

## SUB-PROJECT DESCRIPTION



*Empowered lives.  
Resilient nations.*

United  
Nations  
Development  
Programme  
in Croatia

**Field Office Zadar**

**Address:** Glavniška ulica 14  
23000 Zadar

**Tel:** +385 23 211 148

**Fax:** +385 1 2361 620

**Web:** [www.hr.undp.org](http://www.hr.undp.org)

## Sub-project: Planning of an integrated development plan for rural area of the Town of Šibenik – Jadrtovac settlement

in the framework of the Project "Support to underdeveloped areas of Croatia in preparing for the Common Agricultural policy of the European Union and Croatian Rural Development Policy" no. 75529



LIFE

**Project Document Format for non-CPAP Countries or Projects outside a CPAP**

**United Nations Development Programme**

**Country: Croatia**

**Project Activity Document**

<b>Sub-Project Title:</b>	Planning of an integrated development plan for rural area of the Town of Šibenik – Jadrtovac settlement
<b>UNDP SP 2014-2017; Outcome 1</b>	Growth and development are inclusive and sustainable, incorporating productive capacities that create employment and livelihood for the poor and excluded (Output 1.1)
<b>Sub-project Outcome:</b>	Public-private partnerships established that provide innovative solutions for development
<b>Expected Sub-Project Outputs:</b>	<ol style="list-style-type: none"><li>1. Networking and potentials of rural stakeholders improved to ensure project creation, development and linking of sustainable economic and social activities</li><li>2. Pathway of sustainable development of the area participatory defined and agreed upon with key stakeholders in the community</li></ol>
<b>Executing Entity:</b>	United Nations development Program in Croatia (UNDP Croatia)
<b>Implementing Agencies:</b>	UNDP Croatia, local partner (Town of Šibenik)

### Brief description

The aim of this project is to contribute to the sustainable development of the less developed rural area of Šibenik – the area of Jadrtovac settlement. Methodologically, this project is directly linked to two previously implemented projects “Sustainable development of Gacka Valley” which ended in 2011 and “Project hunters”, which successfully ended in October 2014.

Project will primarily focus on participative planning and creation of conditions for sustainable development of small and medium scale economic activities of local stakeholders in the project area based on the wide partnership between local governments and institutions owned by the local government, private sector and civil society.

Project is designed to be implemented in 7 months.

Programme Period:	7 months
Key Result Area (Strategic Plan)	_____
Atlas Award ID:	_____
Start date:	December 10, 2014
End date:	July 1, 2015

Total resources required:	140,000.00 HRK
Total allocated resources	140,000.00 HRK
• Donor	
○ Town of Šibenik:	140,000.00 HRK which is approx. 22,800.00 USD
Unfunded budget:	0,00
In-kind Contributions	n/a

Agreed by: Town Šibenik

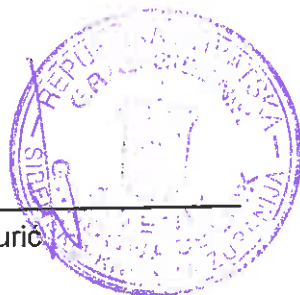
KLASA: 910-01/14-01/23

UR BROJ: 2182/01-10-2014-2

(Signature) \_\_\_\_\_

Name: Željko Burić

Title: Mayor



Agreed by (UNDP):

(Signature) \_\_\_\_\_

Name: Sandra Vlašić

Title: UNDP Head of Office

Project office Croatia



---

## I. SITUATION ANALYSIS

Town Šibenik is the administrative center of Šibenik-Knin County situated between Zadar and Split-Dalmatia counties. It borders with Italy by national sea border and by land border with Bosnia and Herzegovina. The size of the city is 404.93 km<sup>2</sup>.

Jadrtovac is a suburb of Šibenik situated on the south-east shore of Morinj cove, with the size of 10.03 km<sup>2</sup>, 8 km from the old town of Šibenik. It is connected with the center of the city with two parallel roads surrounding the cove. There are 174 inhabitants in 74 living units. Until the '90s there was a 250 ha of a military training ground in Jadrtovac which was converted into agricultural and building land and today most of that land had private vineyards and olive plantations.

