

**COUNTY DEVELOPMENT STRATEGY
FOR THE PERIOD
2011 – 2013
- SUMMARY -**

Koprivnica, July 2011

Coordinator:
PORA
Razvojna agencija
Podravine i Prigorja



SUMMARY OF COUNTY DEVELOPMENT STRATEGY

County Development Strategy for the period from 2011-2013 is the fundamental Strategic Document of Koprivnica Križevci County, which defines directions of its development and sets out the basic priorities as guidelines for the prosperity.

In accordance with the Article 14. of the Law on Croatian Regional Development, Official Gazette No. 153/09, the County Development Strategy is prepared for the period 2011-2013 (hereafter referred in a text as a County Development Strategy), which represents a document of the local (regional) governments in specifying the objectives and priorities of development of the local (regional) governments. The basis for drafting County Development Strategy for the period 2011-2013 was certainly the Regional Operational Programme of Koprivnica Križevci County for the period 2006-2013 which was adopted by the County Assembly on its 8th session held on June 14th 2006. County Development Strategy is a document that completely updates previous Regional Operational Programme of Koprivnica Križevci County for period 2006-2013 and was made in accordance with the methodology defined by the Regulations on the mandatory content, drafting methodology and evaluation of County development strategies, Official Gazette No. 53/10.

Preparation of County Development Strategy is based on a partnership approach of all stakeholders involved in County development. At the beginning of document preparation, County Prefect issued a Decision on establishing a Working Group for County Development Strategy preparation which consisted with heads of County administrative departments and directors of regional institutions, as well as representatives of the Croatian Chamber of Economy - County Chamber Koprivnica and Croatian Chamber of Trades and Crafts – Chamber of Koprivnica Križevci County.

Partnership Council composed from 57 members, representatives of the local and regional (territorial) governments, civil society organizations and private sector has also made its contribution through suggestions, proposals and comments to all stakeholders involved in its development. Holder of responsibility and coordination of entire County Development Strategy preparation and development is PORA Regional Development Agency of Podravina and Prigorje, which is also responsible for implementation and reporting on implementation of this strategic document.

Basic components of County Development Strategy for the period 2011-2013 are:

- basic analysis of County's most important areas - County location, demographic indicators, environment, economy, employment and unemployment, civil society, inter-county cooperation, cross-border and international cooperation,
- SWOT analysis,
- County vision, strategic goals, priorities and measures,
- financial framework for implementation,
- communication strategy and
- action plan.

The most extensive part of the document is certainly **Basic Analysis**, which provides an insight into the overall situation in all relevant areas in Koprivnica Križevci County. For each of the areas are identified main problems and challenges, as well as development needs which needs to be implemented in the future.

On the basis of **SWOT analysis** are defined basic objectives and priorities of County Development Strategy, as well as measures which provides the basic framework for the realization of those objectives and priorities. SWOT analysis provides a basic overview of strengths, weaknesses, opportunities and threats for the future period.



