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**Interreg - IPA CBC**

Italy - Albania - Montenegro



EUROPEAN UNION

**CROSS BORDER OL**

**CROSS-BORDER COOPERATION FOR SUSTAINABLE DEVELOPMENT AND  
TOURISM, THROUGH VALORIZATION OF RURAL CULTURAL HERITAGE AND  
CONSERVATION OF NATURAL ASSET OF AREAS WITH ANCIENT OLIVE GROVES**

## Stakeholders analysis in each local context



Agricultural University  
of Tirana - AUT



CIHEAM  
BARI



UR  
I  
URBAN RESEARCH  
INSTITUTE



Park Authority  
of Venafro



Municipality of Bar



Association for Sustainable  
Regional Groves - Valdanos

*Authors: E. Kocani<sup>1</sup>, E. Vokopola<sup>1</sup>, E. Demiraj<sup>2</sup>, A. Živanović<sup>3</sup>, C. Hidrio<sup>4</sup>, F. Cakuli<sup>4</sup>, E. Pesino<sup>5</sup>, G. Cutillo<sup>5</sup>, A. Rossi<sup>5</sup>*

*Coordinator: G. Cardone<sup>6</sup>*

*<sup>1</sup>Urban Research Institute, Tirana – Albania; <sup>2</sup>Agricultural University of Tirana – Albania <sup>3</sup>Municipality of Bar, Montenegro; <sup>4</sup>Association for Sustainable Regional Olive Farming Valdanos, Ulqin, Montenegro; <sup>5</sup>Park Authority of Venafro, Molise, Italy; <sup>6</sup>CIHEAM Bari, Italy*

*CIHEAM Bari Coordinator of CBO Project: Pandeli Pasko*

*CIHEAM Bari Communication expert of CBO Project: Eustachio Dubla*

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**Cross-border cooperation for sustainable development and tourism, through valorisation of rural cultural heritage and conservation of natural asset of areas with ancient olive groves**

## **CROSS BORDER OLIVE**



### **PROJECT DELIVERABLE**

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<i>Work Package</i>	<i>WP T 2 Valorisation of areas with AOOs</i>
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## ABREVIATIONS

<b>AOO</b>	<b>Ancient Olive Orchards</b>
<b>SH</b>	<b>Stakeholders</b>
<b>CBC</b>	<b>Cross Border Cooperation</b>
<b>URI</b>	<b>Urban Research Institute</b>
<b>AUT</b>	<b>Agriculture University of Tirana</b>
<b>GVA</b>	<b>Gross Value Added</b>

## 1 Extended Summary

This report is prepared by the Urban Research Institute URI to the support and with the contribution of the Agriculture University of Tirana (AUT).

This report introduces the steps that are taken to the identification of stakeholders (SHs) following the selection of three sites characterised by the presence and the cultivation of ancient olive orchards (AOO) on behalf of the Cross Border Cooperation (CBC) Oil project is funded by the Interreg Italy Albania Montenegro Programme under the Priority Area “Smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness”.

For the purpose of this major objective, stakeholders, as the main beneficiaries and contributors to the development of the project are categorized in 4 major categories to include national and regional authorities, local government authorities, farmers, farmer groups and individuals olive growers and individuals and individuals / organizations with industrial and handicraft traditional profile and other organizations to include NGOs, olive-culture umbrella organization representatives touristic agencies and individual guides.

A group of about 63 of stakeholders are identified falling in all four categories as earlier delineated. All identified stakeholders (SH) are specifically connected with the three selected sites to mention, Marikaj and Preza for the municipality of Vora and Ndroq for the municipality of Tirana, they are specifically connected with the objectives of the project as olive growers and owners, olive oil producers and other related activities, state institutions having supporting authority with relevance development and better management of olive-culture, natural; material and spiritual cultural heritage protection and exhibition to extend sustainable economic development.

The list of SH it is not an exhausted one, it will be further complemented with missing names of local authorities following the official publication of local elections results which took place on June 30, 2019, and other actors, if any, as the project develops along with mapping of olives, industrial, handicraft facilities and other relevant subjects while this activity is still on going along its time line of implementation

## 2 Introduction

Cross Border Oil project is funded by the Interreg Italy Albania Montenegro Programme under the Priority Area “Smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness”.

The Project otherwise identified as the OLIVE project will contribute to promote sustainable development of olive-culture and tourism activities and to conserve and protect natural resources in areas with ancient olive trees and to recover awareness of local populations on their own cultural heritage linked to traditional olive-culture, by

activating a process of setting local strategies of development. The Mediterranean landscape is characterized by the presence of ancient olive groves (AOOs) and ancient olives, part of the ancient agricultural tradition and of the social environment; this is clearly true for Albania and Montenegro as for Apulia and Molise, where AOOs play an important ecological role and are one of the important drivers of the Programme Area economy, in terms of absolute value, Gross Value Added (GVA) and employment. The project aims to assist communities living in selected areas in the countries of Italy, Albania and Montenegro to value their relevant assets in their surroundings and valorise their territories as a significant possibility to develop their economy and in particular to promote tourism by creating a proper touristic offer by involving local stakeholders (SHs) and by stimulating their commitment with regard this issue. The project will produce even Parish Maps to imply historical, agricultural and natural values along with relevant stakeholders and displaying them in prominent places, distribute to touristic agents so that the values of the selected areas are better represented with their best values to the broad economic market. A particular list/map of stakeholders will be consolidate and associate with particular subjects as displayed in the Parish Maps.

The initial step is related to the identification of stakeholders (SHs) following the selection of three sites characterised by the presence and the cultivation of ancient olive orchards (AOO). This initial step shall be followed by the involvement of stakeholders in participatory workshops to address transfer of know-how on olive-culture, environmental issues, local cultural heritage, and aiming to activate the process of knowledge exchange and SHs participation in local planning and pave the way towards building local tools for environment conservation and sustainable tourism

### 3 Categorization of Stakeholders

The project will contribute to bust and / or recover awareness and stimulating commitment of local populations on their cultural heritage linked to traditional olive-culture, to rural traditional activities and to old culinary traditions, by activating a process of setting local strategies of sustainable tourism development.

For the purpose of this major objective, stakeholders, as the main beneficiaries and contributors to the development of the project are categorized in 4 major categories:

1. National authorities, including regionally based national agencies with an interest, influence and involved with activities relevant to the subject of the project
2. Local Government bodies including municipalities, administrative units as subordinate sections of municipalities at first level and regional council as the second level of local government bodies with an interest, influence and are involved with activities relevant to the subject of the project;



3. Farmers and farmer organizations of selected sites that have an interest to evolve, develop and the management of Ancient Olive Orchards (AOO); and / or that are effected and/or dissatisfied with activities in or the management of the Century Olive Trees and Orchards;
4. Other organizations, to include NGOs, professional, touristic and touristic guides, involved to promote and in the management/protection of the Century Olive Trees and Orchards?

For each selected site, all above stakeholders are identified and analysed for the role,, contribution and the responsibilities they have to perform during the application and after the application of the project in order to give continuity to the practices learned during this period.

For the purpose of the OLIVE project, in the three selected sites, all together are identified a total of about 63 stakeholders classified as of above categories and composing subcategories to include national and regional authorities, local government authorities farmers and farmer groups with professional background and touristic agencies and touristic guides.

## 4 STAKEHOLDER COMPOSITION AND ANALYSIS

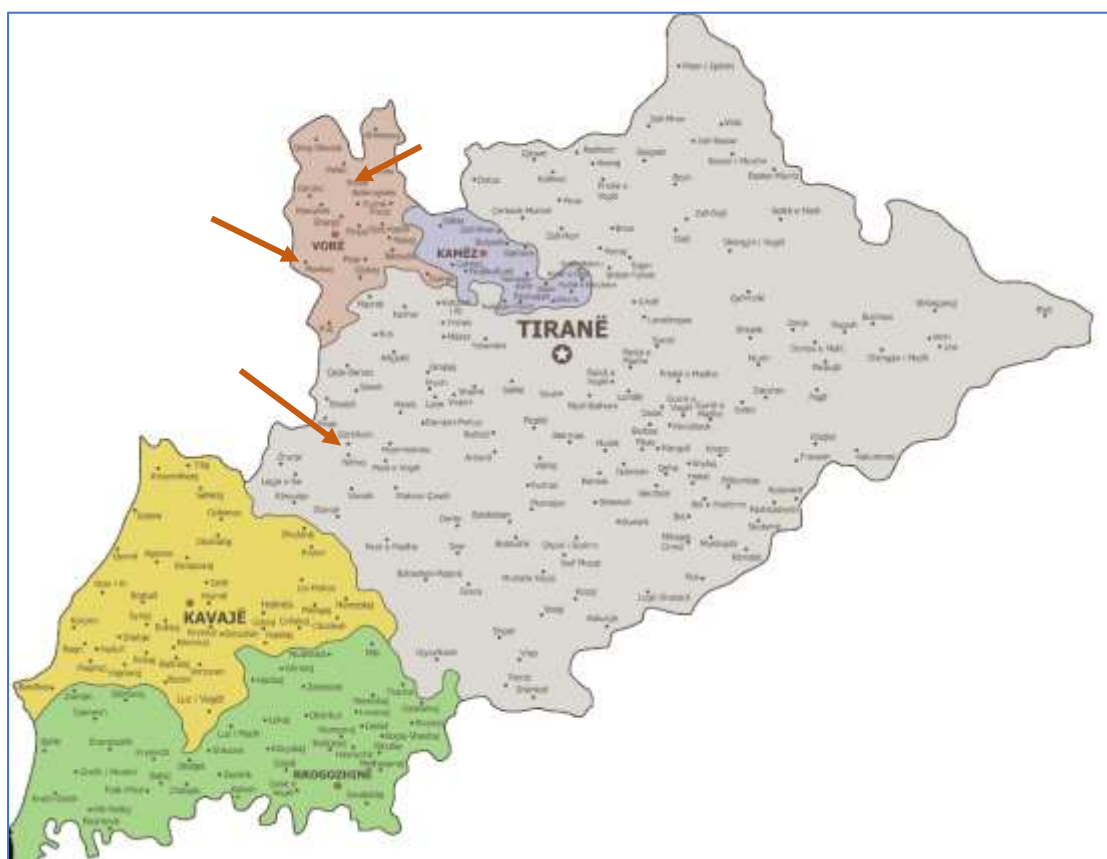
### 4.1 Introduction

Three project sites have been selected under the project Cross-border cooperation for sustainable development and tourism, through valorisation of rural cultural heritage and conservation of natural asset of areas with ancient olive groves – otherwise OLIVE Project.

These sites represent

1. **Ndroq**, located in the territory jurisdiction of the municipality of Tirana,
2. **Preza**, located in the territory jurisdiction of the municipality of Vora, and
3. **Marikaj**, located in the territory jurisdiction of the municipality of Vora

*Figure 1: Location of Selected Sites in the territory of the Regional Council of Tirana*



## 4.2 Composition and Analysis of Stakeholders National and Regional Level

Major and relevant stakeholders at National Level incorporating policymaking, development, protection, management of AOOs and historical and cultural relationship include ministries and specialised central government agencies.

### 4.2.1 Ministry of Tourism and Environment

The Ministry of Tourism and Environment (MTE) implies the General Directorate of Policies and Tourism Development. Within this General Directory the Directory of Programs for the Development of Tourism represent the most relevant body of this institution that is relevant to the subject of the OLIVE Project.

### 4.2.2 Ministry of Agriculture and Rural Development.

Ministry of Agriculture and Rural Development (MARD) is the main governmental institution which deals with rural development and agricultural issues and also presenting new techniques regarding best practices in the field of agriculture including development of oliviculture and in particular with the evolvement and promotion of

best practise with relevance AOOs. In this project, the Ministry is the relevant body in decision-making and adoption of new methods to be applied in agriculture and support the direction for the development of rural areas.

