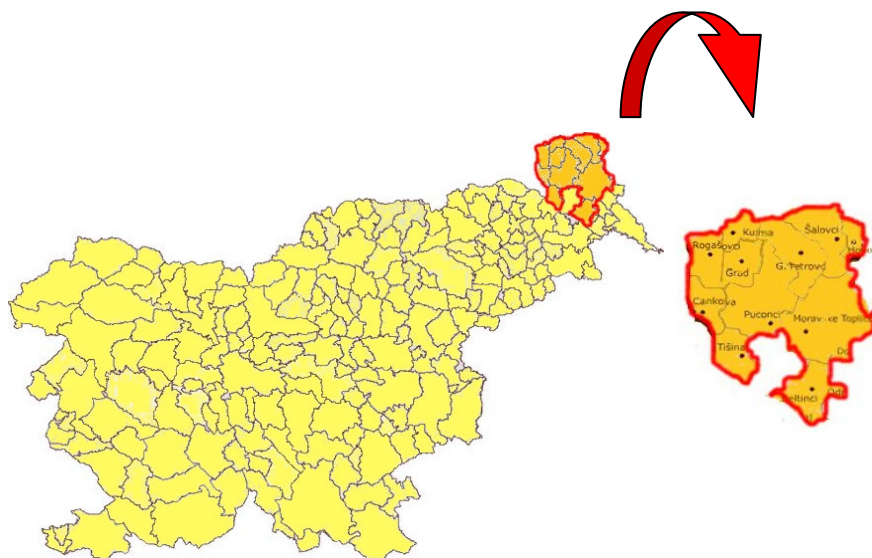


RAZVOJNA AGENCIJA SINERGIJA DEVELOPMENT AGENCY

OBČINE / MUNICIPALITIES: BELTINCI, MORAVSKE TOPLICE, PUČONCI, HODOŠ, ŠALOVCI, GORNJI PETROVCI, GRAD, KUZMA, ROGAŠOVCI, CANKOVA, TIŠINA

ABOUT SINERGIJA DEVELOPMENT AGENCY



COMPANY INFO

Name: RAZVOJNA AGENCIJA SINERGIJA d.o.o. (SINERGIJA DEVELOPMENT AGENCY Ltd.),
Promotion of the Entrepreneurship and Coordination of the economic and spiritual
Development of Countryside

Address: Kranjčeva ulica 3, 9226 Moravske Toplice

Office: Martjanci 36

Phone: +386 (0)2 538 13 50

Fax: +386 (0)2 538 13 55

Website: www.ra-sinergija.si

E-mail: sinergija@ra-sinergija.si

Country: Slovenia

Region: Pomurska / Pomurje

Contact: Stanislav Sraka, Director

With its activities Sinergija Development Agency primarily covers following municipalities: Beltinci, Cankova, Gornji Petrovci, Grad, Hodoš, Kuzma, Moravske Toplice, Pučonci, Rogašovci, Šalovci and Tišina with around 37,000 inhabitants and total area of 627 km², and with some of its activities the Agency covers the area of all 27 municipalities in Pomurje.

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SINERGIJA DEVELOPMENT AGENCY

Sinergija Development Agency was founded as a sub-regional development agency of 11 municipalities in Pomurje region with the task to prepare development projects and their implementation.

Sinergija Development Agency is a non-profit non-governmental organisation, body of public law (in accordance with Directive 2004/18/EC, Article 1) with legal status of a non-profit limited company and is owned by 11 founding municipalities (Beltinci, Cankova, Gornji Petrovci, Grad, Hodoš, Kuzma, Moravske Toplice, Puconci, Rogašovci, Šalovci and Tišina), two chambers (Regional Chamber of Crafts and Entrepreneurship Murska Sobota, Chamber of Commerce and Industry - Regional Chamber Murska Sobota) and insurance company (Insurance Company Triglav d.d. - Regional Office Murska Sobota).

Sinergija Development Agency was established in January 1998 and began its business operation in March of the same year. Its mission is to promote the development of entrepreneurship and to coordinate the economic and spiritual development of countryside.

Its team consists of educated, well trained, experienced and permanent staff.

Vision of Sinergija Development Agency and of Sinergija Regional Development Partnership is to create such living conditions for inhabitants of municipalities of the development coalition / development partnership that they have the best or realistic possibilities for local comfort and global success.