Morinj cove is a well known natural hatchery, but it is also suitable for shellfish farming because the area is a mixture of brackish water and sea water. That shallow cove is not very well known to visitors because Adriatic tourist road passes above it on the way to Split. Hydrogeomorphologically, Morinj cove is divided in two parts – Jadrtovac channel (the name Morinje channel and Saint Cross channel is also used), with the length of 2,500 and the width of 150 to 400 m, and Morinj cove, with the length of 1,800 and the width of 500 to 1,000 m. The total size of the area is around 3.5 million m<sup>2</sup>.

Hydrogeomorphologically, Morinj cove is completely divided from the ground water and surface water drainage network of Krka River, which is the result of watertight flysch barriers, so it represents a separate hydro geological area. Morinj cove is a part of the ecological network NATURA 2000.

Jadrtovac has rich cultural heritage, there are antique and middle age sites: Vruci, Ribnik, Selo, Morinj cove-sajam, Morinj cove-solane as well as the remains of Andreis palace, Saint Margareta church and the baroque altar and the 16th century fortress.

Main economic activities in Jadrtovac are agriculture and tourism. In the last 15 years, the size of land covered in vineyards has significantly increased therefore vine growing and vine production have become a very important agricultural activity in Jadrtovac. There are a number of projects in this area related to ecological vine and olive production, which have, in the previous years, received small grants through UNDP Green business support programme in the framework of project COAST. Three entrepreneurs, SAN d.o.o., Vinarium d.o.o. and Vinoline d.o.o. received small grants for the development of ecological vine and olive production, on 255 ha of land in Jadrtovac area.

Tourism in Jadrtovac area is not developed in line with the full potential of the area. Regarding tourist accommodation, there is only 50 accommodation units (beds) in private arrangement in family houses. Along with its natural beauty, Morinj cove is also famous for its healing mud whose possibilities of use for medical purposes was confirmed by the Health and natural medicine tourism board within the Academy of medical sciences of Croatia. The institute for the research of sea and environment affiliated to Ruđer Bošković institute developed a study on the possibilities of exploitation of peloids in Morinj cove, which recommends, taking into consideration all the characteristics of the area, which encompass other natural factors besides peloids, like climate, air quality, sea water, algae, that Morinj cove be named a treatment center and an adequate health-tourism facilities built. That type of a treatment center, that would be open all year round, would be of great significance for the local community but also a stimulus for development of sustainable health tourism in the south of Croatia. Physical plan of town Šibenik envisages an 8 ha tourism area in Jadrtovac with the main goal of developing health tourism connected to exploitation of peloids in Morinj cove.

Considering all the above named facts, Jadrtovac area has great possibilities for developing its tourist offer, especially health tourism and agricultural production. Its position can be interesting to those who want to spend their vacation in the local romp, but also to those who want peace and quiet. Sustainable development that closely connects agriculture, nature protection and tourism,

and furthermore, bases its development mainly on green business, is in line with the goals of Development strategy of Šibenik and contributes to their achievement.

---

## II. STRATEGY

The first step in the implementation of the project will be including a big number of stakeholders in the mapping of existing practices/project ideas and locating projects in the project area, recognizing key natural and cultural resources as means of development and connecting relevant stakeholders from the public, civil and private sector in order to form a common attitude on main potentials of Jadrtovac area. The second step will be, through workshops and meetings for exchange of knowledge and experience, to enhance knowledge and understanding of stakeholders on the potentials of the area as well as to plan a common path towards development through capacity building of all the relevant stakeholders. As a result of collected and analyzed data during participative planning, the final step of the project will be the development of a plan of integral development of a rural area in Šibenik- Jadrtovac suburb, along with an analysis, conclusions and recommendations as well as a list of project proposals.

Joint participative planning will be implemented through several phases:

- 1) Collecting data on existing business practices in the project area with the aim of defining potential facilitators of development and collecting key stakeholders' contacts
- 2) SWOT analysis conducted through individual and joint meetings with stakeholders with the aim of defining potentials of the area and development issues as the basis for the preparation of a development plan for Jadrtovac
- 3) Collecting project ideas through individual and joint meetings and preparing a catalogue of project ideas (expected number is 5-7, depending on the project development)
- 4) Evaluation of collected project ideas on the basis of their preparation/level of maturity of the project as well as their alignment with the Strategy of development of town Šibenik
- 5) Selection of 3 projects for further elaboration based on objective criteria like: benefit the project area can gain from the project, involvement of stakeholders, level of maturity of the project (prepared technical documentation), available financial means for the implementation of the project as well as their presentation and possible connecting ( during preparation, implementation or somewhere in between)
- 6) Elaborated development possibilities and guidelines encompassed in an integral plan of development of area of Jadrtovac.

