Fourteen employees
- 2021 – Eighteen employees



Field of work

- 2002 – Development of entrepreneurship
- 2003 – Development of entrepreneurship, development of human resources
- 2005 – Development of entrepreneurship, development of human resources, support to local municipalities in initiating local economic development, strategic planning of regional development
- 2006 – Managing process of Sumadija and Pomoravlje development/ implementation of the regional strategy in five priority areas: SME development, human resources development, infrastructure development, tourism development and rural development

Branches of Regional Agency

- 2020. – Wine-brandy Hub opened in Kragujevac
- 2022. – Destination Management Organization of Šumadija and Pomoravlje established

Regional Agency is awarded at the First World Forum of Local Development Agencies with Orange Sunflower quality label certificate.

HUMAN RESOURCES

Regional Agency has the staff of the 18 permanently employed, out of which 14 are with the VII grade university degree. Furthermore, Regional Agency has a certified network of more than 30 external associates from the following fields of services and trainings:

- Quality Management System
- Information technologies - Microsoft Office (Word, Excel, Access, Power Point), Corel, Adobe (Photoshop, Illustrator), Internet
- Project design, business plans and investment programmes
- Project Cycle Management
- International marketing
- Financial analysis
- Infrastructure
- Public procurement
- Market research and analysis and feasibility studies
- Legislation
- Finance and accounting
- Management
- Domestic and foreign market
- Design of networks, web pages, logos and leaflets and net publications
- Export and import, communication with foreign partners, contracting
- Translation and interpretation services
- HR consulting (staff development, motivation, professional orientation, trainings, etc.)
- Tourism consulting



ABOUT THE REGION



Location of Šumadija and Pomoravlje Region



Šumadija and Pomoravlje Region

The Šumadija and Pomoravlje Region is located in the central part of Serbia, between the major rivers the Sava and Danube in the north, the Velika Morava in the east, the Zapadna Morava in the south, and the Kolubara river in the west.

The surface of the region is 5.001km², which makes 5.6% of the total territory of the Republic of Serbia. A total of 507.844 inhabitants live in this territory, so the average population density is 101 per km². The proportion of population of Šumadija and Pomoravlje in the total population of the Republic of Serbia amounts to 7 %.

The region of Šumadija and Pomoravlje includes two districts in its structure - the Šumadija district and the Pomoravlje district. The Šumadija district includes the city of Kragujevac and six municipalities: Arandelovac, Batočina, Lapovo, Knić, Rača and Topola. The total area of the Šumadija district is 2.387 km², out of which 835 km² is the territory of the city of Kragujevac, which is also the largest city in the region. The number of residents of Šumadija district is 293.308, and the average population density is 123 per km².

The Pomoravlje district includes the city of Jagodina and five municipalities: Despotovac, Paraćin, Rekovac, Svilajnac and Čuprija. With the total of 2.617 km² of the whole area and the population of 214.536, the Pomoravlje district has an average density of 82 inhabitants per km².

PROJECTS

Regional Agency has significant experience in implementation of projects financed by national and international donors in fields such as Strategic planning, Institutional capacity building, Human resource development, SME and entrepreneurship development, Territorial development, tourism, rural development, infrastructure, and environment protection.

Regional Agency implemented or participated in the implementation of more than 70 projects and their total value is more than 60.000.000 EUR.

List of major projects is given in Appendix.

APPENDIX

Regional Agency participated in the implementation of the following projects

Development priority: Strategic planning			
Project name	Donor	Value - €	Implementation period
Development of Integrative socio-economic plan for Sumadija and Pomoravlje Region	E.A.R.	25.000	October 2005 – March 2006
Regional map of resources for Sumadija and Pomoravlje	UNDP / UNOPS	18.000	March 2003 – March 2004

Development priority: Institutional capacity building			
Project name	Donor	Value - €	Implementation period
Operating Grant to enhance operations of Regional Economic Development Agency for Sumadija and Pomoravlje	Delegation of the European Union to the Republic of Serbia	714.000	July 2008 – June 2011
Institutional capacity building for implementation of Integrative socio-economic plan for Sumadija and Pomoravlje Region	E.A.R.	300.000	October 2005 – December 2006
Development of Information documentation centre	E.A.R.	25.000	October 2005 – January 2006

Development priority: Regional development fund			
Project name	Donor	Value - €	Implementation period
Management of development fund for Sumadija District	South-Moravian region, Czech Republic	2.000.000	December 2005 – June 2011