#### 4.2.3 Sector National Agencies

Several Sector National Agencies either as subordinate to the above ministries or directly to the Council of Ministers play a role in the development of the project, among which to mention:

- **National Agency of Tourism**

The National Tourism Agency (NTA) is a public institution, which is subordinate to the Ministry of Tourism and Environment. The main task of the National Tourism Agency is to promote Albania's touristic resources as "tourist destination" to national and international touristic market.

- **National Agency of Protected Areas**

National Agency of Protected Areas, established by decision of the Council of Ministers Decision. Nr. 102, dated 4.2.2015, aims at the management, protection, development, expansion and operation of protected areas in our country, which today constitute about 16% of the territory of Albania. NAPA manages the network of protected areas and other natural networks like Natura2000 according to management plans. NAPA monitors and inventories flora and fauna in these areas.

- **Institute of Cultural Monument**

The Institute of Cultural Monuments is a public Institution under the Ministry of Culture established on 2 July 1965. IMK has a fundamental duty to protect, preserve, restore, revitalize and promote the material and spiritual cultural heritage throughout the territory of the Republic of Albania. ICM designs projects in the field of cultural heritage and co-ordinates work on their implementation at the national level. Within the organizational structure of the ICM operates the Sector for Historical Centres, Architecture, tradition and the Landscape that is involved, when required, with a particular role in projects of the same subject.

- **The Agency for Rural and Agriculture Development (ARAD)**

ARAD is a subordinate organization of the Ministry of Agriculture and Rural Development. The ARAD mission is Agricultural and Rural Development in Albania by supporting entrepreneurs in the food sector, preparing the institution for obtaining funds from the European Union budget, restructuring, modernization and specialization in specific products and markets based on the competitive advantages of the country.

- **Agricultural Technology Transfer Centre**

This institution is established by Decision of the Council of Ministers no. 515, dated 19.07.2006 "On the Restructuring of Scientific Research Institutes under the Ministry of Agriculture, Food and Consumer Protection"

The main tasks of ATTC include:

- Identify, test, adapt and introduce into the agricultural practices new methods and materials (inputs) for the country.
- Preparation of technological packages for major agricultural crops and animal breeding.
- Research and testing on farms for problems raised by farmers in the respective regions.
- Training for agricultural specialists, farmers, agricultural science students and other interested subjects.
- Provide technical expertise to advisory service structures and farmers.
- Demonstration of new technologies for cultivating crops and livestock breeding.
- Preparation and publication of dissemination materials for agricultural specialists and farmers.
- Supporting policy-making information by MAFCP in the field of agriculture, food, consumer protection and rural development.

The Centre of Agricultural Technology Transfer in Fushë-Krujë covers the selected sites under OLIVE project.

#### - **State Commission for Organic Production**

Albanian law no. 9199, dated 26/02/2004 "On the production, processing, certification and marketing of" Bio "products, which aims at promoting organic production in Albania. In a way for creating the necessary legal framework and defining the conditions of production, processing, transport, certification and control of agricultural and food products of plant or animal origin that are produced, processed or / and imported and marketed as "Bio" products.

This law regulates the establishment of the **State Commission for Organic Production** (SCOP), specifies the specific conditions of organic production, provides temporary permits for the use of materials not listed in the Annexes, and specifies the conditions for labelling "Bio" products, administrative offense procedures and sanctions taken for them.

#### - **General Directorate of Accreditation (GDA) for issuing BIO certificate**

GDA is the only directorate in Albania, which release a certificate for Bio products.

#### - **National Agency for Territorial Planning**

In relevance with OLIVE project, the National Agency for Territorial Planning is the responsible institution in charge for implementing the “100 Villages” project otherwise the “Academy 100+ Villages”, which is an Albanian Government enterprise, initiated by the Office of the Prime Minister, which is implemented by the National Territorial Planning Agency (AKPT), in close cooperation with the Ministry of Agriculture and Rural Development (MAFRD), the Ministry of Tourism and Environment (MTM), Ministry of Culture (MK), Ministry of Infrastructure and Energy (MEI), Agency for Agricultural and Rural Development (AZHBR) and Albanian Development Fund

(ADF). This initiative comes under the implementation of the National Rural Development Program "100 Villages" with the main object of designing development models for each of them, based on tourism potential.

Annex 1 attached to this document provides for a full list of stakeholders representing national and regional level that can influence, promote, and support the development of AOOs for the purpose OLIVE project.

### 4.3 Composition and Analysis of Stakeholders at Local Level

Local government in Albania is composed of two levels; at the first level stands the Municipalities (61) which are divided in Administrative Units (373); and at the second level stand the regional councils (12); the later are composed of representatives of from the municipal councils composing the region, including the mayor of each city. The Chairman of the Regional Council is at the same time the head of the RC administration.

Figure 2: Location map of three selected sites



Selected sites falls respectively:

1. Preza under the municipality of Vora and the AU with the same name;
2. Marikaj under the municipality of Vora and the AU with the same name;
3. Ndroq under the municipality of Tirana and the AU with the same name;



All three sites make part of the Regional Council of Tirana.

In Annex 2 attached to this document it is provided a list of stakeholders from local governmental units of the two municipalities that can influence, promote, and support the development of AOOs for the purpose OLIVE project.

#### 4.3.1 Composition and Analysis of Stakeholders at the sites of Preza

Marikaj and Preza are two AUs of the municipality of Vora, therefore the stakeholders representing the level of local government are the same for both sites. A representative of each site and LG stakeholders involved is represented in the following paragraphs.

Site of Preza is part of the municipality of Vora, which centre is Vora town and two other Administrative Units respectively Preza and Berxull. Vora it is located between Tirana and Durrës about 16 km from Tirana, around 18 km from Durrës and 9 km from Rinas Airport in Vora area is mentioned for cultivated trees on the slopes of the hills, such as olive, vineyards, peaches, apricots, peals, plums, pomegranates and citrus fruits.

The selected site is located in the territory of Prezë administrative unit, which is one of the most ancient villages in the area of greater Tirana situated in north-west of Tirana. The ancient landmarks of this area are confirmed by some places, such as the castle of Preza, one of most important attractions in the greater Tirana area and other objects.

Figure 3: Administrative map of Vora Municipality

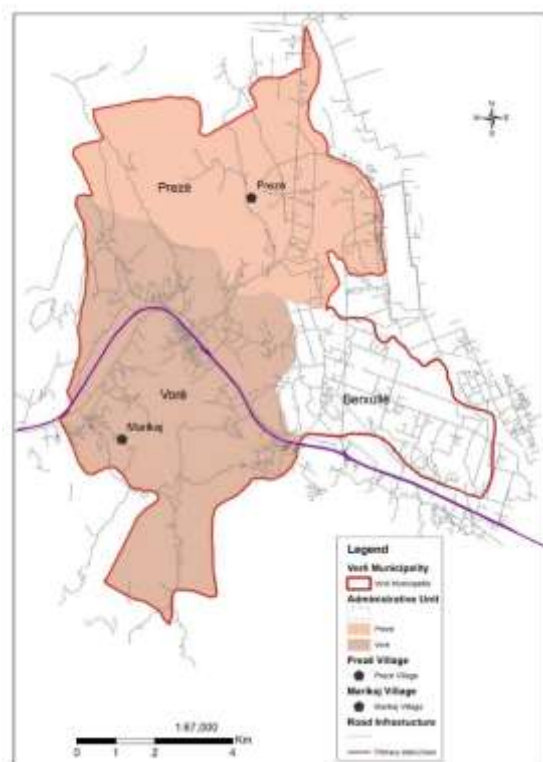


Figure 4: Administrative map of Preza village



#### 4.3.1.1 Composition and Analysis of LG Stakeholders at the sites of Preza

In the administrative structure of the municipality of Vora we identify the relevant institutional stakeholders:

1. Administrator of the Administrative Unit of Preza,
2. Directory of Agriculture and Veterinary Service, at the municipal administration, and
3. Directory of Planning and Territorial Control at the municipal administration.

Figure 5: Images of Preza Castle



Figure 6: Olive groves in Preza



#### 4.3.1.2 Composition and Analysis of Stakeholders of other Entities at the sites of Preza

The category of farmers and olive growers is represented with two groups for a total of 12 representatives to include:

1. Farmers, and
2. Individuals or groups with professional background

From the group of farmers about 8 private olive parcel owners have been identified, contacted and agreed to join the proceedings of the program. The following table provide for the list of olive owners.

Table 1: List of private olive owners in the selected site of Preza

ID Preza	Stakeholder	Job	Affiliation/ Istituzione	Partnership (who provides the contact)	Role/function (in the context of Olive-culture and territorial management)	address
	<b>Farmer Groups</b>					
1	Osman Agasi	Farmer	Preza	Selfemploy	Farmer	Preza
2	Myftar Agasi	Farmer	Preza	Selfemploy	Farmer	Preza
3	Muhamed Alusho	Farmer	Preza	Selfemploy	Farmer	Preza
4	Xhavit Alushi	Farmer	Preza	Selfemploy	Farmer	Preza
5	Kujtim Axha	Farmer	Preza	Selfemploy	Farmer	Preza
6	Betim Alushi	Farmer	Preza	Selfemploy	Farmer	Preza
7	Ilir Alushi	Farmer	Preza	Selfemploy	Farmer	Preza
8	Isa Hasani	Farmer	Preza	Selfemploy	Farmer	Preza

From the second group to include private entities operating in sectors related to the olive and olive oil production and processing sectors a few of them have been identified, contacted and agreed to join the proceedings of the program. The following table provide for the list of olive owners.

Table 2: List of private entities related to olive oil production and other relevant activities in the selected site of Preza

ID Preza	Stakeholder	Job	Affiliation/ Istituzione	Partnership (who provides the contact)	Role/function (in the context of Olive-culture and territorial management)	address
1	Bashkim Alushi	Agronomist	BKT Bank	BKT	Expert on Olive yield efficiency	Preza

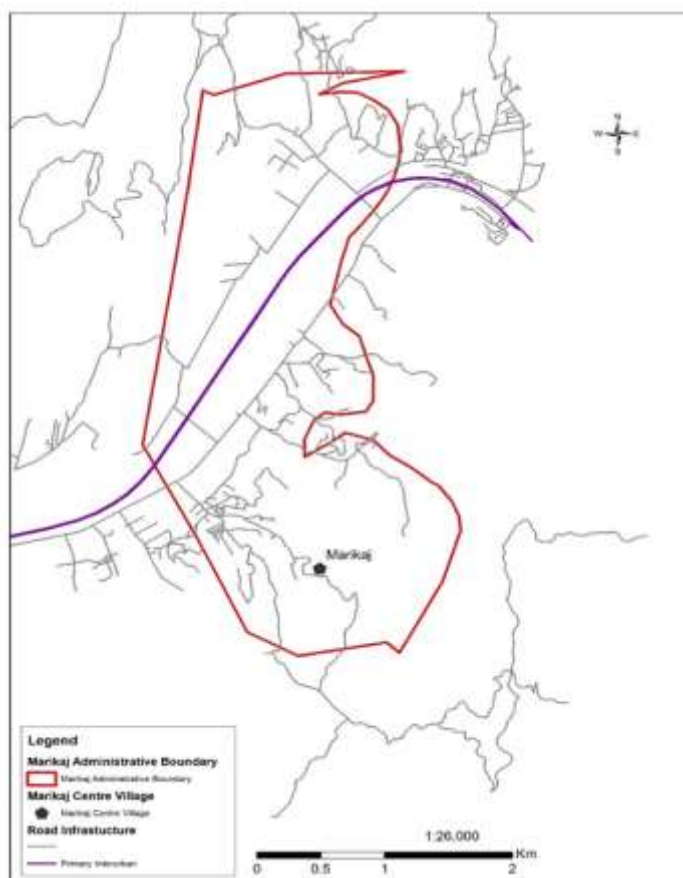
2	Sefer Gordi	Farmer	Preza	Self employ	Olive oil production	Rruga Preze Palaq   Preza Castle, Tirana 1039, Albania
3	Qemal Alushi	Farmer	Cantina Enol Preza	Cantina Enol Preza	Wine and oil producer	Preza

In Annex 3 of this document, is showed a list of farmers and olive growers including olive oil producers that have been contacted and have expressed their willingness to become part and beneficiaries from the OLIVE, project.