### III. RESULTS AND RESOURCES FRAMEWORK

Intended Outcome as stated in the Country Programme Results and Resource Framework:

UNDP Croatia has been transformed into a Project Management Office as of July 2014 and does not have a Country Programme. This Sub-project is a follow-up of activities conducted in previous years and therefore its implementation will be conducted in the framework of a project "Support to underdeveloped areas of Croatia in preparing for the Common Agricultural policy of the European Union and Croatian Rural Development Policy" No. 75529

Outcome indicators as stated in the Country Programme Results and Resources Framework, including baseline and targets:

N/A

**Applicable Key Result Area (from 2014-2017 UNDP Strategic Plan):** Outcome 1. Growth and development are inclusive and sustainable, incorporating productive capacities that create employment and livelihoods for the poor and excluded

**Output 1.1:** National and sub-national systems and institutions enabled to achieve structural transformation of productive capacities that are sustainable and employment – and livelihoods – intensive

Partnership Strategy – N/A

Project title and ID (ATLAS Award ID): Project no. 75529/ Sub-project no. 2 Planning of an integrated development plan for rural area of the Town of Šibenik – Jadrtovac settlement

INTENDED OUTPUTS	OUTPUT TARGETS FOR (YEARS)	INDICATIVE ACTIVITIES	RESPONSIBLE PARTIES	INPUTS
<p><b>Output 1:</b>  <b>Networking and partnership building improved to ensure project creation, development and linking of sustainable economic and social activities</b></p> <p>Baseline:                      - need to improve collaboration and coordination of the relevant stakeholders from both public and private sector through a sustainable mechanism</p>	<p>Targets (year 1)</p> <ol style="list-style-type: none"> <li>Data on activities and project ideas of rural stakeholders collected, moreover catalogue with 5-7 project ideas in Excel prepared</li> <li>Detailed elaboration of 3 project ideas of a higher level of maturity through an adjusted questionnaire used for the implementation of „Project hunters“ project“</li> <li>Network of key local</li> </ol>	<ol style="list-style-type: none"> <li>Prepared catalogue with 5-7 project ideas in rural development                      Activities:                     <ul style="list-style-type: none"> <li>identification of stakeholders and collecting data on their activities during field visits, individual and group meetings in the target area</li> <li>compilation of collected project ideas in a catalogue in Excel format for potential EU funding</li> </ul> </li> <li>Elaboration of 3 project ideas from project ideas catalogue                      Activities:                     <ul style="list-style-type: none"> <li>adjustment of the questionnaire used</li> </ul> </li> </ol>	<p>UNDP Croatia                      Subcontracted consultants                      Other project partners</p>	<p>Total projected budget:                      140,000.00 HRK</p> <p>Expected co-financing:                      Town Šibenik:                      140,000.00 HRK which is approximately                      USD 22,800.00</p>