SWOT ANALYSES OF KOPRIVNICA KRIŽEVCI COUNTY

STHRENGHTS	WEAKNESESS
<p><u>NATURAL RESOURCES AND INFRASTRUCTURE</u></p> <ul style="list-style-type: none">- favorable position in the sense of transportation and geography – international and local transportation intersection, nearness of the national border- indented road network of local, state and County roads- significant natural resources – large reserves of spring water, thermal water springs, energy sources (gas and condensates), non-energy mineral deposits, especially gravel, technological wood- ecological preserved environment, no large industrial polluters- developed energy infrastructure (especially electro energetic infrastructure), gas supply and water supply, high water quality protection standards (80% of industrial and residential consumers are connected to biological purifiers)- developed telecommunications network- rich natural heritage next to Kalnik, Bilogora and Drava river- rich cultural heritage <p><u>ECONOMY</u></p> <ul style="list-style-type: none">- developed processing industry – food and beverage industry, pharmaceutical industry- few strong “leaders”- developed small and medium-sized entrepreneurship – increasing number of small companies, increasing share in total revenue, holders of new employment- developed entrepreneurial infrastructure- stabile and continuous crediting of SME's with subsidized interests- available space in business zones for new investments- continued co-funding of communal infrastructure in business zones- tradition of agricultural production as possible linkage to food-processing industry- developed educational system (high schools and colleges, available programmes of	<p><u>NATURAL RESOURCES AND INFRASTRUCTURE</u></p> <ul style="list-style-type: none">- inadequate standard of maintaining existing traffic infrastructure of County and local roads, as well as railroad traffic and their expansion- inadequate valuation, exploration, usage and management of natural and environmental resources (especially mineral raw materials)- inadequate usage of renewable energy sources- inadequate waste, non-hazardous communal and construction waste management (numerous illegal waste dump sites), waste biomass management, underdeveloped recycling and waste re-usage- inadequately developed purification and waste water disposal system, water streams exposure to contaminants in areas without water protection infrastructure- inadequate maintenance standard of existing gas supply network- inadequate evaluating and usage of cultural and natural resources for development of culture, tourism and economy in general <p><u>ECONOMY</u></p> <ul style="list-style-type: none">- lack of connections between SME's among themselves and with big companies- insufficient direction of SME's towards technological development and commercial innovations- lack of technological infrastructure for further development of SME's- insufficient implementation of EU standards and norms in doing business of SME's- investment decline of big and medium companies due to global economic crises- stagnation and fall of former traditional wood-processing industry- unbalanced economic activity in the County area - concentrations in County center



<p>lifelong learning)</p> <ul style="list-style-type: none">- tourism potentials quality for development of cultural tourism in (cradle of naive art, rich cultural-historical heritage, traditional events) rural and wellness tourism, and various types of continental tourism (rural, hunting and fishing tourism, wine tourism, hiking, bird watching, gastro tourism, cycling, sightseeing, transit and rural tourism)	<ul style="list-style-type: none">- reducing the number of active crafts and decreasing number of employees in crafts- discrepancy between supply and demand at the labor market, uncoordinated educational programs (formal and informal) with employers needs- decline in the number of working-age population, increasing number of pensioners, registered unemployed and particularly young population (up to 30 years) with unemployment rate registered higher than 10%- inadequate capacity usage in agriculture-small sized properties mostly without irrigation, prevailing old family farms, lack of specialization in production, lack of commercial producers, weak marketing activities, inadequate educational structure of farmers, unwillingness for interconnectivity and merging- unregulated land registry records- unused touristic potentials, especially along Drava river and uneducated tourist stakeholders- inadequate accommodation capacities and gastronomic offer- inadequately developed marketing and branding of the County as a tourist destination
<p><u>SOCIAL ACTIVITIES</u></p> <ul style="list-style-type: none">- good competences of teachers in elementary and high schools- tradition and excellence in education within agriculture – College of Agriculture at Križevci and High Agriculture Business School in Križevci- good basis for development of higher education –university and professional studies in university campus in Koprivnica and Križevci- relative satisfying health status of population in KKC- developed system of foster care- developed non-official services of house assistance for older and disabled people- featured role and contribution of NGO's of persons with disabilities in equalization of opportunities for disabled people- developed a private initiative in development	<p><u>SOCIAL ACTIVITIES</u></p> <ul style="list-style-type: none">- inadequate capacities of facilities and equipment in primary and secondary education, as well as in preschool institutions- underdeveloped higher education in KKC- unfavourable age structure of population and continuation of this trend- unfavorable ratio of medical doctors in KKC in relation to the total population number (significantly lower than the national average)- unequal access to primary health care in the whole County, as well for emergency services to the patient- inadequate palliative care for seriously ill and chronic patients- lack of individual social services (shelter for women victims of domestic violence, treatment for offenders of domestic



- of accommodation (social welfare homes), and providing health services
- developed partnership relations between associations and institutions within public sector projects
- developed network of NGO's (large number of active NGO's in different areas)
- continued strengthening of civil sector, strengthening NGO's and associations in social activities, culture, environment protection and sports