#### 4.3.2 Composition and Analysis of Stakeholders at the sites of Marikaj

The site of Marikaj is part of the municipality of Vora, Administrative unit of Vora; therefore, it is part of the Regional Council of Tirana.

Figure 7: Administrative map of Marikaj village



Local government both at municipality and Regional Council Level are the same as those of the site of Preza.



#### 4.3.2.1 Composition and Analysis of LG Stakeholders at the sites of Marikaj

1. Administrator of the Administrative Unit of Marikaj,
2. Directory of Agriculture and Veterinary Service, at the municipal administration, and
3. Directory of Planning and Territorial Control at the municipal administration.

#### 4.3.2.2 Composition and Analysis of Stakeholders of other Entities at the sites of Marikaj

The village of Marikaj has been selected from the government as part of the “100 village” program, which is supposed to receive a particular attention with respect support to development of infrastructure, touristic, cultural and business initiatives.

The village has a long tradition of olive oil production, from the 17<sup>th</sup> to 18<sup>th</sup> century Marikaj oil was exported to the Republic of Venice and the capital of the Ottoman Empire. The evidence of this old culture is the centuries-old olive groves that still exist in the hills of the village.

The main olive oil factory is the Subashi family factory, which has a farm of 1200 olive trees, mainly of Kalinjot type.

Subashi family represents one of the main stakeholders in this site, as they are very active with the cultivation of olives, production of olive oil, promotion of cultural, traditional and culinary characteristics of the area.

Figure 8: view of an olive tree in Marikaj





In addition to olive oil in Ferma Subashi are produced other by-products from olive oil, such as aromatic soaps with olive oil, various seasoned and packaged spices, area tea, olive wood souvenirs and various types of olive oils with different spices

The category of farmers and olive growers is represented with two groups for a total of 13 representatives to include:

1. Farmers, and
2. Individuals or groups with professional background

From the group of farmers about 8 private olive parcel owners have been identified, contacted and agreed to join the proceedings of the program. The following table provide for the list of olive owners.

Table 3: List of private olive owners in the selected site of Marikaj

ID Marikaj	Stakeholder	Job	Affiliation	Partnership (who provides the contact)	Role/function (in the context of Olive-culture and territorial management)
1	Silvana Subashi	Farmer	Subashi Far	Self-employ	
2	Silvana Subashi	Oil Producer	Olive Oil Producer, Processors	Subashi s.a	Olive Oil Producer, Processors
3	Sami Tusha	Farmer	Farmer	Self-employ	Farmer
4	Mesar Subashi	Farmer	Farmer	Self-employ	Farmer
5	Arben Subashi	Farmer	Farmer	Self-employ	Farmer
6	Xheladin Subashi	Farmer	Farmer	Self-employ	Farmer
7	Sherif Subashi	Agronomist	Farmer	Self-employ	Agronomist
8	AgimSubashi	Agronomist	Farmer	Self-employ	Agronomist
9	Fiqirete Subashi	Farmer	Farmer	Self-employ	Farmer

From the second group to include private entities operating in sectors related to the olive and olive oil production and processing sectors a few of them have been identified, contacted and agreed to join the proceedings of the program. The following table provide for the list of olive owners.

Table 4: List of private entities related to olive oil production and other relevant activities in the selected site of Marikaj

ID Marikaj	Stakeholder	Job	Affiliation/Institution	Partnership (who provides the contact)	Role/function (in the context of Olive-culture and territorial management)
10	Silvana Subashi		Family Subashi Factory	Subashi Ltd	Olive Oil Producer, Processors
11	Ilirjan Subashi	Farmer	Olive Oil Producer, Processors	Self-employ	Olive Oil Producer, Processors
12	Altin Subashi	Reeve	Marikaj Administrative Unite	Marikaj Administrative Unite	Farmer
13	Vladimir Pasmaci	Farmer	Olive Oil Producer, Processors	Olive Oil Producer, Processors	Olive Oil Producer, Processors

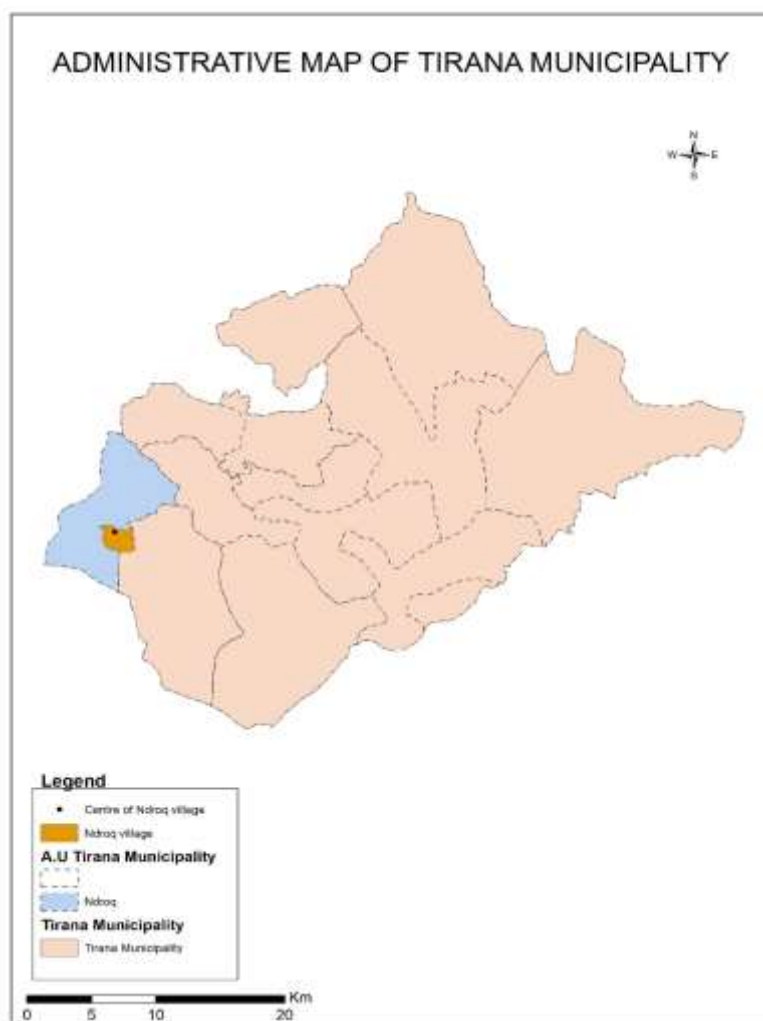
In Annex 4 of this document, is showed a list of farmers and olive growers including olive oil producers that have been contacted and have expressed their willingness to become part and beneficiaries from the OLIVE project.

#### 4.3.3 Composition and Analysis of Stakeholders at the site of Ndroq

Administrative Unit (AU) of Ndroq is one of 15 AUs that compose the city of Tirana, the capital of Albania.

AU of Ndroq, is situated in the south- east part of the municipal territorial jurisdiction; it has a population of about 9,356 habitants and is administered by the administration of the AU represented by one Administrator.

Figure 9: Geographic position of Ndroq)



#### 4.3.3.1 Composition and Analysis of LG Stakeholders at the sites of Ndroq

In the administrative structure of the municipality of Tirana we identify the relevant institutional stakeholders:

1. Administrator of the Administrative Unit of Ndroq,
2. General Directorate of City Promotion:
3. Cultural Heritage and Tourism Directory, Municipality of Tirana
4. Directory of Planning and Territorial Control at the municipal administration.

About 136 business, are registered and carry on their activity in the territory of this Administrative Unit.

Ndroq is located in the valley, which is traversed by the Erzen River; the centre of the old village is connected with the main national road Tirane – Durrës – Kavajë. The old village is located to the southern part of the AU and raises over a heap of olive groves. Above the dominating hill stands the castle (387 m above sea level).

### Tradition

The history of olive cultivation is very old in the Ndroq area. The hills around it are planted with olives, some of them very old (up to 3000 years old).

People in this rural area are used to cultivating olive trees and production of olive oil is a good representative tradition for the area. In the Ndroq area, there are currently eight olive oil production plants of various size.

In addition, Ndroq is well known for the grape varieties of the local grape otherwise named as recognised as Sheshi i bardhe<sup>1</sup> and “Sheshi i Zi, after which the wine which is produced in the area has taken the name.

### **Main touristic attractions of the area**

Three major historical attraction are identified in the area as pointed out in the following map.

Among important historical attraction the Castel of Varros is mention, it dated back since the IV century.

*Figure 10: Castel of Varrosh, Ndroq*



Other attraction include the a plank tree of over 4000 years old situated in the middle of Ndroq village and the “grave of lovers” which is situate by side of the main national road Tirane – Durres- Kavaje.

<sup>1</sup> Literal translation “white square”

#### 4.3.3.2 Composition and Analysis of Stakeholders of other Entities at the sites of Ndroq

The category of farmers and olive growers is represented with two groups for a total of 17 representatives to include:

1. Farmers, and
2. Individuals or groups with professional background

From the group of farmers about 18 private olive parcel owners and olive oil producers have been identified, contacted and agreed to join the proceedings of the program. The following table provide for the list of olive owners.

Table 5: List of private olive owners and private entities related to olive processing in the selected site of Ndroq

ID Ndroq	Stakeholder	Job	Affiliation/Istituzione	Partnership (who provides the contact)	Role/function (in the context of Olive-culture and territorial management)
	1. Owners of olive orchards		Vladimir Pasmaciu Thre Friends		
1	Agim Xhumri	Farmer	Farmer	Self-employ	Olive producers
2	Bujar Curri	Farmer	Farmer	Self-employ	Olive producers
3	Ismail Bleta	Farmer	Farmer	Self-employ	Olive producers
4	Ismail Bleta	Farmer	Farmer	Self-employ	Olive producers
5	Dritan Curri	Farmer	Farmer	Self-employ	Olive producers
6	Xhemal Curri	Farmer	Farmer	Self-employ	Olive producers
7	Ramiz Curri	Farmer	Farmer	Self-employ	Olive producers
8	Ramiz Kalaja	Farmer	Farmer	Self-employ	Olive producers
9	Defrim Trimi	Farmer	Farmer	Self-employ	Olive producers
10	Kujtim Trimi	Farmer	Farmer	Self-employ	Olive producers
11	Osman Xhumrri	Farmer	Farmer	Self-employ	Olive producers
12	Tefta Xhumrri	Farmer	Farmer	Self-employ	Olive producers
13	Agron Xhumrri	Farmer	Farmer	Self-employ	Olive producers
14	Sokol Allkoci	Farmer	Farmer	Self-employ	Olive producers
15	Sajmir Allkoci	Farmer	Farmer	Self-employ	Olive producers
16	Musa Bleta	Farmer	Farmer	Self-employ	Olive producers
17	Gentian Trimi	Farmer	Farmer	Self-employ	Olive producers
	Vladimir Pasmaciu	Farmer	Owners of olive orchards	Three Friends	Restaurant

In Annex 5 of this document, is showed a list of farmers and olive growers including olive oil producers that have been contacted and have expressed their willingness to become part and beneficiaries from the OLIVE project, is included.



## 4.4 Composition and Analysis of Stakeholders with touristic, agriculture and or industrial background

### 4.4.1 Visit-Tirana.com

Visit-Tirana.com is a portal that offer information about various attractions including olive groves and providing guides and information about sites, facilities and direction for visitors that have chosen to spent a few day and enjoy their stay in Tirana and surrounding areas.