<p>- need to improve system of development planning at local level and self-sustainability of the local communities and their projects</p> <p>- need to strengthen individual and sector capacities of the whole rural area (primarily tourism and agricultural production and processing)</p> <p>Indicators:</p> <ul style="list-style-type: none"> <li>- Prepared catalogue with 5-7 project ideas in rural development</li> <li>- Adjusted and filled in questionnaires used for the implementation of the project</li> <li>- „Project hunters“ for detailed evaluation of project ideas for projects with a higher level of maturity</li> <li>- Number of workshops organized</li> <li>- Number of held meetings for exchange of experience</li> </ul>	<p>stakeholders established</p> <p>4. Enhanced knowledge and understanding of key EU policies and programmes relevant for the development of business activities of local stakeholders</p>	<p>during the implementation of the „Project hunters“ project for further elaboration of project ideas of a higher level of maturity</p> <ul style="list-style-type: none"> <li>• out of collected project ideas, 3 project ideas selected that can benefit the project area and serve the needs of the local community the most</li> <li>• detailed elaboration and development of selected project ideas using a questionnaire for the analysis of projects</li> </ul> <p>3. Establishment of a network of key stakeholders and project facilitators with the aim of sustaining dialogue and planning joint activities</p> <p>4. Organizing meetings with relevant stakeholders as well as workshops for rural stakeholders active in rural tourism</p> <p>Activities:</p> <ul style="list-style-type: none"> <li>• implementation of consultative meetings and workshops adjusted to the needs of rural stakeholders</li> <li>• organizing and implementing individual and group meetings</li> </ul>		
<p><b>INTENDED OUTPUTS</b></p> <p><b>Output 2:</b> Defined path of area development based on communication and agreement with key stakeholders in the community</p>	<p><b>OUTPUT TARGETS FOR (YEARS)</b></p> <p>Targets (year 1)</p> <p>1. Prepared guidelines and an integrated plan of development of a rural area in Šibenik- Jadrtovac settlement</p>	<p><b>INDICATIVE ACTIVITIES</b></p> <p>1. Drafting an integrated plan of development for Jadrtovac settlement</p> <p>Activities:</p> <ul style="list-style-type: none"> <li>• drafting an internal and external situation analysis</li> <li>• organizing and holding individual and group meetings in order to prepare</li> </ul>	<p><b>RESPONSIBLE PARTIES</b></p> <p>UNDP Croatia Subcontracted consultants Other project partners</p>	<p><b>INPUTS</b></p> <p>Budget is shared for both outputs (see Output 1)</p>

<p>Baseline:</p> <ul style="list-style-type: none"> <li>- Need to adopt an area development plan of an area that wants to develop its possibilities according to a plan with existing infrastructure, capacities and potentials and be competitive in the market</li> </ul> <p>Indicators:</p> <ul style="list-style-type: none"> <li>- Number of held meetings during the analysis and development planning of Jadrtovac area</li> <li>- Prepared guidelines for development possibilities in an integrated plan of Jadrtovac area</li> </ul>		<ul style="list-style-type: none"> <li>• the SWOT analysis</li> <li>• defining the vision</li> <li>• determining strategic goals, priorities and measures</li> <li>• preparing a draft of guidelines and presenting them to local stakeholders</li> <li>• drafting an integrated plan of development and its presentation to the public</li> </ul>		
--	--	--	--	--



#### IV. ANNUAL WORK PLAN

Year:

EXPECTED OUTPUTS <i>And baseline, indicators including annual targets</i>	PLANNED ACTIVITIES <i>List activity results and associated actions</i>	TIMEFRAME				RESPONSIBLE PARTY	PLANNED BUDGET		
		Q1	Q2	Q3	Q4		Funding Source	Amount	
<p><b>Output 1:</b></p> <p><b>Baseline:</b></p> <ul style="list-style-type: none"> <li>- need to improve collaboration and coordination of the relevant stakeholders from both public and private sector through a sustainable mechanism</li> <li>- need to improve system of development planning at local level and self-sustainability of the local communities and their projects</li> <li>- need to strengthen individual and sector capacities of the whole rural area (primarily tourism and agricultural production and processing)</li> </ul> <p>Indicators:</p> <ul style="list-style-type: none"> <li>- Prepared catalogue with 5-7 project ideas in rural development</li> <li>- Adjusted and filled in questionnaires used for the implementation of the project „Project hunters“ for detailed evaluation of project ideas for projects with a higher</li> </ul>	<p>1. Prepared catalogue with 5-7 project ideas in rural development</p> <p>Activities:</p> <ul style="list-style-type: none"> <li>• identification of stakeholders and collecting data on their activities during field visits, individual and group meetings in the target area</li> <li>• compilation of collected project ideas in a catalogue in Excel format for potential EU funding</li> </ul>	X	X			UNDP Croatia			
			X						
	<p>2. Elaboration of 3 project ideas from project ideas catalogue</p> <p>Activities:</p> <ul style="list-style-type: none"> <li>• adjustment of the questionnaire used during the implementation of the „Project hunters“ project for further elaboration of project ideas of a higher</li> </ul>		X			UNDP Croatia			
			X						

