

SUB-PROJECT DESCRIPTION



*Empowered lives.
Resilient nations.*

United
Nations
Development
Programme
in Croatia

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LIFE

Sub-project: Sustainable development of rural areas of Zadar County

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

United Nations Development Programme

Country: Croatia

Project Activity Document

Sub-Project Title:	Sustainable development of rural areas of Zadar County
UNDP SP 2014-2017; Outcome 1	Growth and development are inclusive and sustainable, incorporating productive capacities that create employment and livelihood for the poor and excluded (Output 1.1)
Sub-project Outcome:	Public-private partnerships established that provide innovative solutions for development
Expected Sub-Project Output(s):	<ol style="list-style-type: none">1. Networking and partnership building improved to ensure project creation, development and linking of sustainable economic and social activities; establishment of the platform of key local stakeholders to strengthen sustainability of small and medium scale economic activities in rural, remote areas of Zadar County2. Strengthen capacity of local stakeholders for fulfilling their full potential and developmental possibilities3. Establishment of the regional branding systems for agriculture and other key rural products of Zadar County
Executing Entity:	United Nations development Program in Croatia (UNDP Croatia)
Implementing Agencies:	UNDP Croatia, local partners (County, Towns and Municipalities)

Brief Description

The aim of this project is to contribute to the sustainable development of the least developed rural areas of Zadar County. Project will be directly linked with the results of the previously conducted "Project hunters", successfully finished at the end of October 2014.

Project will primarily focus on facilitation 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 public institutions (e.g. protected areas, municipalities, local and national tourism organizations, ministries and other national level institutions), local governments, private sector and civil society.

Project is designed to be implemented in 10 months, with the possibility of extension if the national institutions show interest in widening of the project approach on a wide national scale in the framework of Via Dinarica Programme Initiative.

Programme Period: 10 months with possibility of extension

Key Result Area (Strategic Plan) _____

Atlas Award ID: _____

Start date: December 1st, 2014
End Date: October 1st, 2014

Total resources required 64,100.00 USD

Total allocated resources: 64,100.00 USD

- Donor
 - Zadar County: 280,000.00 HRK which is approx. 46,100.00 USD
 - UNDP contribution: 18,000.00 USD

Unfunded budget: 0,00

In-kind Contributions n/a

Agreed by (Government): Zadar County

For implementation of this Project Zadar County has provided financial means from 2014 Annual Budget; under the following item: Activities A3601-09 – other activities in agriculture as well as projected/planned 2015 Annual Budget of Zadar County.



(Signature)

Name: Stipe Zrilić

Title: Prefect



Agreed by (UNDP):



(Signature)

Name: Sandra Vlašić

Title: UNDP Head of Office



I. SITUATION ANALYSIS

The area of Zadar County hinterland has been a territory with a traditional number of developmental challenges, with additional burden of the recent war. In the recent years, Zadar County and numerous stakeholders from the area became more aware of their new possibilities for development especially with the growing tourist industry on the nearby Adriatic Coast.

The area is rich in cultural-historical and natural resources. The region offers unique cultural content which is at the moment insufficiently explored and utilized for tourism purposes. It is exactly the diversity of cultural-historical and natural resources of this area that represents the value that could be used for stimulating rural development. The entire area is also abundant with ethnographic heritage that is mainly reflected in the traditional structures: stone houses, drywalls, walls, accumulations, tombs, cemeteries, chapels, churches, monuments, marginal and devastated citadels, hovels, stables and mills.

On the other hand, low population density (average for the territory is 20 inhabitants/m²) and limited human capital are the major development obstacles and result in the economic underdevelopment and isolation of the area. Education is the most important component of human capital development. Educated workforce means greater productivity, both for a company and for the entire sector and region. As per data of the State Bureau of Statistics (CROSTAT), in 2001, at the level of Croatia, out of the total of 3.682.826 inhabitants aged 15 and above, 2,86% had no education, 21,75% had finished primary school, 47,06% had finished secondary education and 11,9% had higher education.

The level of economic activity in the project area is lower than the Croatian average and the number of new vacancies are continuously decreasing. The result of this situation is reflected in long-term unemployment, inactivity and, consequently, social deprivation in the major part of the area.

On the other hand, natural and cultural resources of this area, the vicinity of relatively well developed, tourism oriented centres on the coast and opening of the whole area towards the rest of Croatia through a better developed traffic infrastructure represents quality fundamentals and an opportunity for the development of the area. In this project we mainly focus on the development of rural tourism, which can, with the development of agriculture production and other connected services on the family farms, be the driver of local development based on sustainable resources and the tradition of the project area.