### 4.4.2 Agro-tour Albania

Agro-tour Albania is a travel agency operating in the field of agro-tourism in Albania. It offers information and daily packages for individuals and groups who prefer to get acquainted with natural beauties, organic products of domestic farms, the way of life in Albanian families organized around grapes and olive harvesting, drying of fruits, artisan production of honey, wine, oil, etc.

Agro-tour Albania offers are based on the love for nature by getting to know the real life of the agricultural community and the rich and traditional culinary, exploring the natural beauties and alternative cultural monuments. They are designed having in mind individuals, families and groups of tourists wanting to spend relaxing and fascinating moments in harmony with nature and friendship with the Albanian farmers. Apart from the packages offered, the agency can build special packages according to other requirements for individuals or travel agencies.

### 4.4.3 Discover Albania

Discover Albania is a travel agency which operating in the field of promoting and organizing site visits all over Albanian territory. They make daily visits in several touristic locations in Tirana region and for this reason; they could be involved in the project as part of touristic guides that could be held in the sites selected from the project.

## 4.5 Composition and Analysis of Stakeholders of Non – Governmental Background

The following list of stakeholders belong to the category of NGOs, groups of interest and individuals with commercial and/or industrial profile that are involved in the management / protection of the Century Olive Trees and Orchards and products and by-products that derive from the processing of olives and the AOOs.

### 4.5.1 Albanian Olive Association

The Albanian Olive Association aims to promote and develop a practical business in the field of nutritive oil production and marketing. AOA's primary priority is to protect the interests of its members. The AOA publishes the Agro-Business Journal that comes out every three months focusing on articles related to the new look over the industry

performance, commercials, various information, technology. The AOA counts for a broad and large membership; it is also member of the Centre for Management of Business Associations, an umbrella NGO which provided support and advice to many other associations that operate in the field of agro-business and food processing industry.

#### 4.5.2 Albanian Tourist Association (ATA)

Albanian Tourist Association (ATA) is an NGO acting as an umbrella organization to promote and represent the interest of touristic agencies, guides and touristic operators. ATA has a wide network of partnership of tour operators and agencies.

#### 4.5.3 Individual Touristic Guides

A list of individual touristic guides are identified as potential stakeholders for the purpose of OLIVE project.

All the individual guides have been identified, they are familiar with the sites and with touristic itineraries in these areas and are willing to promote this kind of touristic activities. A list of all Stakeholders with touristic, agriculture and or industrial background are presented in Annex 6 of the report.

An Excel spreadsheet accompanying this report provides all details for all SH groups identified under this activity.

## 5 List of Annexes

### 5.1 Annex 1: Stakeholder matrix of agencies of national and regional level

Stakeholder (name)	interest / role	Why should they be involved?	Background (Environmental (E), Socio-Cultural (S), Economic (Ec), Governance (G))
Rovena Mocka	Support and Promote	To support and promote the developing of plans for the development of selected sites.	G, E, S, Ec
Enea Hoti	Support	Support development of olive - culture	S, Ec, G
Kozeta Angjeliu	Support and promote	Support the identification, rehabilitation and valorisation of cultural heritage site and objects.	S,G
Fran Ibrahim	Support	Support the farmers on budgeting.	G, Ec
Frida Krifca	Support and promote	Support and promotes activities related to agricultural development.	Ec, S, E, G
Ismet Boka	Knowledge transfer	Support the direct transfer of	E

Stakeholder (name)	interest / role	Why should they be involved?	Background (Environmental (E), Socio-Cultural (S), Economic (Ec), Governance (G))
		agricultural technologies to farmers by testing, adapting and introducing new agricultural practices	
Ermira Gjeki	Support, promote, certification	Support and promote organic production	E, Ec, G
Armond Halebi	Support, promote, certification	Support and promote organic production	E, Ec, G
Zamir Dedej	Conservation	Conservation of rural landscape	E, G
Ardit Çollaku	Promote	Promotion of AOOs landscape and rural development	E, S, G
Arta Dollani	Promote	Identify and promote cultural heritage sites and objects	E, S, G
Aldrin Dalipi	Conservation and protection	For the protection of agricultural land	G

## 5.2 Annex 2: Stakeholder matrix of local government level

Stakeholder (name)	Interest / role	Why should they be involved?	Background (Environmental (E), Socio-Cultural (S), Economic (Ec), Governance (G))
Jolanda Dhame	Support and promote	Municipality of Tirana  To promote sites and products	E, S, Ec, G
Mirela Koçollari	Support and promote	Municipality of Tirana  To promote landscape, heritage and cultural sites	E, S, Ec, G
Joni Baboci	Support	Municipality of Tirana  Support on planning and development of rural development plans.	G
Xhavit Ceka	Support	Municipality of Tirana  Administrative unit of Ndroq  Support with local knowledge	S
TBC	Support	Municipality of Vora  Administrative unit of Marikaj  Support with local knowledge	
TBC	Support	Municipality of Vora	



Stakeholder (name)	interest / role	Why should they be involved?	Background (Environmental (E), Socio-Cultural (S), Economic (Ec), Governance (G))
		Administrative unit of Preza Support with local knowledge	

NOTE: The above stakeholders are only for the municipality of Tirana, Administrative Unit of Ndroq. The stakeholder at local government level at the municipality of Vora are to be decided, because of the recent election at local level held in Albania. Once the mayor and the staff of the municipality will take the seats, they will be added to the stakeholder list

### 5.3 Annex 3: Stakeholder matrix of local stakeholders at Preza village

Stakeholder (name)	interest / role	Why should they be involved?	Background (Environmental (E), Socio-Cultural (S), Economic (Ec), Governance (G))
Xhavit Alushi	Implementer	He owns an Oil Production Factory and an olive orchards	E
Kujtim Axha	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Betim Alushi	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Ilir Alushi	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Isa Hasani	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Bashkim Alushi	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Sefer Gordi	Promoter	Administers the Castel of Preza	S, Ec
Qemal Alushi	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	Ec

#### 5.4 Annex 4: Stakeholder matrix of local stakeholders at Marikaj village

Stakeholder (name)	interest / role	Why should they be involved?	Background (Environmental (E), Socio-Cultural (S), Economic (Ec), Governance (G))
Silvana Subashi	Implementer	Owner of an Oil Production Factory and an olive orchards	Ec, E
Sami Tusha	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Mesar Subashi	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Arben Subashi	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	
Xheladin Subashi	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Sherif Subashi	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Agim Subashi	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Fiqirete Subashi	Implementer	Landowner and possible implementer	E

Stakeholder (name)	interest / role	Why should they be involved?	Background (Environmental (E), Socio-Cultural (S), Economic (Ec), Governance (G))
		of the best practices highlighted from the project.	
Ilirjan Subashi	Implementer	Owner of an Oil Production Factory and an olive orchards	Ec
Altin Subashi	Implementer	Owner of an Oil Production	E

## 5.5 Annex 5: Stakeholder matrix of local stakeholders at Ndroq village

Stakeholder (name)	interest / role	Why should they be involved?	Background (Environmental (E), Socio-Cultural (S), Economic (Ec), Governance (G))
Vladimir Pasmaciu Thre Friends	Implementer	He owns an Oil Production Factory and an olive orchards	Ec
Agim Xhumri	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Bujar Curri	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Ismail Bleta	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Dritan Curri	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Xhemal Curri	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Ramiz Curri	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E

Stakeholder (name)	interest / role	Why should they be involved?	Background (Environmental (E), Socio-Cultural (S), Economic (Ec), Governance (G))
Ramiz Kalaja	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Defrim Trimi	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Kujtim Trimi	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Osman Xhumri	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Tefta Xhumri	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Agron Xhumri	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Sokol Allkoci	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Sajmir Allkoci	Implementer	Landowner and possible implementer	E



Stakeholder (name)	interest / role	Why should they be involved?	Background (Environmental (E), Socio-Cultural (S), Economic (Ec), Governance (G))
		of the best practices highlighted from the project.	
Musa Blea	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E
Gentian Trimi	Implementer	Landowner and possible implementer of the best practices highlighted from the project.	E

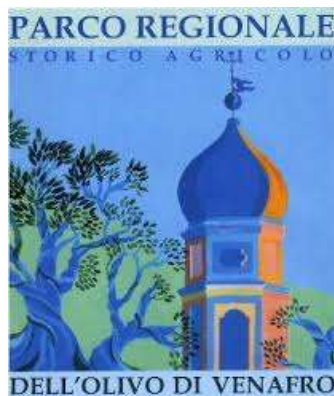


## 5.6 Annex 6: Stakeholder matrix of NGOs and tourist agencies

Stakeholder (name)	interest / role	Why should they be involved?	Background (Environmental (E), Socio-Cultural (S), Economic (Ec), Governance (G))
Arben Jaupaj	Promoter	Organize touristic guides	S, Ec
Alma Gerxhani	Promoter	Organize touristic guides	S, Ec
Jetnor Selimaj	Promoter	Organize touristic guides	S, Ec
Andi	Guide	Tour Guide	S, Ec
Ana	Guide	Tour Guide	S, Ec
Leo	Guide	Tour Guide	S, Ec
Taulant	Guide	Tour Guide	S, Ec
Arjan Hysa	Guide	<u>Dea Lines - Travel Agency</u>	S, Ec
Ilir Mehmeti	Promoter, support	Develop and promote oliviculture	S, Ec
Matilda Naco-Andoni	Promoter	Develop and promote tourism	S, Ec

## 6 References

- Country legislation and by-laws that define the role and responsibilities of authorities and institutions that manage particular aspects relevant to the subject of the project.
- Direct contacts with owners and olive growers in the selected areas
- Mythological approach on “Stakeholder Identification Procedures” as provided by other partners of the project.



## PROJECT DELIVERABLE

<i>Project Partner</i>	<i>PP 4 Regional Agriculture Historical Park Authority of Venafro, Molise, Italy</i>
<i>Work Package</i>	<i>WP T 2 Valorisation of areas with AOOs)</i>
<i>Deliverable Code</i>	<i>DT 2.1.1</i>
<i>Deliverable Title</i>	<i>Lists of Stakeholders and SHs analysis in each local context</i>
<i>Date of submission</i>	<i>Period 4</i>
<i>Experts</i>	<i>E. Pesino, G. Cutillo, A. Rossi</i>

### Categorization of Stakeholders on project level

In accordance of the application, stakeholders of Cross Border OL project are categorized in 7 major categories:

1. Local public authority
2. Regional public authority
3. National public authority
4. Sectoral agency
5. Interest groups including NGOs
6. General public
7. Enterprise excluding SME

All categories of project level SHS are described and given with the target value in the following table:

Target group	Description	Expected target value on project level
<b>local public authority</b>	MUNICIPALITIES PROTECTED AREAS MANAGEMENT AUTHORITIES (NATURA 2000, NATIONAL OR REGIONAL PROTECTED AREAS, ...) LOCAL ACTION GROUPS (leader programme approach at similia...)	5.00
<b>regional public authority</b>	REGIONAL MANAGEMENT AUTHORITIES, REGIONAL COUNCILLORSHIPS FOR TOURISM, ENVIRONMENT OR AGRICULTURE ) PLANNER FOR RURAL DEVELOPMENT ACTIONS POLICY MAKERS (AGRICULTURE, ENVIRONMENT, TOURISM) REGIONAL AGENCIES FOR RURAL DEVELOPMENT IMPLEMENTATION	3.00
<b>national public authority</b>	NATIONAL MANAGEMENT AUTHORITIES, NATIONAL MINISTRIES FOR TOURISM, ENVIRONMENT OR AGRICULTURE PLANNER FOR RURAL DEVELOPMENT ACTIONS POLICY MAKERS (AGRICULTURE, ENVIRONMENT, TOURISM) NATIONAL AGENCIES FOR RURAL DEVELOPMENT PLANNING	2.00
<b>sectoral agency</b>	TOUR OPERATORS, INCOMING AGENCIES	1.00
<b>Interest groups Including NGOs</b>	farmer associations	5.00
<b>General public</b>	widest possible audience	500.00
<b>enterprise, excluding SME</b>		30.00