<ul style="list-style-type: none"> <li>- level of maturity of workshops organized</li> <li>- Number of held meetings for exchange of experience</li> </ul> <p>Targets:</p> <ul style="list-style-type: none"> <li>- Data on activities and project ideas of rural stakeholders collected, moreover catalogue with 5-7 project ideas in Excel prepared</li> </ul>	<p>level of maturity</p> <ul style="list-style-type: none"> <li>• out of collected project ideas, 3 project ideas selected that can benefit the project area and serve the needs of the local community the most</li> <li>• detailed elaboration and development of selected project ideas using a questionnaire for the analysis of projects</li> </ul>	X					
<ul style="list-style-type: none"> <li>- Detailed elaboration of 3 project ideas of a higher level of maturity through an adjusted questionnaire used for the implementation of „Project hunters“ project“</li> <li>- Network of key local stakeholders established</li> <li>- Enhanced knowledge and understanding of key EU policies and programmes relevant for the development of business activities of local stakeholders</li> </ul>	<p>3. Establishment of a network of key stakeholders and project facilitators with the aim of sustaining dialogue and planning joint activities</p>	X	X		UNDP Croatia		
<ul style="list-style-type: none"> <li>- Organizing meetings with relevant stakeholders as well as workshops for rural stakeholders active in rural tourism</li> <li>Activities: <ul style="list-style-type: none"> <li>• implementation of consultative meetings and workshops adjusted to the needs of</li> </ul> </li> </ul>	<p>4. Organizing meetings with relevant stakeholders as well as workshops for rural stakeholders active in rural tourism</p> <p>Activities:</p> <ul style="list-style-type: none"> <li>• implementation of consultative meetings and workshops adjusted to the needs of</li> </ul>	X	X		UNDP Croatia		

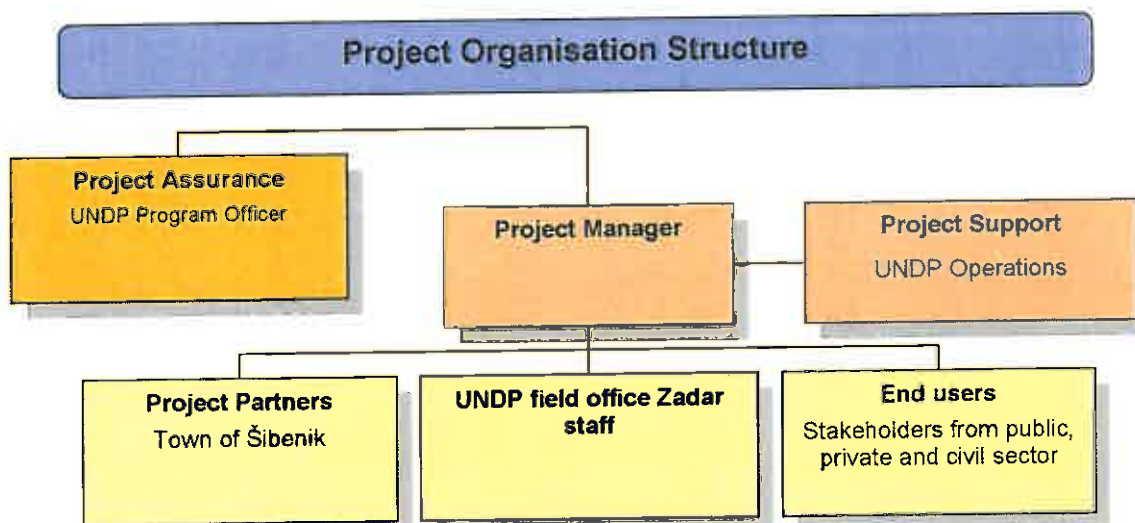


## V. MANAGEMENT ARRANGEMENTS

The Project Manager (PM) will be engaged by UNDP Croatia and will be responsible for management and implementation of all project activities. The project assurance will be done through oversight and supervision of PM and by UNDP programme officer. Needed administrative assistance for project implementation will be provided by UNDP Operations unit in Project Office in Zagreb. Actual on site project implementation and provision of eventual specific expert services will be provided by UNDP field office staff and when needed outside experts.

The project implementation will be fully coordinated with other project participants (implementation partners) and End users.

The diagram below shows basic Project organizational structure:



---

## VI. MONITORING FRAMEWORK AND EVALUATION

In accordance with the programming policies and procedure outline in the UNDP Used guide, the project will be monitored through the following:

### Within the project implementation cycle

- On a quarterly basis, a quality assessment shall record progress towards the completion of key results, based on quality criteria and methods captured in the Quality Management table below. The short project progress report and status report will be prepared

Project manager will keep and regularly update a Project Issue Log and a project Lesson-learned log to facilitate tracking and resolution of potential problems and requests for change and to use the data in preparation of project lessons learned report.