Mission or role of Sinergija Development Agency and of Sinergija Regional Development Partnership is specified by following programme guidelines:

- ⇒ to link public and entrepreneurial interest with development goals of local environment;
- ⇒ to promote development of entrepreneurship and small industry;
- ⇒ to implement tasks of local area development programmes;
- ⇒ to establish and provide quality services of supporting environment for entrepreneurs or entrepreneurial local inhabitants;
- ⇒ to provide help (specific / specialised) to municipal administrations.

Strategic goals of local development coalition / regional development partnership and of programme for promotion of economic development in the area of founding municipalities of Sinergija Development Agency are the following:

- to pool key local development partners into a firm development coalition;
- to provide organised promotion of entrepreneurship and employment in the area of municipalities of development partnership and wider in Pomurje region;
- to provide coordination, guidance and implementation of functions of development planning for entrepreneurs and entrepreneurial local inhabitants, business services,

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activation and development of human potentials (education), activation and development of financial potentials with involvement of local resources, promotion of innovation activities and of research and development;

- to link providers of promotion activities at local and regional level and to implement programmes efficiently;
- to provide quality services to entrepreneurs and entrepreneurial local inhabitants and municipal administrations;
- to stop the outflow or migration of inhabitants and to provide conditions for immigration or return of inhabitants;
- to provide organised inflow of (new) capital for realisation of entrepreneurial ideas and development activities.

With promotion and support of people concerning activation of their potentials with achieving of synergistic effects we would like to influence and contribute to development of the area of local development coalition / regional development partnership and of local inhabitants.

For this reason Sinergija Development Agency constantly endeavours to:

- ☞ be well organised, lead and coordinated ⇒ to serve interests and benefits of founders, regional development partnership and local inhabitants;
- ☞ be competent and efficient above average ⇒ because it has to provide specific services;
- ☞ be flexible regarding changes in the environment ⇒ because changing is essential element of entrepreneurship;
- ☞ be authoritative, influential in the environment and visible ⇒ only this way it can perform its mission;
- ☞ be identifiable and easily accessible ⇒ to serve users – people;
- ☞ provide low-cost services to the end user ⇒ in order for people to use the services;
- ☞ be well motivated, connected outside local environment and action oriented ⇒ to be efficient and useful.

Role of Sinergija Development Agency is primarily development planning (establishing who is capable to perform specific tasks) and only then consultant services (who should do what).

Sinergija Development Agency operates in predominantly rural area with a population of around 37,000 people and has around 900 registered economic subjects. Agriculture remains the dominant economic branch and the amount of entrepreneurial activity is below the Slovenian average.

Sinergija Development Agency has participated or is still participating in various national and international, interregional co-operations and Structural Funds financed projects, either as a lead partner or as a partner.

Sinergija Development Agency works as a business development institution supporting municipalities, other partners and the general public, and is responsible for the development of

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entrepreneurship, economic and spiritual development in the area of municipalities of development partnership in Pomurje region and wider.

This entails primarily regular implementation of basic or general-interest information and counselling to existing and potential interested entrepreneurs, farmers and unemployed individuals in the area of development coalition or region, and providing expert and organizational support to authorities of local communities and to inhabitants regarding:

- ◆ establishment and start-up of new small enterprises or restructuring of existing enterprises;
- ◆ exploring possibilities and obtaining favourable financial resources for realisation of entrepreneurial projects – informing of development incentives of the Republic of Slovenia and European Union;
- ◆ helping citizens with preparing applications and documentation for international, national and local tenders or incentives;
- ◆ promotion of entrepreneurial spirit and creativity of rural population and introduction of supplementary and complementary activities in rural areas;
- ◆ providing advantages regarding job creation and (self-)employment of unemployed persons;
- ◆ preparation of common development programmes or projects and coordination and management of development programmes of founding municipalities;
- ◆ promotion of development potentials and management of regional development partnership;
- ◆ planning, implementation, coordination and management of local, regional and interregional development projects in the field of entrepreneurship, rural and agricultural development, development of human resources, sustainable development of infrastructure and environment, ecology, etc.;
- ◆ cooperation with other local and regional development agencies and administrative bodies and other partners in order to promote overall development of the region;
- ◆ establishing international development partnerships and planning and implementation of joint development projects, etc.

The essence of our work is to achieve synergistic effects, increase user demand and self efficiency, to meet the common interests of our development coalition / development partnership, environmental expectations and expectations of individual members of the coalition.

Sinergija Development Agency has participated or is still participating in various national and international, interregional co-operations and Structural Funds financed projects, either as a lead partner or as a partner.