DEVELOPMENT MANAGEMENT

- good cooperation between County administration and local self-government and other institutions
- coordination of all County development projects and activities through established development agency, entered in the Register of local organizational regional governments, agencies and other legal persons established with the goal of effective coordination and promotion of regional development

OPPORTUNITIES

NATURAL RESOURCES AND INFRASTRUCTURE

Continuation of implementation of infrastructure development program through usage of national programmes and EU pre-accession funds for:

- completion of Gradec-Hungarian border highway and Podravska highway (Varaždin-Ilok), second railroad track Rijeka-Hungarian border and construction of a container terminal at railway junction Koprivnica
- increase of existing traffic infrastructure quality and road safety
- better evaluation and improvement of mineral raw materials management system, development and usage of renewable energy sources
- development of the water distribution

- violence, lack of services for children and young people with behavioral disorders, rehabilitation of treated alcoholics, etc.)
- lack of prevention programs for the conservation of health and prevention of health risks, especially among young people
- underdeveloped civil society in the field of technical culture
- lack of cultural institutions and appropriate personnel, especially in rural areas

DEVELOPMENT MANAGEMENT

- imbalanced regional development, parts of the County are falling behind in development
- distinct separation between cities and villages; large differences in living standard and earnings possibilities
- inadequately trained staff in the County, local self-government units, institutions and non-government sector for preparation of development projects and EU projects
- insufficient usage of information-communication technology in public institutions
- inadequately organized space-planning documentation

THREATS

NATURAL RESOURCES AND INFRASTRUCTURE

- traffic isolation due to not completed construction of fast transit routes both in road (Gradec-Hungarian border highway) and Podravska highway (Varaždin-Ilok) and railroad transport - second railroad track Rijeka-Hungarian border, lack of a railroad container terminal in Koprivnica-inadequate funding sources at national level
- insufficient state funding for planned capital investments realization
- continued and increased pollution in upstream areas of Drava river-inappropriate water purification and waste management
- continuation and strengthening of space



system, sewage and water purification systems as well as irrigation of agricultural land

- further development of waste management system (reuse and recycling of usable waste materials for material and energetic purposes)
- development of a complete County information system for environment and nature protection and establishment of organized monitoring
- using natural and cultural heritage for culture and tourism development, especially rural tourism and economy in general

ECONOMY

Using increased possibilities of national programs, EU and other programs, as well as private funds for:

- increase in competitiveness and growth of export-oriented entrepreneurs, as well as strengthening the investment environment through improvement of County economy promotion and attracting domestic and foreign investments
- connecting economy subjects (into clusters) and further strengthening of already started initiative for connection of small companies with medium and big ones (e.g. with Podravka d.d.).
- strengthening of entrepreneurial and technological infrastructure
- establishment of guarantee fund with purpose of giving support to business activities, in cooperation with Croatian Agency for SME and Croatian Bank for Reconstruction and Development
- strengthening of educational system and lifelong learning system and harmonisation of offer and demand on the labour market
- specialization and commercialisation in agriculture, strengthening of commercial producers (merging of agricultural producers, development of organic and integrated agriculture, education of agricultural producers)
- placing in the function national land
- systematic education of stakeholders in tourism, construction and development of

usurpation opposite to development interests and the interests of population, due to violation of law and inadequate regulations and pressure from outside the County

- threat to natural areas, lack of/fail to implementation of management plans in protected nature areas

ECONOMY

- Inadequate tax policy – development of grey economy
- Global economy crises
- Slow implementation of national programme for economy recovery
- Slow implementation of national competitiveness policy
- Outflow of expert and highly educated workforce to bigger economy centers
- Investment decline in big and medium entrepreneurship due to decrease of economic activity within economic crises
- Strong and increasing competition by EU manufacturers in agriculture, processing industry and commerce, import of suspicious quality goods



accommodation capacities

- accommodation activation and development of existing tourist resources (rural, hunting and fishing tourism, wine tourism, wellness tourism, hiking, bird watching, gastro tourism, cycling, sightseeing, transit and rural tourism)
- branding of the County as recognized tourist destination, strengthening marketing promotion and County tourist offer