## SHS reached by Park of Venafro (PP4) on project level

<b>Target group</b>	<b>Stakeholders and source of verification</b>	<b>Expected target value on project level</b>
<b>local public authority</b>	1. Venafro Olive Tree Regional Park (partner in project) 2. Municipality of Venafro 3. Municipality of Conca Casale 4. Irrigation Local Authority	4.00
<b>regional public authority</b>	1. Molise Region - Tourism Department 2. Molise Region - Agriculture Department 3. Rural Molise LAG (Local Action Group)	3.00
<b>national public authority</b>	1. Ministry of Agricultural, Food and Forestry Policies	1.00
<b>sectoral agency</b>	Travel agencies: 1. Havana Travel, C.so Campano 1-2, Venafro 2. Jambo Viaggi di Cinzia Verrecchia, Viale Vittorio Emanuele III, Venafro (IS)	2.00
<b>interest groups including NGOs</b>	1. Slowfood Community "Guardians of Molise's Olive Biodiversity" (NGO) 2. National Association of Cities of Oil (NGO) 3. Italian Agricultural Supply Chain (F. Agr. I.) - Molise section. 4. Mario Lepore Onlus Foundation	4.00



General public	<p>Experts:</p> <ol style="list-style-type: none"> <li>1. Dr. Luigi Pugliese</li> <li>2. Dr. Simona Carracillo</li> <li>3. Dr. Alfonso Ianaro</li> <li>4. Dr. Francesco Tomasso</li> <li>5. Dr. Antonio Rizzi (contracts),</li> <li>6. Prof. Anna Maria Forleo (contract Unimol)</li> <li>7. Prof. Sebastiano Delfine (contract Unimol)</li> <li>8. Prof. Ferdinando Alterio (Agronomist)</li> </ol> <p><i>Stakeholder group Venafrò meeting and various meetings on best practices</i></p> <p><b>Olive grovers and Olive Producer Companies:</b></p> <ol style="list-style-type: none"> <li>9. Ernesto Del Prete (Luca Del Prete Company),</li> <li>10. Luca Del Prete (Luca Del Prete Company),</li> <li>11. Brunella Scarabeo (Luca Del Prete Company)</li> <li>12. Daniele Giallonardi (Colonia Julia Venafrana Company)</li> <li>13. Gina Martino (Colonia Julia Venafrana Company)</li> <li>14. Mario Rambaldi Agricultural Company</li> <li>15. Marco Bocchino, Olive grower</li> <li>16. Maria Rosaria Verrecchia, Olive grower</li> <li>17. Michele Bocchino, Olive grower</li> <li>18. Marciano Biasiello Company</li> <li>19. Enzo Nardelli Company</li> <li>20. Bruno Barbato Capasso, Doctor, Olive grower</li> <li>21. Alessandro Celino, Olive grower</li> <li>22. Franco Giannini, Olive grower</li> <li>23. Loredana Scioli, Olive grower of the Lo.Gi.Ca. Verde” plant nursery</li> <li>24. Nicandro Cucca, Olive grower</li> <li>25. Domenico Biello, Olive grower</li> <li>26. Luigi Cocozza, Olive grower</li> <li>27. Pasquale Cocozza, Olive grower</li> <li>28. Nicandro Bucci, Olive grower</li> <li>29. Michele Gargano, Olive grower</li> <li>30. Nicola Vettese, Olive grower</li> <li>31. Ernesto Di Muccio, (Licinius Company)</li> <li>32. Mario Zullo (Cooperative oil mill Venafrò Company)</li> </ol> <p><i>Stakeholder group of reference for the local tourism, environmental and economic development plan (LEETDP):</i></p> <ol style="list-style-type: none"> <li>33. Alessandro Capone (Accountant, economist)</li> <li>34. Alberto Chiaccheri (local restaurateur)</li> <li>35. Adriano Cimino (craftsman, Association “Art is”),</li> <li>36. Carmen D’Antonino (Art critic and guide), Ernesto Del Prete (Oil producer)</li> <li>37. Daniele Di Meo (Association Cippus)</li> <li>38. Ernesto Di Muccio (Oil producer)</li> <li>39. Daniele Giallonardi (Oil producer)</li> </ol>	50.00
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	<p>40.Roberto Patriciello (Reception facility owner) 41.Carmine Pietrangelo (local entertainer)</p> <p><b>Stakeholder group of reference for the Community Map (LECRCM):</b></p> <p>40.Marianna Capasso (artist and didactic animator) 41.Pietro Coraggio (mosaic artist) 42. Carmen D'Antonino (Art critic and guide) 43. Ernesto Del Prete (Oil producer) 44. Daniele Di Meo (Association Cippus) 45. Ernesto Di Muccio (Oil producer) 46. Daniele Giallonardi (Oil producer) 47. Alfonso Ianiro (Expert in cartography) 48.Laura Pesino (Student at the Naples Academy of Art - draftsman) 49. Carmine Pietrangelo (local entertainer)</p> <p>Media: TV stations: 50. RAI Tre, Molise, 51.Telemolise, 52.TVI Molise, 53.Teleregione Molise Newspapers: 54. Primopiano Molise, 55.Il Quotidiano, Portals: 56. Molise Network, 57. Città dell'olio</p>	
<b>enterprise, excluding SME</b>	<p>1. Local Event Organisation "Mediterranean Olea" Association 2. University of Molise – Faculty of Agriculture 3. Olive's road Association 4. Impresa Link paesaggi S.r.L. 5. Associazione Cippus Informamolise</p> <p>Hoteliers: 6.Venafro Palace hotel, 7. Dimora Storica Del Prete, 8. Laura Conte B&amp;B. 9. I Gemelli S.r.l. 10. La Golosa Distribuzione,11. La Taverna Riccitiello S.r.l. Unip.</p>	11.00

## SHS COMPOSITION ANALYSIS

### 1. Local public authority

The **Venafro Olive Tree Regional Park** (partner in project), established by Regional Law no. 30/2008, organized and carried out all the work packages envisaged by the Cross Border Olive Project.

The **Municipality of Venafro** is one of the main public interlocutor of the Regional Park. The territory of the Park lies largely in the area of the Municipality of Venafro.

The Municipality has made available the rooms of the SH meeting in Venafro at Palazzo Armieri and at Palazzo Liberty. Mayor Alfredo Ricci and Councilor for the Environment Dario Ottaviano attended the SC and SH meeting in Venafro. Anna Maria Buono, city councilor, participated in the SH meeting in Tirana.

The **Municipality of Conca Casale** participated with the mayor Luciano Bucci at the SC of Tirana. One of the main public interlocutors of the Regional Park. The territory of the Park is adjacent to Conca Casale and many olive groves are owned by citizens of this country.

The **Irrigation Local Authority** is the main responsible for the agriculture water supply in the province area, covering the municipality of Venafro, Conca Casale, Montaquila e some municipalities outside the Molise Region, for the authority was involved the commissioner Dott.ssa Nicolina del Bianco, which attended several technical meeting with project Manager Dott. Pesino.

### 2. Regional public authority

The **Molise Region Tourism Department** collaborates with the Park Authority as part of the Tourism and Culture Project.

The Regional Tourism Councilor, Vincenzo Cotugno, was present as a speaker at the Press Conference of the Venafro Steering Committee on 3-4 July 2019.

This regional Department has the regional competence in the field of Tourism and Territorial Marketing. This competence concerns legislative acts proposition, policy planning, definition of targeted interventions in the field and project financing.

The **Regional Department of Agriculture** with Councilor Nicola Cavaliere was present at the Conference on Historic Rural Landscapes (Venolea 2019) extension of the SH meeting in Venafro (21-24 November 2019)

This regional Department has the regional competence in the field of protection and valorization of the mountains / forests / rural areas, of biodiversity and sustainable development. This competence concerns policy planning, definition of targeted interventions in the field, project financing and relating administrative procedures.

The **Rural Molise GAL** was established by the Molise Region and locally manages calls for the Regional Agricultural Development Plan.

The Company is made up of public administrations, associations and private companies, engaged in the implementation of the local development plan / local development strategy in a rather homogeneous area of the province of Isernia that starts from Mainarde and the Volturno river valley up to the borders of the Matese mountains. A great part of this Local Group of Action is devoted to valorization of rural areas. Technical Director Margherita Pallotta was among the speakers at the information meeting organized on the occasion of the SH meeting in Venafrò.

### 3. National public authority

The historic rural landscape of the Venafrò Olive Tree Regional Park is registered in the National Register of the **Ministry of Agricultural, Food and Forestry Policies** with Ministerial Decree n. 6419 of 20.02.2018). It follows that the major events organized including Venolea 2019 including the SH Meeting CBO in Venafrò are sponsored by the Ministry. Prof. Mauro Agnoletti, Referent for Historical Rural Landscapes at MIPAAF was present at the SH meeting of Venafrò in the Conference dedicated to the themes of historical rural landscapes and addressed to the local and interregional SH in Venolea

### 4. Sectoral agency

Stakeholders categorised as Tour operators and incoming tourist agencies reached by PP5 during project are:

1. Havana Travel, C.so Campano 1-2, Venafrò
2. Jambo Viaggi di Cinzia Verrecchia, Viale Vittorio Emanuele III, Venafrò (IS)

These organized the transfers for SC and SH meetings.

### 5. Interest groups including NGOs

The **Slowfood Community “Guardians of Molise's Olive Biodiversity”** operates in Venafrò and in the Molise Region with the aim of enhancing the region's ancient cultivars and quality productions. Very active in Venafrò where it collaborates with the Park Authority to promote good agricultural practices. In the Community there are oil producers with the recognition of Slow Food Presidium, among the most successful in the Region such as Colonia Julia Venafrana, winner of the 2021 Goccia d'Oro Award, Trespaldum di Mafalda and Giorgio Tamaro di Colletorto.

The **National Association of Oil Cities** is a national organization that includes 350 registered municipalities and with the Park authority it has established a national coordination for Historic Rural Landscapes recognized by the MIPAAF. The Association was present at the SH CBO meeting in Venafrò with Vice President Carmine Salce.

The **Italian Agricultural Supply Chain (F. Agr. I.)** - Molise section, has within it agricultural companies and growers who participated in the SH meeting in Venafrò.

The **Mario Lepore Onlus Foundation** has collaborated in all moments of the CBO Project by promoting all reports and collaborating in the organization of events and travel.

Prof. Ferdinando Alterio among the administrators of the Foundation follows the agricultural practices of the most enlightened farmers in the Park and is a reference point for local and regional olive growing. He participated in the CBO SH meetings in Tirana and Bar. Dr. Alessandro Capone, also administrator of the Foundation, gave a speech at the SC of Venafrò. The Foundation pursues the revitalization of environmental olive growing and projects for the historic rural landscape of Venafrò (recognized as such by Ministerial Decree No. 6419/2018 of the Ministry of Agricultural, Food, Forestry and Tourism Policies).

## 6. General public

Widest possible audience is attracted through this project, by using modern communication tools (ex. Social media), articles and publications in local newspapers and online portals. Workshops, promotions, field trips, conversation and regular notification about planned activities connect PMT with stakeholders and olive growers, in particular. During the project implementation we connected

and reached to olive growers, experts, SME and media.

Numerous olive growers and agricultural producers took part in the various events organized by the Park during the project period from Venolea to the awarding of the best olive groves and in the various conferences and practical activities carried out on the themes developed by the CBO Project.

