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USEFUL:



Join the Viber community "Business Info - RARIS"

The most fastest and effective way to access information relevant for improving your business: <https://vb.me/raris>

Be informed with current concourses, grants, public calls, incentives, subventiones and other types of support by clicking on <http://skr.rs/6gV>

FOLLOW UP!



Let's promote tourism of Eastern Serbia together. Invite your friends to follow the tourism web platform Visit East Serbia:



www.facebook.com/visiteastserbia



www.instagram.com/visiteastserbia

RARIS first in Serbia started a Business Viber Community

Viber community "Business Info - RARIS" provides entrepreneurs and businessmen from Eastern Serbia with free information important for business

Why Viber Community „Business Info – RARIS”?

The goal of the Viber Community "Business Info - RARIS" is to provide fastest and most effective access to information important for business improvement to entrepreneurs and businessmen from eastern Serbia. It contributes to the networking of entrepreneurs and beginners in business and encourages business and development in eastern Serbia.

What kind of information you can get?

Community members receive information about:

- subsidies
- grants
- subsidized loans
- trainings
- professional help
- mentoring
- development projects
- other forms of support for your business

How to become a member of the Viber community "Business Info – RARIS"?

Members can be all entrepreneurs who want to improve their business, beginners who want to start a business, as well as anyone else who thinks that this information can be useful to them.

Viber community "Business Info - RARIS" was launched in 2020 and gained about 700 members in one year.

How to become a member of the Viber community "Business Info – RARIS"?

Find the "Business Info - RARIS" Community in the Viber search engine or via the link:
<http://skr.rs/6Us>

Who manages the Viber community "Business Info - RARIS"?

The Viber Community "Business Info - RARIS" is managed by the Regional Agency for Development of Eastern Serbia

Viber community "Business Info - RARIS" was developed in cooperation with Rakuten Viber.



with the support of



8.4 million people saw the tourist attractions of Eastern Serbia online

The regional tourist web platform "Visit East Serbia" actively promotes the tourist offer of Eastern Serbia and presents to tourists the best that our region have: the most delicious food, rich natural and cultural heritage, songs and wine, breathtaking views, hospitality, etc.

"Visit East Serbia" consists of:

- Website www.visiteastserbia.rs
- Facebook page on Serbian <http://www.facebook.com/visiteastserbia> and english www.facebook.com/visiteastserbiaint/
- Instagram account <http://www.instagram.com/visiteastserbia>
- YouTube channel <http://en.rs/dUr>

These channels feature over 70 attractions in detail, landmarks and many useful information including 17 detailed tourist maps from the region. New content is being prepared: recipes for traditional dishes, intangible cultural heritage, etc.

During the 2020 excellent results were achieved:

More than 8 million people visited the site or saw the posts on the "Visit East Serbia" Platform: 8.072.700 on Facebook; 295.500 on Instagram and 117.500 on the web site.

- The Facebook page "Visit East Serbia" has more than 46.000 followers and, so far, it is the most followed tourist page in the region and the second of this kind in Serbia. The posts were seen over 8 million people, with 457.394 interactions.
- The site visited 117.500 people who viewed 1.655.300 pages.
- The Platform also enjoys great trust from the private sector, as many as 19 accommodation facilities have donated more than 40 nights, completely free of charge, for promotions on the Platform.

RARIS Created Eastern Serbia Regional Tourism Web Platform "Visit East Serbia" in collaboration with local tourism organizations from the region.

Take a look at our regional web tourism platform and tell us what else you would like to see: www.visiteastserbia.rs

We trained 471 people through 16 training programs in 2020

We brought new knowledge to the region. During 2020, RARIS, through several projects, organized 16 different training programs in which 471 users were trained free of charge. The trainings lasted an average of 2,4 days.

If you need working material from any of these trainings, let us know.

Here is the list of trainings:

- **EU funds as a source of project funding:** 20 representatives of local governments, associations, companies;
- **Business knowledge,** online training in the field of:
 - Business: 53 business representatives and stakeholders
 - IPARD: 33 rural and agricultural households and professional services
 - Tourism: 17 service providers in tourism
- **Development of entrepreneurial infrastructure:** 16 representatives of local governments;
- **Sustainable use of biomass:** 46 representatives of communal companies, firms, local governments, associations;
- **Start up - training for starting a business:** 65 people interested in starting a business;
- **Digital marketing with financing the implementation of campaigns prepared through training:** 44 representatives of companies from tourism and related services;
- **E - business:** 8 companies;
- **Sales:** 12 companies;
- **Inclusion of wineries in the tourist offer:** 18 representatives of tourism service providers and wineries;
- **PCM - preparation and writing of projects:** 21 representatives of local governments, associations, companies;
- **Formation of tourist products of intangible cultural heritage:** 21 representatives of cultural institutions, tourism and associations for nurturing tradition;
- **Inclusion of cycling in tourism products:** 22 representatives of cycling associations, wineries, tourism service providers;
- **Marketing of wine routes:** 28 representatives of tourism service providers and wineries;
- **Use of the E-tourist portal and management of rural tourism:** 47 owners of facilities in rural tourism.