SOCIAL ACTIVITIES

Exploitation of growing abilities of national programs, EU programs and other programs and private funds for:

- improving the conditions for holding lessons in elementary and high education- construction and equipping of facilities
- strengthening the system of high education through establishing a university campus in Koprivnica and further strengthening of College of Agriculture at Križevci
- promotion and strengthening of lifelong learning system
- strengthening capacities and civil society infrastructure for participation in County development, further development and strengthening of technical and sports culture
- strengthening preventive measures and programs focused at reducing mortality in particular active working population and reducing number of disabled people
- integrating palliative care and chronic patient care into regular healthcare system
- development of different social services for vulnerable groups and members of their families in order to prevent their institutionalization (children with behavioral problems, children without adequate parental care, mental patients, dependant elderly people, addicts)
- further introduction of quality management system in health service

DEVELOPMENT MENAGMENT

Using increased possibilities of national, EU and other programs as well as private funds for:

- further strengthening of institutions and local and regional self-governments for

SOCIAL ACTIVITIES

- State educational programs do not reflect regional specificities
- Maintaining current way of funding, without further decentralization of functions and financial resources in health system
- Inadequate horizontal and vertical coordination of different actors in system of social welfare, education and health

DEVELOPMENT MENAGMENT

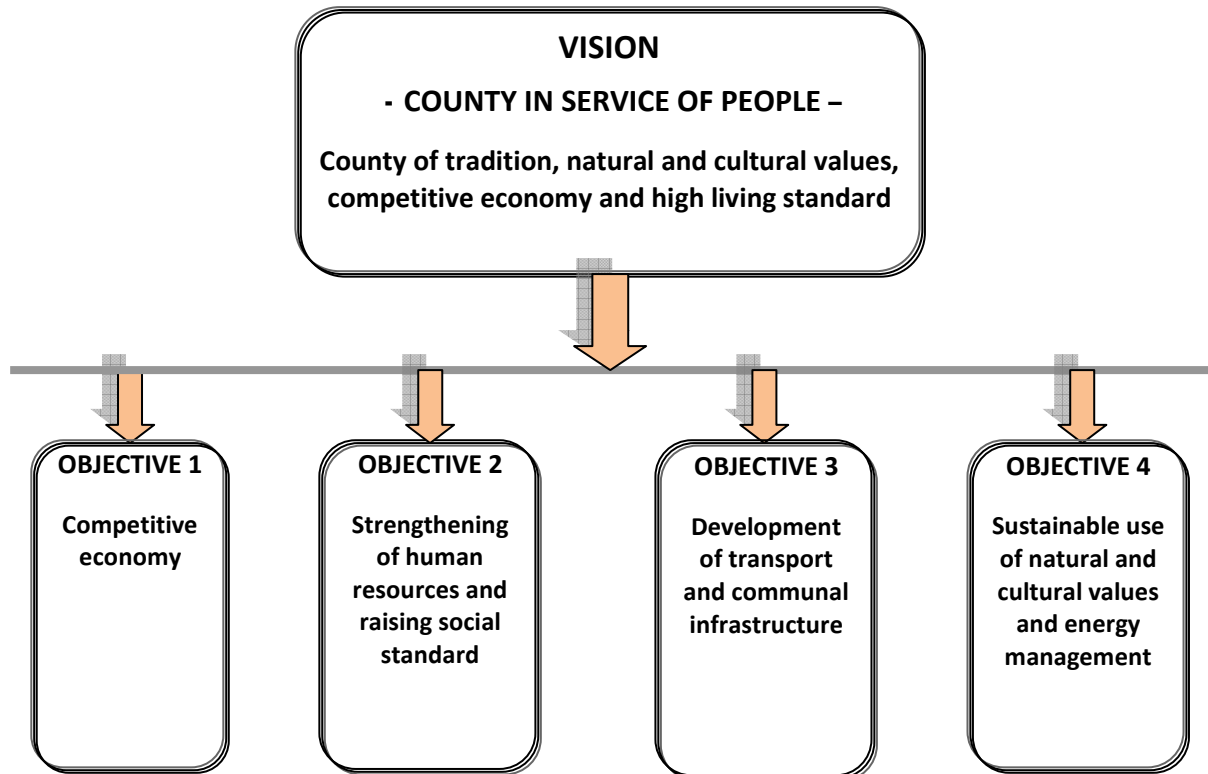
- Keeping the existing fiscal policy, which slows down local investments and development
- Non-implementation or slowing down the process of decentralization