At the SH meeting in Venafrò were present:

Olive growers: Ernesto Del Prete (Luca Del Prete Company), Luca Del Prete (Luca Del Prete Company), Brunella Scarabeo (Luca Del Prete Company), Daniele Giallonardi (Colonia Julia Venafrana Company), Gina Martino (Colonia Julia Venafrana Company), Mario Rambaldi Agricultural Company, Marco Bocchino, Olive grower, Maria Rosaria Verrecchia, Olive grower, Michele Bocchino, Olive grower, Marciano Biasiello Company, Enzo Nardelli Company, Bruno Barbato Capasso, Doctor, Olive grower, Alessandro Celino, Olive grower, Franco Giannini, Olive grower, Loredana Scioli, Olive grower of the Lo.Gi.Ca. Verde "plant nursery, Nicandro Cucca, Olive grower, Domenico Biello, Olive grower, Luigi Coccozza, Olive grower, Pasquale Coccozza, Olive grower, Nicandro Bucci, Olive grower, Michele Gargano, Olive grower, Nicola Vettese, Olive grower, Ernesto Di Muccio, (Licinius Company), Mario Zullo (Venafrò Company cooperative oil mill).

With regard to the **Local Environmental, Tourist and Economic Development Plan (LEETDP)**, the assignment was made to Dr. Antonio Rizzi who collaborated in the production of the report with Dr. Emilio Pesino (PM PP4 CBO)

There has been a fruitful collaboration with the members of the working group, for LEETDP through interviews, above all by telephone and meetings above all on web platforms.

From the meetings, a substantial poverty of initiatives in the artisan and tourism sector transpired, due to historical and cultural factors, but a certain creativity for some types of products and the desire for a realignment to the best technologies for oil production, by selected producers.

The proposed methodology was followed as far as possible, although the size of the area under study and the lack of production chains necessarily led to a decisive simplification of the procedures. The compilation of the survey forms, congruent and identical also for the LECRCM, concerned:

- Environment\_Cultural heritage check\_list
- Heritage\_Neighbour
- check\_list\_Traditional Agro Alimentary



- (Olive oil, Venafrò biscuits, Santè soup, Baccalà alla M'ndanara, Lady of Conca Casale, Panettone with oil, Craft olive beer)
- check\_list\_Haandicraft products (Mosaic crafts, terracotta crafts)

The LEETDP addressed all the issues investigated with a swot analysis that highlighted several critical issues. The real absence of economic data relating to tourist flows, given the numbers still low at the moment, conditioned the proposed analysis.

The experts for the **Map of communities and local environmental and cultural resources** (LECRM) worked in synergy and after a series of meetings, defined the reference parameters of the map, in

compliance with the identified neighborhood heritage.

The map, whose representation in the graphic and chromatic effects is delegated to the artist, is articulated through poles of interest, such as the archaeological and Roman Venafrò, at the bottom and right of the representation, the uses and traditions, such as transhumance, typical of area of Le Noci and Ceppagna, and therefore more concentrated on the left of the map.

In this general context, an attempt was made to depict the historical figures who have trodden or described this land and the modern ones who have influenced current events. Importance has also been given to contemporary players in the area.

The mule track was used as a line of union of the areas or poles of interest, which in the Park represents a particularly developed way of communication.

Some key places highlighted below were highlighted:

- Castle (Count Enrico Pandone and his horses)
- Cathedral (the place where "The Passion" has been held since 1967)
- Patriarchs Olive Garden (the twins of the oldest Italian olive trees)
- Cyclopean walls (the monumental site of Cato and the Latin authors)
- Mule track (life, trade of Venafrani and Casalesi)
- Le Noci terracing (Transhumance and the strong traditions of Ceppagna and Le Noci)
- Winterline (The scenes and characters of the Second World War)
- The olive groves for the "bosses" and "vachiatrics" olive harvest

The Map could only be considered a historical Community Map, with scenes and monuments that represent the history of the community in this place. We preferred to depict the narrative as a pictorial work that has little of a topographical map.

## 7. Enterprise excluding SME

The **Local Event Organization "**

**Mediterranea " Association** has been collaborating for years with the Park Authority and takes care of the organization of events and contact with the local SH provided for in the CBO Project.

The **University of Molise - Faculty of Agriculture** drafted the Best Practices manual and was present in various meetings with local SH (including the SH meeting in Venafrò) with Prof. Sebastiano Delfine and Prof. Maria Forleo (Economist)

The Olive's road Association of Rome (Mika Takizawa President) collaborates with Regional Olive Park of Venafrò. Its goal, through the "olive oil tourism" is to stimulate a direct relationship between producers, territorial identities and quality-conscious consumers.

The **Link Paesaggi S.r.l.** (Dr. Gianluca Giammatteo President) promotes social agriculture and has been present in all the events of the Project.

The Cippus Informamolise Association collaborates with the institution on issues of ancient traditions and use of the territory such as transhumance. The Association participated in the SH meeting in Venafrò with the President Daniele Di Meo.

The Hoteliers: Venafrò Palace hotel, Del Prete Historic Residence and the restaurateurs: I Gemelli S.r.l. 10. The Greedy Distribution, 11. The Taverna Riccitiello S.r.l. In addition to being involved in hospitality, Unip has contributed to the dissemination of brochures and themes of the CBO Project.



## PROJECT DELIVERABLE

Project Partner	PP 5 Municipality of Bar, Montenegro
Work Package	WP T 2 Valorisation of areas with AOs
Deliverable Code	DT 2.1.1
Deliverable Title	Lists of Stakeholders and SHs analysis in each local context
Date of submission	Period 7
Experts	Ana Živanović

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## Introductions

The project Cross Border Oil “Cross-border cooperation for sustainable development and tourism, through valorisation of rural cultural heritage and conservation of natural assets of areas with ancient olive groves” is funded by the Interreg Italy-Albania-Montenegro Programme under the priority area “smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness”.

The Project will contribute to promote sustainable development of olive-culture and tourism activities and to conserve and protect natural resources in areas with ancient olive trees and to recover awareness of local populations on their own cultural heritage linked to traditional olive-culture, by activating a process of setting local strategies of development. The Mediterranean landscape is characterized by the presence of ancient olive groves (AOOs) and ancient olives, part of the ancient agricultural tradition and of the social environment; this is clearly true for Albania and Montenegro as for Apulia and Molise, where AOOs play an important ecological role and are one of the important drivers of the Programme Area economy, in terms of absolute value, Gross Value Added (GVA) and employment. The project aims to assist communities living in selected areas in the countries of Italy, Albania and Montenegro to value their relevant assets in their surroundings and valorise their territories as a significant possibility to develop their economy and in particular to promote tourism by creating a proper touristic offer by involving local stakeholders (SHs) and by stimulating their commitment with regard this issue. The project will produce Maps to imply historical, agricultural and natural values along with relevant stakeholders and displaying them in prominent places, distribute to tourist agents so that the values of the selected areas are better represented with their best values to the broad economic market.

The initial step is related to the identification of stakeholders (SHs) following the selection of the sites characterized by the presence and the cultivation of ancient olive orchards (AOOs). This initial step shall be followed by the involvement of stakeholders in participatory workshops to address transfer of know-how on olive-culture, environmental issues, local cultural heritage, and aiming to activate the process of knowledge exchange and SHs



participation in local planning, and pave the way towards building local tools for environment conservation and sustainable tourism.

This report is prepared by Municipality of Bar as DT 2.1.1 deliverable of the project “Cross-border cooperation for sustainable development and tourism, through valorisation of rural cultural heritage and conservation of natural assets of areas with ancient olive groves” under WP T 2 Valorisation of areas with AOOs.

For the purpose of this major objective, stakeholders, as the main beneficiaries and contributors to the development of the project are categorized in 7 major categories: local public authority, regional public authority, national public authorities, sectoral agencies, and interest groups including NGOs, General public and enterprise including SMEs. Main goal was to include all of them in project activities.

## Categorization of Stakeholders on project level

In accordance of the project application, stakeholders of Cross Border Ol project are categorized in 7 major categories:

1. Local public authority
2. Regional public authority
3. National public authority
4. Sectoral agency
5. Interest groups including NGOs
6. General public
7. Enterprise excluding SME

All categories of project level SHS are described and given with the target value in the following table:

Target group	Description	Expected target value on project level
<b>local public authority</b>	MUNICIPALITIES PROTECTED AREAS MANAGEMENT AUTHORITIES (NATURA 2000, NATIONAL OR REGIONAL PROTECTED AREAS, ...) LOCAL ACTION GROUPS (leader programme approach at similia...)	5.00
<b>regional public authority</b>	REGIONAL MANAGEMENT AUTHORITIES, REGIONAL COUNCILLORSHIPS FOR TOURISM, ENVIRONMENT OR AGRICULTURE ) PLANNER FOR RURAL DEVELOPMENT ACTIONS POLICY MAKERS (AGRICULTURE, ENVIRONMENT, TOURISM) REGIONAL AGENCIES FOR RURAL DEVELOPMENT IMPLEMENTATION	3.00
<b>national public authority</b>	NATIONAL MANAGEMENT AUTHORITIES, NATIONAL MINISTRIES FOR TOURISM, ENVIRONMENT OR AGRICULTURE ) PLANNER FOR RURAL DEVELOPMENT ACTIONS POLICY MAKERS (AGRICULTURE, ENVIRONMENT, TOURISM) NATIONAL AGENCIES FOR RURAL DEVELOPMENT PLANNING	2.00

<b>sectoral agency</b>	TOUR OPERATORS, INCOMING AGENCIES	1.00
<b>interest groups including NGOs</b>	farmer associations	5.00
<b>General public</b>	widest possible audience	500.00
<b>enterprise, excluding SME</b>		30.00

## Composition and Analysis of Municipality of Bar (PP5)

### Stakeholders on project level

Target group	Stakeholders and source of verification	Expected target value on project level
<b>1. local public authority</b>	1. Municipality of Bar (partner in project) 2. Municipality of Ulcinj (attendance list – SHS Bar)	2.00
<b>2. regional public authority</b>	In Montenegro we do not have REGIONAL MANAGEMENT AUTHORITIES in are scoped by project Cross border ol. We have only local and national authorities	0.00
<b>3. national public authority</b>	1. Ministry of Agriculture and Rural development of Montenegro (associated partner, attendance list SHS Bar) 2. Ministry of Culture of Montenegro - Authority for Protection of Cultural properties	2.00
<b>4. sectoral agency</b>	Travel agencies: 1.Parus, 2. Direct Booker, 3.Uniqtours-travel 4. Allegra, 5. Ave Tours (attendance list - map promotion)	5.00
<b>5. interest groups including NGOs</b>	1. Association of olive growers of Bar (NGO) 2. Association of olive growers “Antivari” (NGO) 3. NGO Ekovita, (attendance list-SHS Bar)	3.00
<b>6. General public</b>	67 Olive grovers are owners of olive orchards in Džidžarin	114.00

	<p>7 of them are owners of mapped Ancient olive trees in project area (signed consent for the installation of informative boards)</p> <p>16 of them attended our meeting with olive growers (attendance list)</p> <p>15 olive growers from Bar and Ulcinj attendet SHS Workshop for Montenegro organized in Bar (attendance list)</p> <p>2 olive grower fom Bar attended SHS Workshop in Venafro (travel costs)</p> <p>3 Experts: dr Mirko Knežević, dr Danka Caković, Dalibor Martinović (cotracts)</p> <p>7 SME: (AP Print d.o.o., Blue.it d.o.o., Kafer d.o.o, Media Pro, Knjaževa bašta 23. B2B d.o.o.)(invoices)</p> <p>21 Media: (Infobiro, RTCG, TV Korona, TV Teuta, TV 777; Pobjeda, Dan, Vijesti, Dnevne novine, Novosti; Jedro, Feral bar, Mojbar, Analitika, Cdm, Barinfo, Fosmedia, Mondo, MINA, E-kapija, Boka News) (e-mails, media reports)</p>	
<b>7. enterprise, excluding SME</b>	<p>1. Local Tourism Organization of Bar</p> <p>2. Local public enterprise “Cultural center” Bar (attendance list - map promotion)</p> <p>3. World Tourism Association for Culture &amp; Heritage</p> <p>4. University of Belgrade – Faculty of Agriculture (invoice)</p> <p>5.The Metropolitan ate of Montenegro and the Littoral</p> <p>6. Roman Catholic Archdiocese of Bar</p> <p>7. Islamic community of Bar</p> <p>8. University of Montenegro – Biotechnical Faculty (WTACH) (attendance list – SHS Bar)</p> <p>9. National library Djurdje Crnojevic (invoices)</p> <p>10. Institute for Hydrology and Seismology of Montenegro</p> <p>11.Hotels: Princess, Korali, Južno more, Adria, Adria Harmony, Pharos, Kalamper &amp; Spa, Sea Fort, Stara Čaršija, Kolari olio, (attendance list – map promotion; map distributed)</p>	20.00