Digital Platform for Cooperation with Diaspora has been launched

The Digital Platform Diaspora Business Info - RARIS is primarily intended for the people in diaspora who want to start a business in Eastern Serbia, or to do business with Eastern Serbia.

RARIS will inform the diaspora completely free of charge about the conditions, opportunities and advantages for starting and running a business in Eastern Serbia, as well as Serbia.

We can help you get in touch with the authorities, find business partners or invest according to your needs.

Here you can get information about:

- Subventions and grants
- How to start a business
- Investment opportunities
- Business conditions
- Training and professional assistance,

- Development projects
- Practical advice
- Examples of successful businesses from the diaspora
- What to see and visit in Eastern Serbia, etc.

The website of the Platform Diaspora Business Info - RARIS can be viewed here: <https://www.raris.org/index.php/dijaspora-biznis-info>

Follow the Facebook page of the Platform by clicking on the link: <http://skr.rs/Pot> and become a member of the Viber Community that we are developing in cooperation with Rakuten Viber. Finding the Diaspora Business Info Community in the Viber browser, or by clicking on the following link: <http://skr.rs/Pok>

Analyzed potentials for sustainable use of biomass for Bor, Boljevac and Knjaževac

RARIS prepared Analyzes and projections for sustainable use of biomass for Bor, Boljevac and Knjaževac. Each of these Analysis / projections for sustainable use of biomass analyzed the resources and natural, legal and business environment for sustainable use of biomass in a particular municipality.

The Analyzes determined the real potential of biomass on the territory of these municipality. In this way, the Analyzes will serve decision makers so that they can realistically plan the use of biomass and possibly fuel replacement projects - the transition from fossil fuels, ie heating oil and coal, to biomass or the establishment of new district heating systems.

The analyzes are available on the RARIS website and can be downloaded [here](#).

Get to know the wine routes Soul of the Balkans

Get to know the wine routes and feel the Soul of the Balkans. Visit the specialized web platform <https://wineroutesob.com>

The platform presents in detail 8 wine routes in Eastern Serbia and Northwestern Bulgaria. Here you can find all about the "Soul of the Balkans" wine routes, online maps that you can use for free, more information about the main sights and attractions, as well as the best wineries, restaurants, accommodation facilities and much more.

In Eastern Serbia there is the oldest urban settlement in Europe. Here the Roman emperors builded palaces and modern builders tamed the Danube. Here is a real untouched nature, mountains ready for adventures, spas for relaxation and caves for exploration. Here reality becomes magic.

Hard work, dedication and knowledge are all needed to create good wine. Wines with character carry the strength of the earth, all the blessings of nature, and their appearance is fascinating

and powerful. These wines are created out of love and passion and can only be judged in that way, with passion. That's how the wines in Eastern Serbia are!

The web platform wine routes "Soul of the Balkans" was created by RARIS - Regional Development Agency Eastern Serbia in cooperation with the cross-border association "Soul of the Balkans".

Find out all about the Soil Protection Initiative Now! SPIN

If you really think the issue of pollution is less important than the economy, try not to breathe while counting money. (Guy McPherson)

In order to improve soil protection in Vidin and Zajecar districts, RARIS, in cooperation with partners from the municipality of Bojnica (Bulgaria), launched the Soil Protection Initiative Now - SPIN.

The overall goal of this initiative is to preserve and improve the quality of soil in Vidin and Zajecar districts across the border.

Specific objective: Enhanced capacity in Vidin and Zajecar districts to jointly address the preservation and improvement of the quality of soil exposed to pollution caused by human activities.

Within this initiative, numerous activities have been implemented:

- A Land Protection Guide has been developed
- Trainings and conferences on land protection were held
- An Action Plan for land protection in the cross-border area has been developed
- A specialized web platform for land protection has been established, etc.

Visit the web platform of the Soil Protection Initiative Now- SPIN at the following link: <http://skr.rs/6eO> and find out practical and comprehensive information on preserving and improving the quality of soil in Vidin and Zajecar districts.

The Soil Protection Initiative Now - SPIN was implemented within the Interreg IPA CBC Cross-border Cooperation Program Bulgaria - Serbia, co-financed by the European Union.