Development priority: Human resource development			
Project name	Donor	Value - €	Implementation period
WBC Virtual Manufacturing Network	European Commission	720.000	January 2009 – December 2012
Comparative Analysis of Regional Policies for Adult Learning - REGIONAL	EU – Lifelong Learning Programme	352.386	January 2014 – October 2015
Women Integration through Digital Entrepreneurship - WIDE	Erasmus plus Program, TEMPUS office in Serbia	141.901	December 2021 – December 2023
Implementation of the process of professional orientation for technological redundancy of employees of the company Holcim Srbija a.d.	Holcim JSC, Serbia	55.000	During 2007
Training for the unemployed in accounting and office management	E.A.R.	40.000	April 2004 – September 2004
Youth entrepreneurship	Business Innovation Program, Norway	35.000	November 2005 – December 2007
Skill needs research in regional economy	Government of Netherlands	15.000	April 2007 – August 2007
Training for managers	OSCE	10.000	December 2003 – February 2004
Training centre in Paracin	Holcim JSC, Serbia	10.000	August 2009 – March 2010
Training of managers for local economic development - T.E.S.E.O.	Government of Republic of Italy	6.000	July 2005 – December 2005
Development of web portal: www.pronadjiposao.net	REDASP, self financing	5.000	During 2008



Development priority: SME and entrepreneurship development			
Project name	Donor	Value - €	Implementation period
SeeNet II Program – VA 3.B. “SME sector Empowerment”	Government of the Republic of Italy	13.000.000	April 2012 – April 2014
The Integrated Regional Program for Economic and Social Cooperation - PRICES	Government of the Republic of Italy	11.000.000	February 2010 – March 2011
ADRIATinn - An Adriatic Network for Advancing Research Development and Innovation towards the Creation of new Policies for Sustainable Competitiveness and Technological Capacity of SMEs	The IPA Adriatic Cross-border Cooperation Programme	4.678.625	November 2013 – December 2015
Fostering Innovation in the Danube Region through Knowledge Engineering and IPR Management - Knowing IPR	Interreg Danube Transnational Programme	2 149 800	July 2018 – December 2021
High-performance Computing for Effective Innovation in the Danube Region - InnoHPC	Interreg Danube Transnational Programme	2.054.600	January 2017 – July 2019
Business innovation centre in Kragujevac	National Investment Plan, Government of Serbia	1.500.000	October 2006 – October 2008
Small grants for self-employment	USAID/ City Municipality of Kragujevac	1.200.000	August 2005 – December 2008
Guarantee fund for Sumadija and Pomoravlje	Local municipalities from the region/Region Toscana, Italy	750.000	March 2006 – December 2008
Flower producers cluster	Ministry for Economy and Regional Development, Serbia	220.000	May 2006 – June 2010
Establishment of international cooperation between SME and institutions of Sumadija and Pomoravlje and Piemonte regions	Government of the Republic of Italy	180.000	February – December 2009
Improving the technical and managerial capacities of local companies in the field of automotive component producers / suppliers, as well as linking to related companies from Italy – AUTONET	Government of the Republic of Italy	170.000	January – December 2012
Furniture producers cluster	E.A.R / Ministry for Economy and Regional Development, Serbia	130.000	October 2006 – December 2009
Non-financial support to SME sector in Serbia	E.A.R	107.000	May 2002 – August 2008
Help Service centre	Help, Germany/ British Embassy, Serbia	85.000	June 2003 – June 2004
SEENET Program – Strengthening entrepreneurial associations in Kragujevac	Government of Republic of Italy	80.000	October 2005 – April 2006
Supporting the improvement of the business environment on the territory of the Pomoravlje district	Government of Norway	65.960	October 2020 – September 2021



Link Up! Serbia II Project	Austrian Development Agency	40.290	August 2020 – January 2021
Improving the investment environment in the City of Kragujevac	Development Agency of Serbia	38.460	January 2021 – June 2022
Business and technical cooperation	UNDP / UNOPS	34.000	September 2004 – March 2005
Desk for international cooperation	UNDP/UNOPS	32.000	March 2003 – March 2004
FORMAT	Government of Serbia	13.000	April – November 2004
SME database for support to business internationalization	UNDP/UNOPS	12.000	June – November 2002
Promotion of Italian Government's Credit Line	Mondimpresa	5.500	March – December 2005
Development of Export in the Republic of Serbia	European Agency for Reconstruction	5 000	March – May 2005
Virtual production as a kind of support for Serbian enterprises	Delegation of the European Union to the Republic of Serbia		October 2006 – December 2007