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## 1. Local public authority

**1.1 Municipality of Bar**, acts as project partner (PP5) in project Cross Border Ol. Municipality of Bar is a public administration in charge of local governance. Technical secretariats, together with experienced staff, are in charge of the public services and the development of Municipality of Bar. The strategic directions of Bar development are traffic (as port, rail and main roads city), agriculture (olives, citrus fruits, viticulture) and tourism with emphasis on development, preserving natural and cultural heritage. The city of olives, the maritime gate of Montenegro, the centuries-old hearth of coexistence, regardless of religion and nation, Bar represents a blend of modernity, tradition and beauty. Bar is important dynamic economic centre of Montenegro, but also a city that preserves a rich cultural and historical tradition. Bar is located in the south-eastern part of Montenegro on the Adriatic coast and covers a large and diverse territory with the area of 598 km<sup>2</sup>, altitude from 4m to 1593m above the sea level. The length of the sea coast is 46 km, with 9km of beaches, and 65 km of land coast facing towards Skadar lake. According to the 2011 census, the municipality has 42,048 inhabitants. Bar municipality has 6 touristic spots and increasing number of inhabitant during the summer season.

**1.2 Municipality of Ulcinj**, local public authority of the area of PP6, attend in Stakeholder Workshop organized by Municipality of Bar.

## 2. Regional public authority SHS

In Montenegro we do not have REGIONAL MANAGEMENT AUTHORITIES could be reached by this project. We have only local and national authorities.

## 3. National public authority SHS

**3.1 Ministry of Agriculture and Rural Development** of Montenegro, associated partner within this project, provided a support in implementation. During project implementation, they provided information and agricultural data. Representatives of this Ministry took part at the SHS for stakeholders in Bar, Montenegro on December 5, 2019 in Bar, Montenegro.

Ministry of Agriculture and Rural Development is the main governmental institution in Montenegro which deals with rural development and agricultural issues.

**3.2 Ministry of Culture of Montenegro - Authority for Protection of Cultural properties** provided all relevant information considering cultural remains research within the project area. Ministry of Culture is main governmental institution in Montenegro in charge of cultural development.

Both of the mentioned institutions in national level of authority made an effort by providing the relevant data in order to establish efficient best practices that will be used on field, but as well contributed to the creation of relevant predictions in order to meet the problems and mitigate the likely risks.

## **4. Sectoral agency SHS**

**4.1 Tour operators and incoming tourist agencies** are stakeholders categorised as Sectoral Agencies reached by PP5 during project. In Bar municipality are 16 active registered tour operators and travel agencies. Five of them (Parus, Direct Booker, Uniqtours-travel, Allegra, Ave Tours) attended the event of promotion of Tourist map of olive orchard Dzidzarín and Bar center (LECRCM) organized by Municipality of Bar on August 2020.

After the promotional event, map is distributed to all travel agencies in Bar.

## **5. Interest groups including NGOs**

**5.1 Association of olive growers of Bar (NGO)**

**5.2 Association of olive growers “Antivari” (NGO)**

Especially important collaboration has been set up between Municipality of Bar and NGO Olive Growers of Bar. This connection lasts from the initial formation of this NGO, but this project strongly contributed to the strengthening of this relation. The representative of this NGO was included in the current activities, not just on field, but in form of mutual participation at the following SCM in Venafrò, Italy. Association of Olive Growers of Bar provided strong support to the successful implementation of the project activities, from the beginning when project area has been chosen. They participated in SHS workshop in Bar and Venafrò, where they presented mutual goals fulfilled with the support of Municipality of Bar and relevant national authorities.

“Association of olive growers Bar” formally exists as non-governmental association from 2002 and the second one is “Association of olive growers Antivari” that was officially founded in February 2020 and gathers 150 olive growers and producers from the area of Bar municipality as well. Scope of the both associations activities includes renewal of the old and abandoned olive groves, planting new olive trees, implementation of modern and contemporary agro-technical measures. Ekovita is local NGO from Ulcinj implementing ecological measures and actions for improving environment.

**5.3 NGO Ekovita**, NGO registered in Ulcinj (source of verification - attendance list SHS Bar)

## 6. General public

Widest possible audience is attracted through this project, by using modern communication tools (ex. social media), articles and publications in local newspapers and online portals. Workshops, promotions, field trips, conversation and regular notification about planned activities connect PMT with stakeholders and olive growers, in particular. During the project implementation we connected and reached to olive growers, experts, SME and media.

### 6.1 Olive growers

- **67 Olive grovers are owners of olive orchards in Džidžarin** – project area. 7 of them are owners of mapped Ancient olive trees in project area i Bar (7 signed consents for installation of information boards)
- **16 olive growers** attended our meeting with olive growers in January 2019 (attendance list)
- **15 olive growers** from Bar and Ulcinj attendet SHS Workshop for Montenegro organized in Bar in December 2019 (SHS attendance list)
- **2 olive growers** fom Bar attended SHS Workshop in Venafro in November 2019 (travel costs)

### 6.2. Experts: dr Mirko Knežević, dr Danka Caković, Dalibor Martinović (cotracted experts)

During project implementation we contracted three experts for delivering outputs: Maps and Census of AOOs, Biodiversity research and Local plan

### 6.3. Six SME: (AP Print d.o.o., Blue.it d.o.o., Kafer d.o.o, Media Pro, Knjaževa Bašta, B2B d.o.o.) (source of verification - invoices)

During project implementation we also colaborated with SMEs: for design of LECRCM and printing material, informative boards etc

### 6.4 21 Media published announcements of Municipality of Bar about Cross Border Ol project

During project implementation Municipality of Bar had 16 announcement and 88 publications in media and social networks.

Media publishing about project Cross Border Ol are:

Television: Infobiro, RTCG, TV Korona, TV Teuta, TV 777;

Newspapers: Pobjeda, Dan, Vijesti, Dnevne novine, Novosti;



Portals: Jedro, Feral bar, Mojbar, Analitika, Cdm, Barinfo, Fosmedia, Mondo, E-kapija, Boka News

Agencies: MINA

(source of verification: e-mails, media reports)

## **7. Enterprise excluding SME**

**7.1 Touristic Organisation of Bar** took an active participation to the SHS workshop in Bar since touristic component of the project is of high importance. They are also main distributors of LECRCM.

Tourist Organization of Bar is established By Municipality of Bar to promote tourist product in accordance with the strategy of promoting local tourism. The activity of the tourist organization Bar includes: 1) improvement of general conditions of tourist stay, through the formation of a complete tourist offer, raising the quality of tourist and other complementary services, preservation and creation of a recognizable and attractive tourist environment of the area for which they were established; 2) developing awareness of the importance of tourism, as well as the economic, social and other effects of tourism, the need and importance of preserving and improving all elements of the tourist product of a particular area, and especially environmental protection; and 3) encouraging the development of tourist infrastructure and providing information to tourists.

**7.2 Cultural Centre of Bar** attended at the LECRCM map promotion. Also Cultural centre in other main distributor for LECRCM (map is available to all cultural locations in Bar).

Cultural centre of Bar is a complex cultural institution which includes:

House of Culture "Vladimir Popovic Spanac"

National Library and Reading Room "Ivo Vucković"

Art Gallery "Velimir A. Leković"

Homeland Museum Bar (Castle of King Nikola) with the Old city of Bar.

**7.3 World Tourism Association for Culture & Heritage** wrote on their pages about LECRCM map of Bar.

The World Tourism Association for Culture and Heritage (WTACH) is the global authority on the protection and preservations of cultural heritage assets through the development of responsible and sustainable tourism practices and policies. As a globally recognized and respected NGO they bring together public, private, community-based and specialist academic sector organizations to assist Governments, Donors, Destinations and the

Tourism sector as a whole, achieve their long-term goals and objectives whilst minimizing the risks associated with inadequate or ineffective Cultural Heritage Tourism (CHT) planning. WTACH is a 'Not for Profit' membership organization that seeks to ensure that the unique attributes, history and cultural values of the world's communities are celebrated and preserved for generations to come.

#### **7.4 University of Belgrade – Faculty of Agriculture**, research under project - soil sampling analysis (invoice)

The Faculty of Agriculture is a legal body with the status of an institution of higher education – a unit of the University of Belgrade and with rights, obligations and responsibilities regulated by the Law on Higher Education, the Statute of The University of Belgrade and the Statute of the Faculty. The Faculty is an institution of higher education which conducts higher education and scientific research activities in the fields of crop science, fruit science and viticulture, horticulture, zootechnics, soil management, phytomedicine, agricultural engineering, food technology, biochemistry and agricultural economy of within its main framework.

#### **7.5 The Metropolitan ate of Montenegro and the Littoral** (January 2019, attendance list)

#### **7.6 Roman Catholic Archdiocese of Bar** (January 2019, attendance list)

#### **7.7 Islamic community of Bar** (January 2019, attendance list)

#### **7.8 Biotechnical Faculty** University of Montenegro (attendance list – shs Bar)

University of Montenegro - Biotechnical Faculty and Faculty of natural sciences provided strong support to the successful implementation of the project main activities through the external expertise of their scientists, especially in domain of mapping AOOs and flora survey analysis. Also, they participated and presented their results at SHS workshop in Bar, Montenegro.

Biotechnical Faculty is a leading higher education and scientific research institution that educates, creates and applies new knowledge for the needs of long-term sustainable development of Montenegrin agriculture and rural areas, which makes it recognizable in the Region and beyond. The higher education is organized through academic and applied study programs.

#### **7.9 National library Djurdje Crnojevic**, catalogization of LECRCM and LEDTP (invoices)

The National Library of Montenegro “Đurđe Crnojević” is a treasury of written cultural heritage preserving material evidence of Montenegrin cultural reality, on the emergence and identity of the nation. That's why the National Library is one of fundamental cultural institutions of Montenegro. NLM collects and keeps written and electronic sources, enables their retrieval and cares for their preservation. By publishing Montenegrin national

bibliography, it promotes Montenegrin written cultural heritage and caters for cultural needs of the population.

#### **7.10 Institute for Hydrology and Seismology of Montenegro**

Montenegro Seismological Observatory, as the administrative organization of Montenegro government within Ministry of Sustainable Development and Tourism, carries out continuous seismic and geodynamic monitoring and seismological analysis, for the purpose of the knowledge expanding on geological and geophysical processes of the preparation and occurrence of earthquakes on the Montenegro territory and its effects on buildings and infrastructure systems.

#### **7.11 Hotels**

To 9 hotels (Princess, Korali, Južno more, Adria, Adria Harmony, Pharos, Kalamper&Spa, Sea Fort, Stara Čaršija) LECRCM was distributed during and after the promotion organized on August 2020. (attendance list – map promotion; map distributed)



### **PROJECT DELIVERABLE**

<i>Project Partner</i>	<i>PP 6 Association for Sustainable Development, Regional Collaboration and olive farming of Valdanos, Montenegro</i>
<i>Work Package</i>	<i>WP T 2 Valorisation of areas with AOs</i>
<i>Deliverable Code</i>	<i>WP T 2 Valorisation of areas with AOs)</i>
<i>Deliverable Title</i>	<i>DT 2.1.1</i>
<i>Date of submission</i>	<i>Lists of Stakeholders and SHs analysis in each local context</i>
<i>Expert</i>	<i>Cemal Hidrio, Fjolla Cakuli</i>

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## 1 Summary

This report is prepared by the Association for Sustainable Regional Olive Farming – VALDANOS as a deliverable of the project “Cross-border cooperation for sustainable development and tourism, through valorisation of rural cultural heritage and conservation of natural assets of areas with ancient olive groves”.