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| <p>development management</p> <ul style="list-style-type: none">- development of cross-border and inter-County cooperation for technological development, market access, organization, management and strengthening of human resources- strengthening capacities at all levels for using EU funds for financing development projects | <ul style="list-style-type: none">- Administrative barriers to realization of investments |
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VISION, STRATEGIC OBJECTIVES, PRIORITIES AND MEASURES



OBJECTIVES	PRIORITIES	MEASURES
I. COMPETITIVE ECONOMY	1-1 Modernization and development of production industry branches	1-1-1 Support to growth of export oriented and other production branches through use of innovations, new technologies and modern organization
		1-1-2 Development of technological infrastructure in order to create new products and services of higher added value
		1-1-3 Encouraging business associations of economic entities within the County and in the region
		1-1-4 Marketing support to economy development
	1-2 Support the development of competitive primary Agriculture and promotion of rural development	1-2-1 Concentration of properties
		1-2-2 Merging of agricultural producers
		1-2-3 Support to specialization and strengthening of commercial producers in agriculture
		1-2-4 Construction of irrigation systems
		1-2-5 Development of integrated and ecological production
		1-2-6 Lifelong learning of agricultural producers



		and informatization of their business
		1-2-7 Marketing support to development of agricultural farms, branding and promotion of autochthonous products
		1-2-8 Improvement and development of primary infrastructure in rural areas
	1-3 Development support to small and medium entrepreneurship	1-3-1 Improvement of requirements for domestic and foreign investments in business zones
		1-3-2 Strengthening institutional and technological support to entrepreneurship development
		1-3-3 Development of financial instruments for support to economic activities
	1-4 Informatization of economy and environment	1-4-1 Development of e-regional and local government
		1-4-2 Strengthening the use of IT in business communications and operations
	1-5 Adoption of EU standards and norms	1-5-1 Technical support and education on introduction of EU standards and norms
		1-5-2 Improvement testing and monitoring quality of products and services system
	1-6 Development of selective types of tourism, including rural tourism	1-6-1 Improvement of existing and development of new forms of tourist offer
		1-6-2 Professional training of entrepreneurs and employees in tourism
II. STRENGTHENING OF HUMAN RESOURCES AND RAISING THE SOCIAL STANDARDS FOR INDUSTRIAL BRANCHES	2-1 Knowledge management for development of human resources	2-1-1 Construction and equipping facilities in educational system
		2-1-2 Improvement and encouragement of education in accordance with the needs of economy
		2-1-3 Development of high educational institutions and programs
		2-1-4 Improvement of lifelong learning system
		2-1-5 Development management and strategic planning
		2-1-6 Strengthening the capacity for using EU funds and development of cross-border and inter-County cooperation
	2-2 Development of County labor market	2-2-1 Development of economy, educational system and employment institutions partnership
		2-2-2 Strengthening of local initiatives for employment
	2-3 Population's health improvement	2-3-1 Prevention of addiction of young population and promotion of healthy lifestyle
		2-3-2 Prevention and early detection of diseases
		2-3-3 Equally developed and available primary health care