Some of them, especially referring to the sustainable development, are:

- ✓ Setting up of local development coalition, setting up and management of the sub-regional Development Agency for the areas of Municipality of Goričko and Municipality of Ravensko (local development coalition of 11 municipalities) in Pomurje region (1996-2013) - local

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- initiative with support of national partners, Municipality of Moravske Toplice and other municipalities of Sinergija Local Development Coalition;
- ✓ Establishment and support of Local Energy Agency for Pomurje (LEA Pomurje), supported by EU Intelligent Energy Europe (2004-2013) – initiator, project promoter and lead partner in project implementation;
 - ✓ establishment and support of operation of Local development Foundation of Pomurje – Regional cross point for NGOs in Pomurje region (2006-2013) – initiator and lead partner in implementation;
 - ✓ Setting up and management of Local Action Group (LAG) Goričko – LEADER Programme, EAGGF (2009-2013);
 - ✓ Setting up and management of Local Action Group (LAG) With the kind people– LEADER Programme, EAGGF, (2009-2013);
 - ✓ Preparing and implementation of regional development programme, regional and local development strategies and action plans in Pomurje region – with emphasis on municipalities of the Sinergija Regional Development Partnership (2004-2013);
 - ✓ Preparing of development programme - strategy of Goričko municipalities, Beltinci Municipality and Tišina Municipality (1998-2013), municipality initiative;
 - ✓ Preparing of the Regional Development Strategy in the Tri-D Border Region Slovenia-Austria-Hungary (1998-1999), supported by RS Ministry of Economy and EU Phare CBC Programme;
 - ✓ Investing in health and development in Pomurje region – main (cover) implementation movement for key execution projects in Pomurje region; transformation in Regional Action Group for Investment for Health and Development MURA (RAG MURA), 2002-2013, supported by Ministry for health of the Republic of Slovenia, Centre for Health and Development and RDA Mura;
 - ✓ Pilot activities in the frame of Special Preparatory Programme for EU Structural Funds (SL-9804) and PNDP – planning and execution of the project “New business (infra)structures in the role of stimulating the economic restructuring of rural areas in Pomurje region”, 2000-2002, supported by EU Phare Programme – pilot project for the use of geothermal energy in agriculture / vegetables production;
 - ✓ HR development and ICT projects / e-Contents projects management, advising for local authorities and SMEs (small and medium-sized enterprises);
 - ✓ Lifelong Learning Centre (CVŽU) for Pomurje region, European Social Fund 2005-2007 - lead partner, Lifelong Learning Centre (CVŽU) for Pomurje region, European Social Fund 2008-2013 - project partner;
 - ✓ Development and execution of numerous regional, cross-border and international cooperation projects;

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- ✓ Development and execution of numerous cross-border / neighbourhood cooperation projects (Mura river Mill-alliance, Comprehending our neighbours, 1999-2002, supported by Phare CBC Small Project Fund Slovenia-Hungary-Austria;
- ✓ Continuous support of SMEs (small and medium-sized enterprises) in Pomurje region – provider of eVEM point (**V**se na **E**nem **M**estu - *One-Stop-Shop Point*) for coalition of 11 founding municipalities and in recent years for majority of Pomurje municipalities - regular implementation of basic or general-interest counselling and information (help regarding establishment and start-up of enterprises and activities information on possible more favourable financing) to potential interested entrepreneurs in the area of development coalition or development partnership and in the wider Pomurje region;
- ✓ E-Vouchers provider for coalition of 11 founder municipalities; clustering of SMEs in the region; Development of model for transfer of good practices “Development of entrepreneurship /entrepreneurial ideas in the countryside”, 1996-2013, supported by JAPTI (PCMG) - now SPIRIT;
- ✓ Setting up and management of local development fund of Beltinci municipality and of Development fund of municipalities of Sinergija Local Development Coalition, 1996 - 2007;
- ✓ Sinergija Development Agency is a reference centre for promotion of e-business among SMEs in Pomurje Region - since 2002, authorized by Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments – JAPTI (PCMG);
- ✓ Some referential ICT projects: provider of publicly accessible e-Point for local inhabitants - implementation of the project “e-Entrepreneur” (2003-2004, Phare CBC, lead partner); “Youth, Entrepreneurship and advanced technology” (2002-2003, Phare CBC, lead partner); “Computer literacy for adults”, 2005-2006, ESF, lead partner; provider of e-learning contents in the frame of Lifelong Learning Centre for Pomurje Region; implementation of project “e-Entrepreneur”, 2003-2004, Phare CBC, lead partner; preparation of strategic plan for establishment of “Goričko & Ravensko pilot e-Region”; preparation of e-learning courses for SMEs for preparation of e-business strategies for enterprises; computer literacy trainings for unemployed people in Pomurje Region;
- ✓ RES & RUE projects development and management; support with promotion of RES usage and RUE measures at local, regional and national level and finding financial resources for private sector; energy consulting encouragement for households, SMEs and other public and private institutions and development of energy accounting; creation of new energy management agencies in Pomurje region and in other Slovene regions and their linkup (2003-today); Development and execution of numerous regional, cross-border and international RES & RUE cooperation projects.

