



**EUROPEAN AGRICULTURAL FUND FOR RURAL DEVELOPMENT – EUROPE  
INVESTING IN RURAL AREAS  
RURAL DEVELOPMENT PROGRAMME 2007 - 2013**

**LOCAL DEVELOPMENT STRATEGY AND  
POSSIBILITIES FOR DIVERSIFICATION OF  
RURAL LIFE ON THE TERRITORY OF  
LOCAL INITIATIVE GROUP  
“PANAGIURISHTE, STRELCHA,  
LESICHOVO”**

**26 – 27 June 2012**



# LOCATION OF L.I.G. “PANAGIURIShte, STRELCHA, LESICHOVO”



L.I.G. “Panaguirishte, Strelcha, Lesichovo” coincides with the territory of three municipalities in the South Central administrative region of Bulgaria – Panaguirishte, Strelcha and Lesichovo, and covers all towns and villages within them.

Headoffice of the L.I.G.:  
Panaguirishte, 90 km away from Sofia, 70 km away from Plovdiv and 40 km away from Pazardzhik.



POPULATION - 37 255 PEOPLE



TERRITORY - 1032,7 SQ. KM.





# BRIEF HISTORY

- Local Initiative Group “Panagiurishte, Strelcha, Lesichovo” was established in 2006 as an outcome from the implementation of a Swiss Agency for Development and Cooperation pilot project and was registered with a decision of Pazardzhik District Court under the Law on Non-Profit Legal Persons.
- In 2009 - 2010 L.I.G. “Panagiurishte, Strelcha, Lesichovo” implemented a project under the preparatory measure, developed a local development strategy and made the necessary changes in its organizational structure.
- Following approval by Ministry of Health and Food, it officially launched the campaign for implementation of its Strategy on 13.10.2011.