Development priority: Territorial development			
Project name	Donor	Value - €	Implementation period
Making Migration Work for Development – Policy Tools for Strategic Planning in SEE Regions and Cities – MMWD	South East Europe Transnational Cooperation Programme	3.680.826	May 2012 – October 2014
Low Enthalpy Geothermal Energy Demonstration cases for Energy Efficient building in Adriatic area – LEGEND	The IPA Adriatic Cross-border Cooperation Programme	3.085.540	October 2012 - September 2014
Collaborative platform to support research and technology transfer – NEXT	The IPA Adriatic Cross-border Cooperation Programme	2.999.180	September 2012 - April 2015
Electric, Electronic and Green Urban Transport Systems - eGUTS	Interreg Danube Transnational Programme	1.819.075	January 2017 – September 2019
Interregional Electromobility Networks for intERurban low carbon MOBility - EnerMOB	Interreg V-B Adriatic-Ionian Cooperation Programme	1 265 919	January 2018 – December 2021
IMPACT – Introduction of methodology for promotion of territory	Government of Republic of Italy	300.000	February – December 2007
Situation analysis of access to safe drinking water and sanitation for children in primary schools in rural areas of the territory of Sumadija and Pomoravlje	Government of Republic of Italy	105.000	February 2016 - December 2016
Improvement of the capacity of Sumadija and Pomoravlje for the implementation of the European Landscape Convention	Ministry of Agriculture and Environment, Republic of Serbia	89.650	March 2015 - December 2015
The integrative model of development of creative industries in the territory of Sumadija and Pomoravlje	Development Agency of Serbia	70.000	October 2016 – May 2017



Analyses of the potentials for establishment of industrial zones, techno parks and possibilities for formation of one stop shops for companies	South-Moravian region, Czech Republic	60.000	December 2006 – December 2008
To carry out a baseline analysis of the situation of equitable access to water and sanitation in the region of Sumadija and Pomoravlje, Serbia	UNECE	36.650	July 2017 - December 2017
Strengthening the Capacity of local institutions in the EU Cohesion Policy area in the Sumadija and Pomoravlje Region	German Office for International Cooperation - GIZ	27.300	March – July 2020
“Development of the Action Plan for Improvement of the Equitable Access to Water and Sanitation in the region of Sumadija and Pomoravlje”	UNECE	21.490	June 2018 – January 2019
Energy efficiency in public buildings in Serbia	German Office for International Cooperation - GIZ	15.500	September 2016 – July 2017
Augmented reality exhibition of the ancient city of Horreum Margi	Cabinet of the Minister of innovation and technological development of Republic of Serbia	11.600	September – December 2019

Development priority: Rural development			
Project name	Donor	Value - €	Implementation period
Improving Competitiveness of Wine Producers in Sumadija - IMPULS Wine	Swiss Government	387.190	July 2017 – March 2019
The Sumadija Plum	Swiss Government	300.123	October 2017 - November 2018
Improvement of the economic and social position of women in rural areas of Sumadija and Kolubara districts	Swiss Government	115.421	September 2017 - November 2018
Partnership for Rural Development of the Municipality of Despotovac	Delegation of the EU to the RS	190.000	March 2011 – March 2012
METRIS wine - Mechanisms to support the introduction of innovations in production and access to the market for wine producers of Šumadija wine region	Development Agency of Serbia	80.000	July 2016 – May 2017
Building and improving the capacity of the rural development network	Ministry of Agriculture, Republic of Serbia	40.000	2008 - 2011
Building and Improvement of rural development network capacities	Ministry of Agriculture, Republic of Serbia	40.000	During 2009
Organizing and Improvement of rural development network capacities	Ministry of Agriculture, Republic of Serbia	40.000	During 2010
Improving the competitiveness of agricultural cooperatives by starting the production of fruit brandies	Municipality of Arandjelovac	25.660	January – December 2020
Education of agriculture producers in Sumadija district	Ministry of Agriculture, Republic of Serbia	10.000	December 2007 – May 2008



Development priority: Tourism development			
Project name	Donor	Value - €	Implementation period
INtegrated Slow, Green and Healthy Tourism Strategies - INSIGHTS	Interreg Danube Transnational Programme	2.308.170	January 2017 – July 2019
Building the ADRION Brand Name in Tourism: Indulging all Five Senses - ADRION 5 SENSES	Interreg V-B Adriatic-Ionian Cooperation Programme	1.500.000	January 2018 – June 2020
Preparation of two regions, (1) Srem (7 municipalities) and (2) Sumadija with Pomoravlje (13 municipalities) for DMO establishment, defining of tourism space and technical support for entities that sell destinations the targeted regions	Swiss Government	127.449	November 2017 – March 2019
Inter-municipal project for the development of hunting tourism in the Sumadija district	Ministry of Trade, Tourism and Telecommunication of Republic of Serbia	104.085	September 2019 - June 2020
Support to competitiveness and tourism development in Central Serbia – Sumadija and Pomoravlje	European Union; Government of Federal Republic of Germany	86.596	May 2021 – May 2022
Tourist map of Sumadija and Pomoravlje region	REDASP, self financing	10.000	During 2006