The project area is famous for its many karst phenomena – caves and pits that are shaped by the ground water flows. These karst areas with low vegetation whose growth is, among other things, prevented by lack of water but also strong gusts of wind (bura), offer limited possibilities for the development of agriculture activities for domestic population. Nevertheless, in the valleys of the Velebit channel area, there are somewhat more fertile areas that are mainly used as pastures and satisfy their needs for arable land. Project area is characterized by mainly steep coastlines with gravel beaches and karrens, which makes the whole area very attractive for tourists. The area is also characterized by many natural lookouts and mountain peaks. In the south Velebit area, the canyons of Velika and Mala Paklenica as well as the larger part of south Velebit, because of their geomorphological and other values, are protected as a national park. The rest of Velebit area is protected under the category of a park of nature. The Ravni Kotari area is characterized by fertile valleys with fields and dried out sloughs covering the whole area, excluding the northern, karst part, that borders with Bukovica. Ravni Kotari area is a very valuable agricultural area with a long tradition of agricultural production.

All mentioned challenges are especially relevant for the women in the territory. Traditionally engaged on the farm on various jobs as unpaid staff, their contribution to the farm in financial terms is completely invisible and therefore not adequately valued. Women are particularly active in the processing and manufacturing of value-added products, such as cheese making, the processing of fruit and vegetables and the production of handicrafts. These activities can

supplement the household budget or provide the first steps towards women's economic independence and therefore contribute to the economic development of the project area in terms of added value products to its tourist offer.

II. STRATEGY

Approach to be used in the proposed project is founded on the following principles 1) promotion of employment and improvement of living conditions, particularly for vulnerable groups and less-favored regions; 2) improvement of the competitiveness of less-developed regions by focusing on information exchange, education and strengthening human capital of the area. Aside from these principles in project implementation the general principles of smart, sustainable and inclusive growth will be applied.

Mobilization of the resources and stakeholders is for the above mentioned reasons crucial for starting general social and economic development, as well as the development of a specific activity within a sector, namely the rural tourism activity. Therefore participative approach will be the key in implementation of all project activities, especially in the development of the project ideas primarily linked with tourism and sustainable agriculture adjusted to the specifics of area.

First step of the project will be the inclusion of a wide number of stakeholders in mapping of the current practices/project ideas and project locations in the project area (municipalities Gračac, Starigrad and Jasenice and Towns – Benkovac and Obrovac), recognition of main natural and cultural assets as developmental tools, and gathering all relevant stakeholders from both, public and private sector in order to reach common understanding of the main regional potentials. Second step will be, through workshops and knowledge sharing meetings increase knowledge and understanding of the stakeholders about potentials of the area, necessary capacity development of all involved in this process and finally works on the joint path of development. Last step of the project will be to set standards for marketing and selling high quality agriculture and other rural products on the local and national market.

Joint participative planning will be conducted through several phases:

- 1) Preparation of a questionnaire for data collection on existing business practices and main natural and cultural assets in the project area with exact GPS location; this information will be further used by Zadar County and it's partners for the purposes of development, promotion and marketing of the territory.
- 2) Collection of project ideas and project locations through individual and group meetings and preparation of the catalogue of project ideas
- 3) Selection of projects for further elaboration, based on objective criteria like: benefit that project brings to the area, inclusion of stakeholders, partnership, project maturity (prepared technical documentation), available financial means for it's implementation
- 4) Meetings with wider group of stakeholders, project idea holders with the aim to exchange information and where possible link projects into project packages to create a platform in the project area for sustainable planning and implementation of local development projects

Each meeting will be an opportunity to gather new contacts for widening the circle of involved stakeholders. The fact that Lika-Senj County is a neighboring county of the project area, and shares a part of the Velebit Mountain will be used for further strengthening of the partnership and widening cooperation on that territory. This approach and project results will be used as a initiation of the project activities in the framework of Via Dinarica Programme in Croatia.