EU projects:

- Partner of European Regional Development Fund project "SEAP Alps" - Supporting local authorities in the implementation of Sustainable Energy Action Plans of municipalities in the Alpine Space and of the ERDF Programme, Alpine Space, 2012-2015;

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- Partner of "GRISI PLUS" project - Geomatics Rural Information Society Initiative PLUS – Enhancing Rural Areas for Newcomers and promoting Local Products by exploiting Geographic Information, supported by INTERREG IVC Programme, 2012-2014;
- Partner of "CoMo" project - Covenant of Mayors Capacity Building Model for Ukraine and Georgia: Model Solution for Eastern Partnership and Central Asian Countries", supported by EU, EAST, 2012-2014;
- Partner of European Regional Development Fund project "ESSENCE", Easy eServices to Shape and Endpower Networks in Central Europe, supported by ERDF, CEE, 2012-2014;
- Lead partner of "BIO EXPERIENCE" project - promoting sustainable rural development with the new integrated tourism product, supported by ERDF, OP SI-HU 2007-2013, 2011- 2014;
- Lead partner of "T-JAM" project - Screening of the geothermal utilization, evaluation of the thermal groundwater bodies and preparation of the joint aquifer management plan in the Mura-Zala basin, supported by ERDF, OP SI-HU 2007-2013;
- Partner in "PRO-E-BIKE" project - Promoting electrical bicycles and scooters for delivery of goods and passenger transport in urban areas, supported by IEE 2012 STEER Programme, 2013-2016;
- Partner in "ENDURANCE" project - EU-wide establishment of enduring national and European support networks for sustainable urban mobility, supported by IEE 2012 STEER Programme, 2013-2016;
- Partner in "TSG NETWORK" project – Traffic snake game network, supported by IEE 2012 STEER Programme, 2013-2016
- Partner in "ISEMOA" project - Improving seamless energy-efficient mobility chains for all, supported by IEE 2009 STEER Programme, 2010-2013
- Partner in "BIOGASIN" project - Sustainable biogas market development in Central and Eastern Europe, supported by IEE 2009 Programme, 2010-2012;
- Partner in "EPOMM-PLUS" project - European Platform of Mobility Management - Partners Learning Urban Sustainability, supported by IEE 2008 STEER Programme, 2010-2012;
- Partner in "EVITA" project - Exchange, Valorisation and Transfer of regional best policy measures for SME support on IT and e-business Adoption, supported by INTERREG IVC Programme, 2008-2011;
- Partner in "WiINNOVATE" project - Mediterranean Wireless Innovation, supported by MED Programme, 2009-2011;
- Partner in "PROBIO" project - Integrated promotion of the biodiesel chain, supported by IEE Programme, 2007-2009;
- Partner in "PRO.MOTION" project - Promotion of energy efficiency of different modes of transport in mobility and housing sector and introduction of transport services as substitutes for lowering the number of journeys, supported by IEE Programme, 2007-2010;

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- Partner in "MODEL" project - Management of Domains related to Energy in Local authorities, supported by IEE Programme, 2007-2010;
- Partner in "Rural-EGov" project – Training to motivate small and medium-sized enterprises to advanced usage of e-Gov services, supported by Leonardo da Vinci Programme, 2006-2008;
- Partner in "BIOBUSINESS" project – Business opportunities in Biomass Sector for SMEs, supported by IEE Programme, 2007-2009;
- Creation of new energy management agencies in Loire Department (France), Värmland County (Sweden), Pomurje region (Slovenia), Burgas Province and Municipality of Dobrich (Bulgaria), 2004-2007, supported by EU Intelligent Energy Europe Programme, project promoter in Pomurje Region;
- Partner in "RESINBUIL" project – Renewable Energy Sources in Building Sector, i.e. solar thermal, PV and biomass – the project encourages the use of small scale RE appliances in buildings, supported by IEE Programme, 2006-2008;
- Lead partner in project “Energy Road – COVE” - setting up of international (Austria-Slovenia) specialized demonstration and educational road of good practices of renewable energy sources usage, 2001-2002, supported by EU Interreg IIIA Programme, Austria-Slovenia.

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