This report introduces the steps that were taken to identify stakeholders (SHs) following the selection of the site characterized by the presence and the cultivation of ancient olive orchards (AOOs) on behalf of the Cross Border Cooperation (CBC) Oil project, which is funded by the Interreg Italy-Albania-Montenegro Programme under the Priority Area “smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness”.

For the purpose of this major objective, stakeholders, as the main beneficiaries and contributors to the development of the project are categorized in 4 major categories to include local government authorities, central government authorities, the private sector, and non-governmental organizations/associations.

22 groups of stakeholders are identified falling in all four categories as earlier delineated. All identified stakeholders (SH) are specifically connected to the selected site in the municipality of Ulqin/Ulcinj in Montenegro.

The list of SH is not an exhaustive one and will be continuously updated by the association even after the completion of the project to reflect changing circumstances.

## 2 Introduction

The project “Cross-border cooperation for sustainable development and tourism, through valorisation of rural cultural heritage and conservation of natural assets of areas with ancient olive groves” (Cross Border Oil) is funded by the Interreg Italy-Albania-Montenegro Programme under the priority area “smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness”.

The Project otherwise identified as the Olive project will contribute to promote sustainable development of olive-culture and tourism activities and to conserve and protect natural resources in areas with ancient olive trees and to recover awareness of local populations on their own cultural heritage linked to traditional olive-culture, by activating a process of setting local strategies of development. The Mediterranean landscape is characterized by the presence of ancient olive groves (AOOs) and ancient olives, part of the ancient agricultural tradition and of the social environment; this is clearly true for Albania and Montenegro as for Apulia and Molise, where AOOs play an important ecological role and are one of the important drivers of the Programme Area economy, in terms of absolute value, Gross Value Added (GVA) and employment. The project aims to assist communities living in selected areas in the countries of Italy, Albania and

Montenegro to value their relevant assets in their surroundings and valorise their territories as a significant possibility to develop their economy and in particular to promote tourism by creating a proper touristic offer by involving local stakeholders (SHs) and by stimulating their commitment with regard this issue. The project will produce even Parish Maps to imply historical, agricultural and natural values along with relevant stakeholders and displaying them in prominent places, distribute to tourist agents so that the values of the selected areas are better represented with their best values to the broad economic market. A particular list/map of stakeholders will be consolidated and associated with particular subjects as displayed in the Parish Maps.

The initial step is related to the identification of stakeholders (SHs) following the selection of the sites characterized by the presence and the cultivation of ancient olive orchards (AOOs). This initial step shall be followed by the involvement of stakeholders in participatory workshops to address transfer of know-how on olive-culture, environmental issues, local cultural heritage, and aiming to activate the process of knowledge exchange and SHs participation in local planning, and pave the way towards building local tools for environment conservation and sustainable tourism.

### 3 Categorization of Stakeholders

The project will contribute to boost and/or recover awareness and to stimulate commitment of local populations on their cultural heritage linked to traditional olive culture, traditional activities, and old culinary traditions, by activating a process of setting local strategies of sustainable tourism development.

For the purpose of this major objective, stakeholders, as the main beneficiaries and contributors to the development of the project are categorized in 4 major categories:

1. Local Government Authorities
2. Central Government Authorities
3. Private sector
4. Non-governmental organizations/associations

These groups of stakeholders were identified and analysed for the role, contribution, and responsibilities they have to perform during the application and after the application of the project in order for the results of the project to be sustainable.

### 4 Stakeholder Composition and Analysis

#### 4.1 Composition and Analysis of Stakeholders at the Central Government Authorities Level

Major and relevant stakeholders at the Central Government Authorities Level incorporating policymaking, development, protection, management of AOOs, and historical and cultural heritage include ministries and specialized central government agencies.



#### 4.1.1 Ministry of Sustainable Development and Tourism of Montenegro

The Ministry of Sustainable Development and Tourism is one of the most important stakeholders in this project, in that it is one that can affect the area and help in its development. There are a number of directorates in this ministry that are directly related and of interest to the project outcomes. These are: the Directorate for Spatial Planning, the Directorate for Inspection Affairs, the Directorate for Competitiveness Development and Investments in Tourism, the Directorate for the Development of Tourist Destination and Tourist Infrastructure, the Directorate for Monitoring Tourism Flows and Tourism Turnover, the Directorate for Environment , and the Directorate for Valorisation of Tourism Locations.

#### 4.1.2 Ministry of Agriculture and Rural Development of Montenegro

The Ministry of Agriculture and Rural Development is equally important to the project as the Ministry of Sustainable Development and Tourism, as any valorisation of the area is directly linked to the agricultural aspect of olive groves. In this project, the Ministry is the relevant body in decision-making and adoption of new methods to be applied in agriculture, as well as supporting the development of rural areas.

#### 4.1.3 National Tourism Organization of Montenegro

The National Tourism Organization of Montenegro is the national body that plans and carries out the tourism informational and promotional activities of Montenegro both in the country and abroad, creates the annual program for informational and promotional activities of the state; follows and analyses trends on the domestic and international tourism markets and carries out tracking studies; creates the conditions and provides the means for affirmation of tourism values and potentials by way of publications, exhibits at tourism shows, presentations etc.; creates and develops a tourism information system in Montenegro and enables it to be connected with other information systems in the country and abroad; co-ordinates and unites the informational and promotional activities of all tourism subjects and co-operates with tourism organizations in the country and abroad.

#### 4.1.4 Montenegro Public Enterprise for Coastal Zone Management

The Montenegro Public Enterprise for Coastal Zone Management is responsible for managing the coastal zone in Montenegro and is an important stakeholder to this project because a considerable part of the ancient olive groves in Ulqin/Ulcinj are by the sea, namely in the zone managed by this enterprise. It is responsible for protecting and advancing the use of the coastal zone and building and maintaining the infrastructure along the coastal zone.

#### 4.1.5 Environmental Protection Agency of Montenegro

The Agency monitors the environment, produces reports of the state of the environment, and engages with international environmental agencies, among other tasks. It is crucial to the project, as the environment is one of the important aspects of preserving and valorising ancient olive groves.

#### 4.1.6 National Parks of Montenegro

The institution of the National Parks of Montenegro is one of the stakeholders of the project because we as an association call for declaring Valdanos a natural park, as currently it is a level lower, a monument of nature.

### 4.2 Composition and Analysis of Stakeholders at Local Government Authorities Level

The stakeholders at the local government level are diverse, from the municipality, to the tourism organization, to utility services, and institutions dealing with culture and archaeology.

#### 4.2.1 Municipality of Ulcinj

There are a number of secretariats in the Municipality of Ulcinj that are important stakeholders to this project. These include the Secretariat for spatial planning and sustainable development, the Secretariat for Economy and Economic Development, and the Secretariat for communal activities and environmental protection. The Municipality is also directly involved in the development of the area through annual cultural and tourism activities it holds.

#### 4.2.2 Tourism Organization of Ulcinj

The Tourist Organization of Ulcinj was founded in 2007 and its purpose is to complete activities of public interest in the area of tourism, including improving and promoting original values in the territory of the municipality which could function towards the development of tourism and co-operating with companies and individuals whose working realm would be tourism or related activities.

#### 4.2.3 Public Enterprise for Utility Services

The Public Enterprise for Utility Services is an important stakeholder of the project for obvious reasons, as having regular utility services in the area of ancient olive orchards is essential to its conservation, as well as to the development of tourism.

#### 4.2.4 Public Enterprise "Centre of Culture" Ulcinj

The Centre of Culture is the enterprise that also includes the Museum of Ulcinj, but here we refer only to the department of the public enterprise that deals with the cultural aspect of it, by organizing various cultural activities throughout the year, such as exhibitions and concerts.

#### 4.2.5 Museum of Ulcinj

The Museum's holdings are classified into several collections: Archaeology, Ethnology and Arts. It consists of three buildings: a church – mosque housing the archaeological collection, the premises where ethnological items are displayed and the Balshaj Tower, now adapted to serve as a gallery. The once Square of Slaves, where the church-mosque is located is used as an exhibition space.

### 4.3 Composition and Analysis of Private Sector Stakeholders

The stakeholders belonging to the private sector group are arguably the ones who are most interested in the outcomes of the project, as they are the ones who will benefit most directly. These include olive oil producers and olive orchard owners, handicraftsmen, travel agencies, as well as hotels, restaurants, beaches in the area.

#### 4.3.1 Olive Oil Producers and Olive Grove Owners

We have been closely working with the Olive Oil Producers and Olive Grove Owners, most of whom are also members of our association. They are essential to this project, both as active participants and as beneficiaries of the outcomes.

#### 4.3.2 Tour/travel Agencies

As tourism is the main industry in Ulcinj, travel agencies are also among the ones that are very interested in the project and have collaborated with us during the whole project. Except for the institutions, they will be ones who will be distributing the map and including our itineraries in their existing ones.

#### 4.3.3 Restaurants

Restaurants in the immediate vicinity of the olive groves, but also those in the town, which is actually adjacent to the olive groves, will also be impacted by the outcomes of the project, as any development in tourism has implications for them.

#### 4.3.4 Beaches close to the area

There is Valdanos beach, which is part of the ancient olive orchards of Valdanos and is the most obvious stakeholder in this category. However, there are other beaches that will be impacted, especially ones along the olive routes on our map.

#### 4.3.5 Hotels/home rentals close to the area

There are some home rentals in the area and many of them in the town which will benefit from the project outcomes and which will hopefully have a new angle of marketing their properties, apart from the sea views.

#### 4.3.6 Handicraftsmen

The handicraftsmen are in several categories. Some of the are directly related to olive farming and for example they do woodwork from olive wood or produce olive oil soaps. There are also other traditional handicrafts that are traded in the area, such as building old ship models, all of which are interwoven in the history of the city.

#### 4.4 Composition and Analysis of Stakeholders from the Non-governmental Organizations/Associations sector

This category of stakeholders is among the most vocal ones. Some of them already implement other EU funded projects that complement very well our project and will contribute to the overall sustainable development of the town and to tourism development.

##### 4.4.1 The Olive Oil Association of Montenegro

The Olive Oil Association of Montenegro connects the Olive Oil Associations of Bar and Ulcinj which have provided valuable assistance in connecting over 1700 olive growers with the 12 mills that operate within the region. They are committed to supporting individual producers and in aligning Montenegrin olive oil with European productions and business standards. They provide high quality services to their members through training, conferences, panels, events and, in conjunction with the Ministry of Agriculture of Montenegro, aid producers' participation in international business fairs.

##### 4.4.2 NGO MogUL

MogUL is one of the most active NGOs in the Municipality of Ulcinj and they have implemented a number of EU funded projects related to traditions and culture.

##### 4.4.3 NGO Green Step

The Green Step NGO is an environmental protection non-governmental organization based in Ulcinj.

##### 4.4.4 Ulcinj Business Association

Ulcinj Business Association (UBA) is a non-government, apolitical and unprofitable association of business owners founded in January 2002 with a firm belief that life quality of both Ulcinj and Montenegrin citizens is directly connected with the economic status, and that the private sector can, undoubtedly, provide a faster development of the Ulcinj and Montenegrin economy.

## 5 References

- Country legislation and by-laws that define the role and responsibilities of authorities and institutions that manage particular aspects relevant to the subject of the project.
- Direct contacts with owners and olive growers in the selected area.
- Mythological approach on “Stakeholder Identification Procedures” as provided by other partners of the project.