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. 1 Sustainable development of rural areas of Zadar County

INTENDED OUTPUTS	OUTPUT TARGETS FOR (YEARS)	INDICATIVE ACTIVITIES	RESPONSIBLE PARTIES	INPUTS
<p>Output 1: Networking and partnership building improved to ensure project creation, development and linking of sustainable economic and social activities</p> <p>Baseline: - need to improve coordination of the relevant stakeholders from both public and private sector through a sustainable mechanism - need to improve system of</p>	<p>Targets (year 1)</p> <ol style="list-style-type: none"> Data on 100 rural stakeholders and their practices collected and data entered in the database (Excel table) Catalogue with 30 rural project ideas developed, out of which 15 projects further elaborated through project questionnaire Network of key stakeholders established and link between their projects in sustainable project package created 	<ol style="list-style-type: none"> Collection of data for 100 rural stakeholders and their practices and major cultural and natural assets of the area Activities: <ul style="list-style-type: none"> identification of stakeholders and field visits development of a format for collection of data collection of data and data verification during field visits to the targeted area compilation of collected information about their practices and other territory assets in the Excel database 	<p>UNDP Croatia Subcontracted consultants Other project partners</p>	<p>Total projected budget: USD 64,100.00 UNDP financing with USD 18,000.00</p> <p>Expected co-financing: Zadar County: 280,000.00 HRK which is approximately USD 46,100.00</p>

<p>development planning at local level and self-sustainability of the local communities and their projects</p> <p>Indicators:</p> <ul style="list-style-type: none"> - Database of rural stakeholders from Zadar hinterland (municipalities Gračac, Starigrad, Jasenice and towns of Obrovac and Benkovac) with 100 entries in Excel format prepared - Catalogue with 30 project ideas prepared - 15 questionnaires with thorough elaboration of the project ideas prepared 		<p>2. Collection of data on 30 rural development projects</p> <p>Activities:</p> <ul style="list-style-type: none"> • identification of stakeholders and organization of field visits to the targeted area in order to detect and support key projects related to rural tourism and agricultural production and processing • compilation of collected project ideas in a catalogue for potential EU funding <p>3. Development of 15 project ideas from project idea database</p> <p>Activities:</p> <ul style="list-style-type: none"> • out of 30 project ideas extract 15 that best contribute to the development of the territory and serve the needs of local community • further elaboration of extracted project ideas using the questionnaire for project analysis and further elaboration and development <p>4. Based on the network of stakeholders and project holders establishment of the informal platform for maintaining dialogue and planning joint actions</p>		
<p>INTENDED OUTPUTS</p>	<p>OUTPUT TARGETS FOR (YEARS)</p>	<p>INDICATIVE ACTIVITIES</p>	<p>RESPONSIBLE PARTIES</p>	<p>INPUTS</p>
<p>Output 2: Strengthen capacity of local stakeholders for fulfilling their full potential and developmental possibilities</p>	<p>Targets (year 1)</p> <ol style="list-style-type: none"> 1. The capacity of rural stakeholders on the subject of development of tourism and agricultural production 	<ol style="list-style-type: none"> 1. Organization of two workshops for rural stakeholders active in rural tourism and related agriculture production and services <p>Activities:</p> <ul style="list-style-type: none"> • implementation of tailor-made 	<p>UNDP Croatia Subcontracted consultants Other project partners</p>	<p>Budget is shared for all 3 outputs (see Output 1)</p>

<p>Baseline:</p> <ul style="list-style-type: none"> - Need to strengthen individual and institutional capacities of the entire rural sector (primarily tourism and agriculture production and processing) <p>Indicators:</p> <ul style="list-style-type: none"> - Number of workshops held - Number of other events - annual open farm day, meetings for exchange of practice, etc. 	<p>enhanced</p> <ol style="list-style-type: none"> 2. The capacity of small family farm owners and members enhanced on topics relevant to their farm operation and planned measures for rural development in Croatia for the period 2014 -2020 3. Enhanced visibility of Zadar County small family farms and short supply chains promoted 	<p>educational program on the basis of rural stakeholders' needs</p> <ol style="list-style-type: none"> 2. Organization of two workshops for agriculture/family farm producers related to NATURA 2000 and agriculture production in NATURA areas <p>Activities:</p> <ul style="list-style-type: none"> • implementation of tailor-made educational program for family farm owners and members on topics relevant to their farm operation and planned measures for rural development in Croatia for the period 2014 -2020 <ol style="list-style-type: none"> 3. Organization of Open Farm Day <p>Activities:</p> <ul style="list-style-type: none"> • coordination of the event with family farms, • organization of visits of project partners and local media to key agricultural producers and their family farms in order to increase their visibility and promote short supply chains in the project area 	<p>INPUTS</p>	
<p>Output 3</p> <p>Establishment of the regional branding system for agriculture and other key rural products</p> <p>Baseline:</p> <ul style="list-style-type: none"> - need to adopt set of quality standards 	<p>OUTPUT TARGETS FOR (YEARS)</p> <p>Targets (year 1)</p> <ol style="list-style-type: none"> 1. Sign of quality and visual identity of agricultural and other rural products of Zadar County prepared 2. Guidelines for the development and use of the visual identity/sign in 	<p>INDICATIVE ACTIVITIES</p> <ol style="list-style-type: none"> 1. Design of a sign of quality and visual identity of agricultural products and services of Zadar County <p>Activities:</p> <ul style="list-style-type: none"> • desk research and preparation to create a recognizable identity and a sign of quality of agricultural products and other services of rural 	<p>RESPONSIBLE PARTIES</p> <p>UNDP Croatia Subcontracted consultants Other project partners</p>	<p>Budget is shared for all 2 outputs (see Output 1)</p>