		2-3-4 Development of palliative care
	2-4 Active population policy and improvement of family life	2-4-1 Insurance of financial support to parents and children
		2-4-2 Increase the availability of nurseries and kindergartens
	2-5 Development of social services	2-5-1 Prevention of vulnerable groups institutionalization
		2-5-2 Development of non-institutional forms of care
		2-5-3 Availability of social welfare homes
		2-5-4 Social inclusion of vulnerable groups
	2-6 Development of civil society	2-6-1 Strengthening the capacity of civil society for participation in County development
		2-6-2 Promoting and strengthening the voluntary work
		2-6-3 Stimulation and development of activities in the field of technical culture
		2-6-4 Encouragement and development of sports activities
	III. DEVELOPMENT OF THE TRANSPORT AND COMMUNAL INFRASTRUCTURE	3-1 Construction of traffic infrastructure
3-1-2 Development of railway transport		
3-1-3 Development of other forms of traffic infrastructure		
3-2 Development of communal infrastructure		3-2-1 Further improvement of water supply system
		3-2-2 Construction of sewerage systems and waste water purification system
		3-2-3 Waste management system establishment
		3-2-4 Improvement of current situation of waste disposal
		3-2-5 Further improvement of County gas supply
		3-2-6 Exploration and use of drinking water groundwater basins - potential water pump stations
3-3 Development of spatial planning documentation		3-3-1 Cadastral survey of areas
		3-3-2 Making new ortho-photo images of areas
		3-3-3 Making Geographic and Land Information System
IV. SUSTAINABLE USE OF NATURAL AND CULTURAL VALUES AND ENERGY MANAGEMENT	4-1 Preservation of general functions of nature	4-1-1 Preservation of biodiversity and landscape diversity
		4-1-2 Encouragement of research and monitoring the state of protected areas
		4-1-3 Education on sustainable development and nature protection
		4-1-4 Encouragement of protection and planning management of protected natural values
		4-1-5 Rehabilitation of devastated areas of nature
	4-2 Preservation of cultural heritage and promotion	4-2-1 Preparation of a comprehensive valorization of cultural and historical



	of cultural creation	values
		4-2-2 Encouragement and development of cultural creation
	4-3 Preservation of the environment	4-3-1 Establishment of continuous environmental monitoring system
		4-3-2 Education on sustainable development and environment protection
		4-3-3 Rehabilitation of devastated areas of the environment
	4-4 Development and usage of renewable sources of energy	4-4-1 Exploration and utilization of geothermal energy
		4-4-2 Exploration and utilization of biogas
		4-4-3 Exploration and utilization of biomass
		4-4-4 Exploration and utilization of solar energy
		4-4-5 Incentives and improvement of energy effectiveness development



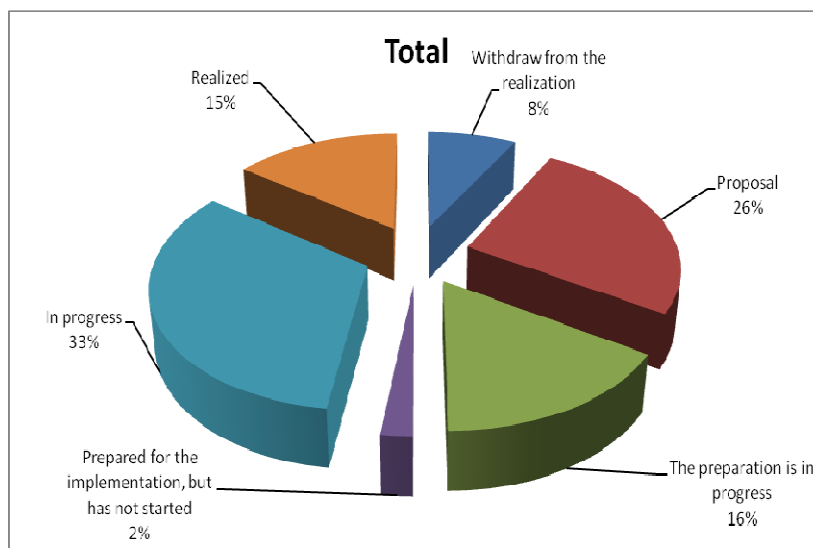
IMPLEMENTATION RESULTS OF REGIONAL OPERATIONAL PROGRAMME OF KOPRIVNICA KRIŽEVCI COUNTY 2006-2013