Check out the realization of the project Link Up – Serbia II

The overall goal of the project Link Up! Serbia II is to strengthen and encourage entrepreneurship within the Serbian diaspora in Austria, Switzerland and Germany, facilitating access to knowledge, business networks and financing.

Link Up! Serbia II project is funded by the Austrian Development Agency (ADA), with funds from the Austrian Development Cooperation (ADC) in the amount of 1.669.454 euros. The project is implemented by the International Center for Migration Policy Development (ICMPD) in cooperation with the Ministry of European Integration of the Republic of Serbia as a key national partner, as well as with other key partners such as 6 Regional Development Agencies in Serbia and the Serbian Chamber of Commerce.

Institutional partners in the project: Ministry of European Integration of the Republic of Serbia as the main national partner. Implementing partners: RARIS (Regional Development Agency Eastern Serbia), Center for Development of Jablanica and Pcinja Districts, RAREI (Regional Agency for Development and EU Integration Belgrade), REDASP (Regional Development Agency of Sumadija and Pomoravlje), Regional Development Agency South and Regional Development Agency agency Braničevo and Podunavlje.

Geographical focus in Serbia: Belgrade, Central, Eastern and Southeastern Serbia. Diaspora focus: Serbian business diaspora in Austria, Germany and Switzerland (DACH countries).

You can see more about the project activities [here](#).

Everything you need to know about Regional Brand No. 1 in Serbia - Balcanica Superior

Regional Brand of Eastern Serbia "Balcanica Superior" is a certification trademark which:

- Guarantees that branded product or service is of a certain degree of quality and that it originates from Eastern Serbia;
- Improves reputation, visibility and credibility on the market of a brand user.

The certification trademark "Balcanica Superior" is registered with the Intellectual Property Office under the number 75306 in accordance with the Nice Classification (International Classification of Goods and Services for the Registration of Trademarks).

Why?

The regional brand of Eastern Serbia was established on the basis of the best European experiences. It contributes to the differentiation of Eastern Serbia from competing regions and enhance visibility of Eastern Serbia and its best products and services globally.

Benefits?

For companies:

- Significantly higher visibility of branded products and services;
- Better promotion with publicity brought by the Regional Brand;
- Continuous external monitoring, as well as self-evaluation which leads to greater consumer satisfaction;

For customers:

- Warranty - the Brand constantly monitors and controls the fulfillment of the set of criteria;
- Hedonism - branding makes shopping a pleasure, not just a satisfaction of needs;
- Ethics - the brand guarantees a certain level of ethics, which, as well as quality, is constantly checked and monitored;

Who?

The regional brand of Eastern Serbia "Balcanica Superior" and the status "Certified Partner" can be used by companies and rural households that provide accommodation and food preparation services or have products of a clear regional character and which fulfill the defined set of criteria. Since the November 2018, this status was given to 18 Certified Partners: "Timomed" - Knjaževac, Winery RAJ - Negotin, Adonis – Sokobanja, Winery Matalj – Negotin, Hotels "Albo" from Bor and Đerdap from Kladovo, Restaurant "Župan" – Sokobanja, "MDS" – Knjaževac, Ethno village "Gostoljublje" – Negotin, "SCS Plus" - Knjaževac, "Frutimo" – Knjaževac, Wine cellars „C'est La Vie" - Rajac and "Jovanović" from Rogljevo, „Atrijum" Apartments, Restaurant „Jezero" and „Glikerija" from Kladovo, Irish Pub „Rivendell" from Zaječar and Sweets & Coffee „Stella-lux" from Zaječar.

How?

The process starts with submission of application by a company. Application can be submitted any time during a year. RARIS checks the compliance with the defined set of criteria. Process is ending by signing a contract and certificate award ceremony. Certificated partners are required to pay symbolic annual fee which is used for covering the costs of managing the Brand and its promotion.

Who manages?

The owner of the Regional brand of Eastern Serbia "Balcanica Superior" (certification trademark) and the owner of the trademark rights is RARIS - Regional Development Agency of Eastern Serbia, which guides the whole process in coordination with the Regional Platform as a mechanism for stakeholders' active participation.

For more info visit www.balcanicasuperior.rs and www.facebook.com/balcanicasuperior

RARIS on Wikipedia!

At the beginning of the year, RARIS became the first Regional Development Agency from Serbia on Wikipedia.

Wikipedia is an encyclopedic project of free content on the Internet, developed by volunteers.

Wikipedia's popularity is constantly growing globally and it's always among the 10 most visited sites in the world.

Wikipedia currently has more than 55.6 million articles, of which 641.000 are in Serbian. Wikipedia articles are co-written by volunteers around the world, and most articles can be edited by anyone with internet access.