<p>for the establishment of widely recognized brand of agriculture products and other rural services of Zadar County</p> <p>Indicators:</p> <ul style="list-style-type: none"> - based on the consensus of key rural stakeholders visual identity/sign prepared - guidelines with an action plan for the development of a regional brand for agriculture and other rural products of Zadar County prepared 	<p>order to support and differentiate high quality agriculture products and other services provided by rural stakeholders of Zadar County, developed.</p>	<p>stakeholders of Zadar County, with the goal of promoting the development of local production, raising the quality of products and manufacturing technologies</p> <ul style="list-style-type: none"> • development of a sign of quality and visual identity of agricultural products and services of Zadar County <p>2. Development of guidelines for creation of recognizable image and identity/sign of quality for agricultural products and other services of rural stakeholders of Zadar County</p> <ul style="list-style-type: none"> • gathering data and analysis of agriculture production and food processing with special emphasis on family farm production • prepare set of recommendations for achieving major goals: with the wide support of rural stakeholders create recognizable and well accepted regional agriculture and tourist brand 	
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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
Output 1: Baseline: - need to improve collaboration and coordination of the relevant stakeholders from both public and private sector through a sustainable mechanism - need to improve system of development planning at local level and self-sustainability of the local communities and their projects Indicators: - database of rural stakeholders from Zadar hinterland (municipalities Gračac, Starigrad, Jasenice and towns of Obrovac and Benkovac) with 100 entries in Excel format prepared	1. Collection of data for 100 rural stakeholders and their practices and major cultural and natural assets of the area Activities: <ul style="list-style-type: none"> • identification of stakeholders and field visits • development of a format for collection of data • collection of data and data verification during field visits to the targeted area • compilation of collected information about their practices in the Excel database 	X	X	X		UNDP Croatia		
		X						
		X	X					
		X		X				

<ul style="list-style-type: none"> - catalogue with 30 project ideas prepared - 15 questionnaires with thorough elaboration of the project ideas prepared 	<p>2. Collection of data on rural development projects</p> <p>Activities:</p> <ul style="list-style-type: none"> • identification of stakeholders and organization of field visits to the targeted area in order to detect and support key projects related to rural tourism and agricultural production and processing • compilation of collected project ideas in a catalogue for potential EU funding 	X	X	X					
<p>Targets:</p> <ul style="list-style-type: none"> - 100 entries in the database of rural stakeholders - prepared catalogue with 30 project ideas - 15 questionnaires with elaboration of project ideas prepared 		X	X	X					
UNDP Croatia									

	<p>3. Development of 15 project ideas from project idea database</p> <p>Activities:</p> <ul style="list-style-type: none"> out of 30 project ideas extract 15 that best contributes to the development of the territory and serves needs of local community further elaboration of extracted project ideas using questionnaire for project analysis and further elaboration and development 		X	X		UNDP Croatia			
	<p>4. Based on the network of stakeholders and project holders establishment of the informal platform for maintaining dialogue and plan joint actions</p>		X	X		UNDP Croatia			

