



**PROTECTING NATURE FOR
A SUSTAINABLE FUTURE**
IMPROVING THE MANAGEMENT OF PROTECTED AREAS



JABHO PIRETRIPJATHE ZA PASHSHTA
NDËRMARJA PUBLICE PËR KULLOSA
PUBLIC ENTERPRISE FOR PASTURE



FACT SHEET

Conservation of biodiversity in mountain grazing areas of Shara

Project name: Conservation of biodiversity in mountain grazing areas of Shara

Program: Improving the management of protected areas

Name of the protected area: Proposed Shara Mountain National Park

Total Project Budget: 4.480,258,00 MKD

This project is funded by: UNDP CO – the Former Yugoslav Republic of Macedonia

Target audience: local communities living in the mountainous regions of Shara, Local businesses, Agency for promotion and support of Tourism and tour operators, CSOs, General public

Name of the leader organization of the project: Milieukontakt Macedonia

Association for Sustainable Development-Milieukontakt Macedonia Skopje is a non-for-profit, civil society organization, supporting initiatives of civil society organizations (CSOs) on climate change, environment and sustainable development. It was established in 2012 following 12 years of successful implementation of Milieukontakt International programs in Macedonia. Its vision is to help create a strong, visible, professional, self-sustainable environmental CSO movement, based on the principles of democracy and openness. This means a movement that is highly visible in society, able to raise public awareness and capable of playing an important role in policy and decision-making processes, on local, national and international level.

Partner organization: Public Enterprise on Pastures

The Public Enterprise on Pastures has been established by the Government of the Republic of Macedonia in order to manage the state-owned pastures. According to Law on pasture, PE on Pastures creates a pasture management program every year. This program determine the natural conditions of the pasture, its restoration, development, measures for breeding, protection, promotion and extension of pastures.

Partner organization: Agricultural Economists of Republic of Macedonia

The Association of Agricultural Economists of Republic of Macedonia (AAEM) is non-governmental organization of experts in the area of agricultural economics. Since its foundation in 1997, its goal is development of sustainable agriculture in Republic of Macedonia. One of the most important features of the organization and its members is the cooperation with different representatives of private and public sectors as well as governmental and non-governmental institutions in the country such as Ministry of Agriculture, Forestry and Water Economy, as well as the National Extension Agency, while from the non-governmental sector the collaborations with the Federation of Farmers





of Republic of Macedonia, Association for Consumer Protection, Environmental Associations and others. The Association has developed many strategic documents for agricultural sector but also many specific documents as Laws and secondary legislative for milk, wine, grain, fruit and vegetables, etc.

Overall goal

The Project is intended to reconcile biodiversity conservation and economic development. The ultimate goal of the Project is to restore biodiversity of Shara Mountain pastures, generate new employment and opportunities.

Objectives of the project

The specific objectives of the project included:

Specific Objective 1: Strengthen capacity on sustainable pasture management

Component 1: Capacity strengthening for sustainable pasture management:

1.1. Shara Mountain Pasture Management Plan:

1.1.1. Baseline:

- Mapping biodiversity in pasture habitats;
- Survey of farmers to reveal: area of pastures coverage; quality of pastures; intensity of pastures uses;
- Overlay mapping: biodiversity versus over and under grazed areas;

1.1.2. Management plan:

- Stock density and rotational grazing plan;
- Forage and other pasture plants` harvesting;
- Investment plan for priority pastures` restoration;

1.2. Training on sustainable pasture management

- Training curriculum development;
- Training organized and held; target groups: PE Pastures, Farmers, Plant Collectors and CSOs;

Specific Objective 2: Demonstrate sustainable pasture practices

Component 2: Pilot Investment programme for priority pastures` restoration

2.1. Degraded pastures recovery measures

- Cleanup of shrublands;
- Improve plant composition;

2.2. Small Infrastructure Development

- Placed water ponds for sheep and goat;
- Other small infrastructure, in line with the Investment plan for priority pastures` restoration;



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Specific Objective 3: Improve local livelihoods

Component 3: Market Development

- 3.1. Business Plan
 - Stakeholder analysis and networking capabilities;
 - Local Products` Branding Strategy;
 - Ecotourism and Agritourism Development Strategy;
- 3.2. Developing agro-eco-tourism products
 - Tourisms products and marketing strategy development;
 - Pilot Tourist Tours execution;

Specific Objective 4: Communication, education and public awareness raising

Component 4: Communication, education and public awareness raising

- 4.1. Education and Promotion of Sustainable Pasture Management
 - Developed Guidance and toolkit on Sustainable Pasture Management;
 - Organization and execution of a Workshop on Sustainable Pasture Management;
 - Workshop on local product branding and promotion;
 - Workshop on ecotourism and agritourism tours development;
 - Workshop on marketing and promoting Agro-eco-tourism products;

Specific objective 5: Capacity building programme for pasture management

Component 5. Promotion of Local Brand Products and Tourist Tours

- Create video for promotion of successful sustainable pasture management;
- Pilot Tourist Tours execution;
- Create website for promotion of traditional farming products;
- Final promotional event;

Duration of the project

The project started on May 4th 2018 and will be completed within 16 months, on 4^h September 2019.

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