### Annually

**Final Project Report.** The final Project Report shall be prepared by the Project Manager and shared with UNDP Head of Office. The final report shall encompass individual success stories and standard project overview covering the whole year and the summary of overall achieved results compared to pre-defined targets as the output level.

## Quality Management for Project Activity Results

<b>OUTPUT 1: Networking and development potentials of rural stakeholders improved to ensure project creation, development and linking of sustainable economic and social activities</b>		
<b>Purpose</b>	Supply detailed information on key stakeholders in the rural area and their economic potential, cultural and natural resources as well as creating sustainable project ideas that will facilitate sustainable development of the area and strengthen stakeholders' capacities primarily active in tourism	
<b>Description</b>	Following activities should contribute to the achievement of the Activity result 1: <ol style="list-style-type: none"> <li>adjustment of the questionnaire for collecting data on stakeholders</li> <li>collecting data on rural stakeholders, their activities and development projects through individual and group meetings (5-7 projects expected)</li> <li>selecting 3 project ideas from collected data for further development that can significantly contribute to sustainable development of Jadrtovac</li> <li>establishing a network of key stakeholders with the aim of participative planning and future joint activities</li> <li>organizing workshops adjusted to the needs of rural stakeholders active in tourism and agriculture</li> </ol>	
<b>Quality Criteria</b>	<b>Quality Method</b>	<b>Date of Assessment</b>
A high number of stakeholders from all three sectors involved in participative meetings	Based on consultations with town Šibenik and local stakeholders from Jadrtovac, invitation lists for meetings prepared	(Q1) At the beginning of the project
Selected projects are in line with the criteria and can respond to the development needs of the area	Based on the set of objective and measurable criteria development projects selected	(Q1) At the beginning of the project
A network of key stakeholders from the partnership meetings established and is capable to continue dialogue and planning following the end of the project	The diversity of profiles of key stakeholders within the informal network, in other words, stakeholders from public, private and civil sector	(Q2) At the end of the project
Consultation meetings and workshops envisaged on the basis of the assessment of needs of stakeholders in the network	Evaluation form after workshops	(Q1 and Q2) At the beginning and the end of the project, that is, after all the meetings and workshops

<b>Output 2: Defined path of area development based on communication and agreement with key stakeholders in the community</b>		
<b>Purpose</b>	Draft an integrated plan of development of Jadrtovac through a participative process	
<b>Description</b>	Following activities should contribute to the achievement of the Activity result 2: <ol style="list-style-type: none"> <li>organizing consultation meetings with the aim of developing elements of the plan in a wider circle of local stakeholders</li> <li>preparing a draft of guidelines and their presentation to local stakeholders</li> <li>drafting of the final version of the Plan of integrated development of Jadrtovac and its presentation to the public</li> </ol>	
<b>Quality Criteria</b>	<b>Quality Method</b>	<b>Date of Assessment</b>
Development plan will be drafted in a few steps with the participation of key stakeholders which will ensure better understanding of the process and its application in practice	Guidelines are used in practice through development projects in line with goals, priorities and measures	Most probably one year after the end of the project; as a follow-up activity of town Šibenik

---

## VII. LEGAL FRAMEWORK

This section is standard to all UNDP project documents and is in line with UNDP Programme and Operations Policies and Procedures. These are aligned to the UN General Assembly, ECOSOC and UNDP Executive Board resolutions and decisions determining UNDP's mandate, operations and organization.

This document signed by the Town and UNDP constitutes a Project Document as referred to in the Standard Basic Assistance Agreement (SBAA) between the Government of Croatia and UNDP, signed on 12 March 1996. Consistent with the Article III of the Standard Basic Assistance Agreement, the responsibility for the safety and security of the implementing partner and its personnel and property, and of UNDP's property in the implementing partner's custody, rests with the implementing partner.

The implementing partner agrees to undertake all reasonable efforts to ensure that none of the UNDP funds received pursuant to the Project Document are used to provide support to individuals or entities associated with terrorism and that the recipients of any amounts provided by UNDP hereunder do not appear on the list maintained by the Security Council Committee established pursuant to resolution 1267 (1999). The list can be accessed via <http://www.un.org/Docs/sc/committees/1267/1267ListEng.htm>.