<p>Output 2 Baseline:</p> <ul style="list-style-type: none"> - need to strengthen individual and institutional capacities of the entire rural sector (primarily tourism and agriculture production and processing) <p>Indicators:</p> <ul style="list-style-type: none"> - number of workshops held - number of other events - annual open farm day, meetings for exchange of practice, etc. <p>Targets:</p> <ul style="list-style-type: none"> - two workshops for rural stakeholders - two workshops for agriculture/family farm producers - Open farm day activities implemented 	<p>1 Organization of two workshops for rural stakeholders active in rural tourism and related agriculture production and services</p> <p>Activities:</p> <ul style="list-style-type: none"> • implementation of tailor-made educational program on the basis of rural stakeholders needs 	X	X			UNDP Croatia			
	<p>2. Organization of two workshops for agriculture/family farm producers related to NATURA 2000 and agriculture production in NATURA areas</p> <p>Activities:</p> <ul style="list-style-type: none"> • implementation of tailor-made educational program for family farm owners and members on topics relevant to their farm operation and planned measures for rural development in Croatia for the period 2014 -2020 	X	X			UNDP Croatia			

<p>Output 3</p> <p>Baseline:</p> <ul style="list-style-type: none"> - need to adopt set of quality standards for the establishment of widely recognized brand of agriculture products and other rural services of Zadar County <p>Indicators:</p> <ul style="list-style-type: none"> - based on the consensus of key rural stakeholders visual identity/sign prepared - guidelines with an action plan for the development of a 	<p>3. Organization of a Open Farm Day</p> <p>Activities:</p> <ul style="list-style-type: none"> • coordination of the event with family farms, • organization of visits of project partners and local media to key agricultural producers and their family farms in order to increase their visibility and promote short supply chains in the project area 	X	X	X	X	<p style="text-align: center;">UNDP Croatia</p>			
<p>1. Design of a sign of quality and visual identity of agricultural products and services of Zadar County</p> <p>Activities:</p> <ul style="list-style-type: none"> • desk research and preparation to create a recognizable identity and a sign of quality of agricultural products and other services of rural stakeholders of Zadar County, with the goal of promoting the development of local production, raising the quality of products and 	<p>1. Design of a sign of quality and visual identity of agricultural products and services of Zadar County</p> <p>Activities:</p> <ul style="list-style-type: none"> • desk research and preparation to create a recognizable identity and a sign of quality of agricultural products and other services of rural stakeholders of Zadar County, with the goal of promoting the development of local production, raising the quality of products and 	X	X	X	X	<p style="text-align: center;">UNDP Croatia</p>			

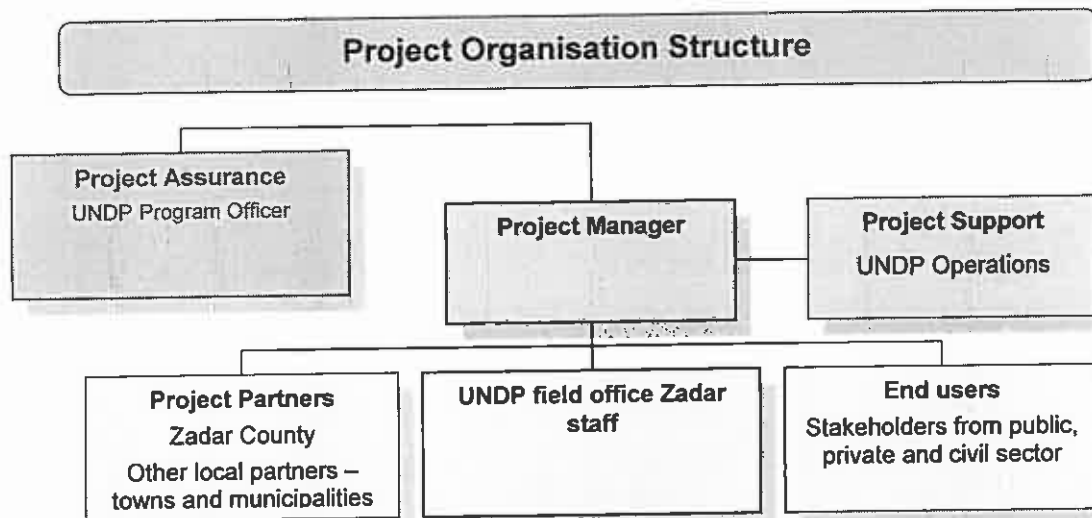
<p>regional brand for agriculture and other rural products of Zadar County prepared</p> <p>Targets:</p> <ul style="list-style-type: none"> - A sign of quality and visual identity of agricultural products and services of Zadar County designed - Developed guidelines for creation of recognizable image and identity/sign of quality for agricultural products and other services of rural stakeholders of Zadar County 	<ul style="list-style-type: none"> • manufacturing technologies development of a sign of quality and visual identity of agricultural products and services of Zadar County 			X						
	<p>2. Development of guidelines for creation of recognizable image and identity/sign of quality for agricultural products and other services of rural stakeholders of Zadar County</p>	X	X	X						
	<ul style="list-style-type: none"> • gathering data and analysis of agriculture production and food processing with special emphasis on family farm production 	X	X							
	<ul style="list-style-type: none"> • prepare set of recommendations for achieving major goals: with the wide support of rural stakeholders create recognizable and well accepted regional agriculture and tourist brand 			X						
<p>UNDP Croatia</p>										
<p>TOTAL</p>										

