PROJECT FACTSHEET

Funded by the European Union

Prespa Meets Horizons: Exploring Uncharted Paths for Sustainable Development (Prespa Meets)



Duration: 16.05.2024 - 15.05.2027

Countries:
North Macedonia

EU contribution: € 400 000

Total budget: € 501 712

Implementer:
EUROTHINK – Center for European Strategies, Prespa GRAD, Destination Management Organization (DMO), The Association of Tourism & Related Activities of the Municipality of Prespa

Website(s): meetprespa.mk/

Project description:

'Prespa Meets Horizons: Exploring Uncharted Paths for Sustainable Development' supports sustainable development in the Prespa region by promoting eco-friendly tourism, cultural heritage preservation, and cross-border cooperation among North Macedonia, Albania, and Greece. The project focuses on revitalising local cultural and natural assets while creating new opportunities for tourism development and community engagement.

A central component of the project is the establishment of the “Karaula Hub” in Ljubojno, which will serve as an eco-tourism incubator and community space supporting local entrepreneurs, tourism providers, and cultural initiatives. The action also includes developing digital promotional tools, training and mentoring for tourism stakeholders, and activities to improve tourism services and sustainable business models.

By strengthening cooperation among local communities, institutions, and tourism actors across borders, the project contributes to the preservation of Prespa’s unique identity and the creation of resilient, sustainable, and inclusive tourism opportunities in the region.

Expected results:

• Established and operational Eco-Friendly Tourism Incubator and Hub (“Karaula Hub”) in Ljubojno, supporting local tourism development.
• Developed digital promotional platform and web application for the promotion of local businesses and tourism opportunities in Prespa.
• Improved and diversified eco-friendly tourism products and services in the Prespa region.
• Enhanced capacities and skills of local tourism providers, entrepreneurs, and community stakeholders through training and mentorship activities.
• Strengthened cross-border cooperation, strategic planning, and community participation among stakeholders from North Macedonia, Albania, and Greece.