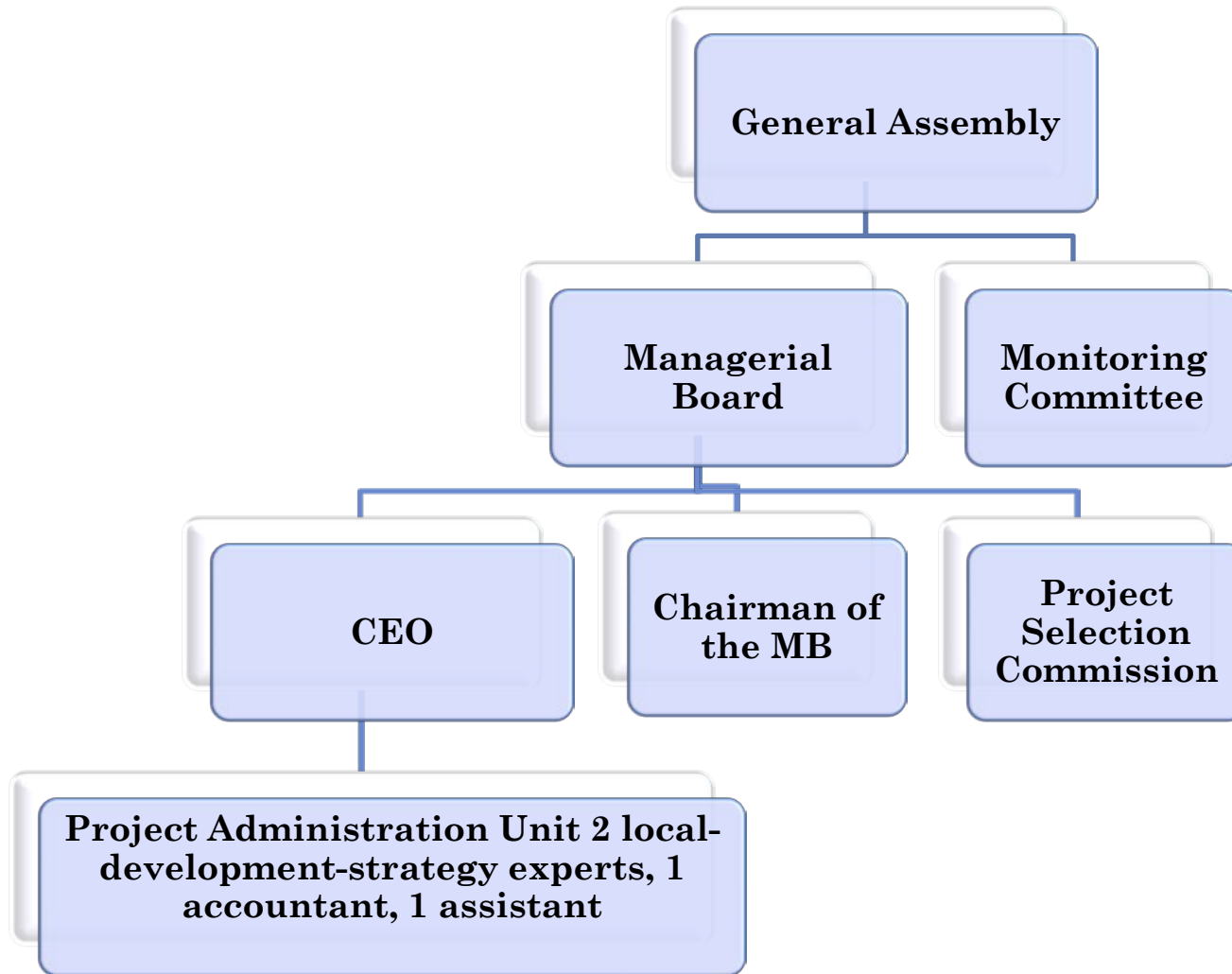
# MEMBERSHIP

## General Assembly

- ✓ 79 natural persons /incl. 6 sole traders /
- ✓ 15 legal persons
  - 3 municipalities
  - 6 NGOs
  - 6 business organisations



# ORGANISATIONAL STRUCTURE



## LOCAL DEVELOPMENT STRATEGY (LDS)- PURPOSE

- Accomplishment of sustainable, integrated development of the region, offering various employment opportunities and based on combining and complementing the locally specific types of agricultural production, processing sector, rural tourism and cultural heritage.



# PRIORITIES

**Increasing the competitiveness of the locally specific types of agricultural production and the food and beverage enterprises related to them (esp. in rose- and wine-growing).**

**Improving the quality of life and development of tourism.**


**Diversification and increase in economic activity.**





# PROSPECTS FOR DIVERSIFICATION OF RURAL LIFE BY MEANS OF THE LDS

## Main aspects

1. **Environmental improvement**
  2. **Improvement in the quality of services provided to citizens and business entities**
  3. **Attraction of more guests and tourists**
  4. **Cultural heritage restoration and preservation**
  5. **Active involvement of the population in local cultural events**
  6. **Establishment of favorable conditions for business start-ups**
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# MEASURE 311 ‘DIVERSIFICATION INTO NON-AGRICULTURAL ACTIVITIES’

- Promotion of diversification into non agricultural activities in the region, including tourism.
- Encouragement of the creation of new job opportunities and increasing the income of rural population in the region.
- **Projects 4** – construction, furnishing and equipment of guest houses, diversification of services provided to the population and business entities.



# MEASURE 313 “ENCOURAGEMENT OF TOURIST ACTIVITIES”

- Encouragement of the establishment of new employment opportunities, opening of new jobs and increasing the incomes of population in the region y supporting the development of integrated rural tourism. Diversification and development of integrated rural tourism. Diversification and improvement of tourist infrastructure, attractions and visitor facilities on the territory of the LIG
- **Projects 10 – 4** – temporary exhibition centres for tourist purposes; improvement of access to natural attractions



# MEASURE 321 “BASIC SERVICES FOR RURAL POPULATION AND ECONOMY”

- Improvement of rural population’s access to cultural, sports and leisure services; improvement of rural population’s access to social services, especially those provided to children and vulnerable groups of the population; improvement of access to ICT-related services.
- **Projects 6 - 4** – sports grounds, refurbishment and equipment of social and cultural institutions (community centres).



## MEASURE 322 REVIVING AND DEVELOPMENT OF THE SETTLEMENTS

- Reviving and development of the settlements on the territory of the LIG.
- **Projects 8 – 4** – rehabilitation of parks, gardens, playgrounds, street lights.



*MEASURE 323 “CONSERVATION AND UPGRADING OF THE RURAL HERITAGE UNDER COUNCIL REGULATION (EC) No 1698/2005 OF 20 SEPTEMBER 2005 .”*

- Conservation, protection and improvement of access to natural and cultural heritage and rural traditions on the territory of the LIG.
- Publicity to the importance of rural heritage to society and the need of its protection both in the interest of the society which owns it and to its guests.
- **Projects 10 – 6** – revival of old traditions and customs, presentation of rural heritage to village tourists and guests, revival of cultural life in villages and active involvement of the population in the respective events.





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**Thank you for your attention.**