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 organisational 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

OUTPUT 1: Networking and partnership building improved to ensure project creation, development and linking of sustainable economic and social activities		
Purpose	To provide in depth information about key rural stakeholders in the area and their economic potential, cultural and natural assets as well as creation of viable project ideas that will support sustainable development of the area	
Description	Following activities should contribute to the achievement of the Activity result 1: <ol style="list-style-type: none"> collection of data for 100 rural stakeholders and their practices as well as major cultural and natural assets of the area collection of data on 30 rural development projects selection and further elaboration of 15 project ideas that can significantly contribute to sustainable development of the area establishment of the informal platform for participatory planning and future joint actions preparation of a final report with lessons learnt and good examples stories for further use in the framework of Via Dinarica Programme nationally and internationally 	
Quality Criteria	Quality Method	Date of Assessment
Wide list of stakeholders for preparation of field visits with inputs from project partners	Meetings attended by interested rural stakeholders from the project area	(Q1) At the beginning of the project
Wide list of project ideas out of which projects for further elaboration will be selected	Projects that contribute to the regional and national development strategy with positive socio-economic impact	(Q2) During the implementation of project
Set of objective and measurable criteria developed for selection of development projects	Based on the set of objective criteria projects selected	(Q2) During the implementation of project
Informal platform of local stakeholders will be a result of partnership meetings that will continue to maintain dialogue and plan joint actions in order to ensure sustainability of Via Dinarica initiative	Diversity of profiles of key stakeholders gathered in the platform, ie stakeholders from public, civil and private sector	(Q3) At the end of the project

OUTPUT 2: Strengthen capacity of local stakeholders for fulfilling their full potential and developmental possibilities		
Purpose	To strengthen individual and institutional capacities of the stakeholders active primarily in the field of tourism and agriculture	
Description	Following activities should contribute to the achievement of the Activity result 2: <ol style="list-style-type: none"> organization of two tailor-made workshops for rural stakeholders active in rural tourism and related agriculture production and services organization of two workshops for agriculture/family farm producers related to NATURA 2000 and agriculture production in NATURA areas organization of a Open Farm Day in order to increase the visibility of small family farms and promote short supply chains in the project area 	
Quality Criteria	Quality Method	Date of Assessment
Selected tailor-made educational program on the basis of needs assessment of rural stakeholders and family farm producers as a result of previous meetings. Tailor-made educational program will be prepared based on the conducted needs assessment of rural	Evaluation questionnaire after organized workshops	(Q1 and Q3) At the beginning and end of the project, ie after organized workshops

stakeholders and family farm producers		
Organized visibility event to continue promotion of small family farms and production of local agricultural produce	Assessment of visibility and potentially increased sales on small family farms	(Q3) At the end of the project

OUTPUT 3: Establishment of the regional branding system for agriculture and other key rural products		
Purpose	To prepare guidelines with set of quality standards for the establishment of widely recognized brand of agriculture products and other rural services of Zadar County	
Description	Following activities should contribute to the achievement of the Activity result 3: <ol style="list-style-type: none"> a) commission design of a sign of quality and visual identity of agricultural products and services of Zadar County b) based on the experience of other regions of Croatia and individual consultation with key stakeholders prepare draft guidelines c) three proposals/drafts of the visual sign together with the first draft of the guidelines present to the wider group of stakeholders d) finalization of the guidelines and the sign and organize final presentation for agriculture producers, service providers and representatives of Zadar County for adoption 	
Quality Criteria	Quality Method	Date of Assessment
Guidelines will be prepared in few steps and with participation of key stakeholders which will enable better understanding of the process, community ownership of the sign and finally it's usage in practice	Guidelines used in practice e.g. quality sign in use	Possible one year after the end of the project; as a project follow-up activity of Zadar County

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 County 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>.