- Regional Operational Programme of Koprivnica Križevci County for the period 2006-2013 (hereinafter referred as: ROP) was adopted by the County Assembly of Koprivnica Križevci County on June 14th 2006 and till the adoption of County Development Strategy for period 2011-2013 represents a fundamental strategic document and development direction of Koprivnica Križevci County.
- ROP includes an integrated hierarchy of strategic objectives, priorities and measures for their achievement for KKC area. As a first strategic document, process of drafting ROP was based on a partnership approach of all stakeholders from in KKC – Working group, Partnership board and all other stakeholders which made a significant contribution to preparation and implementation of this strategic document.
- Holder of ROP drafting was Center for Entrepreneurship of Koprivnica Križevci County which in cooperation with the Institute for International Relations coordinated overall preparation of drafting ROP (work of Working Group, Partnership board) and was also collecting project ideas included in ROP Database of project ideas, for the purpose of including all potential proposals from public and private sector. During the call for expression of interest for application of development projects in ROP Database of project ideas, it was collected in total of 487 project ideas/projects with a total value of 2.693.086.999,00 HRK.
- **During the preparation of County Development Strategy for the period 2011-2013, PORA Regional Development agency as a Coordinator of document drafting process made an evaluation of all projects registered in ROP Database of project ideas, with the aim of creating a database on projects realization in past five years, as well as on their current status.**
- From the total of 487 collected projects, for 484 was obtained updated information on their status. According to division on strategic objectives, within strategic objective 1 *Competitive economy* was registered 105 projects. Under strategic objective 2 *Development of transport and communal infrastructure* was registered most of gathered projects, 173 of them, while under strategic objective 3 *Strengthening of human resources and raising social standard* was registered total of 121 projects. Under strategic objective 4 *Sustainable use of natural and cultural values and environment* were registered 84 projects.



- Chart 1. provides an overview of all projects registered in ROP Database of project ideas according to their status in 2011. It is evident that majority of the projects (33%) is in implementation, since from 2006 and their registration in ROP Database of project ideas, 15% of registered projects was realized.

Chart 1. Overview of the projects registered in the database of ROP projects by the status in 2011.



Source: PORA Regional Development Agency of Podravina and Prigorje



IMPLEMENTATION OF COUNTY DEVELOPMENT STRATEGY

- According to the Law on Regional Development (Official Gazette 153/09) and Regulation on the Register of structural units of local and district (regional) self-governments, agencies and other entities established to promote effective coordination and encouragement of regional development (Official Gazette 53/10), there are defined holders and Regional coordinators for drafting County Development Strategies. At national level, Strategy for Regional Development of Croatia is implemented by Regional Development Agency, while on local (county) level, all activities related to regional development are carried out by the body proposed by the County and registered in above mentioned Register.
- Based on the above mentioned Regulation on the Register of structural units of local and district (regional) self-governments, agencies and other entities established to promote effective coordination and encouragement of regional development (Official Gazette 53/10), Koprivnica Križevci County on May 24th proposed PORA Regional Development Agency of Podravina and Prigorje as a Regional Coordinator on behalf of Koprivnica Križevci County, as an institution responsible for coordination and promotion as well as for activities of encouragement and coordination of regional development in the area of KKC.
- According to mentioned Regulation (Official Gazette 53/10) PORA as a regional coordinator established with objective of effective coordination and encouragement of regional development on the level of district (regional) self-government is in charge for implementation of following tasks:
 - coordination of County Development Strategy;
 - drafting an action plan in implementation of County Development Strategy;
 - monitoring implementation of County Development Strategy;
 - coordination of activities related to central electronic database of development projects;
 - coordination of local self-government units activities, related to regional development;
 - participation in activities related to development of supported areas;
 - participation in work of statistical regions partnership councils;
 - encouragement of joint development projects with other units of local and district (regional) self-government, as well as through inter-regional and cross-border cooperation;
 - participation in preparation of statistical region development projects;
 - cooperation with other regional coordinators for creating and implementing joint projects.



SYSTEM OF MONITORING AND REPORTING

- System of monitoring and reporting on implementation of County Development Strategy is established with primary objective of ensuring its effective and transparent implementation.
- Main objectives of monitoring and reporting are as follows:
 - effective and transparent implementation of defined activities
 - identification and review of responsibility system
 - identification of implemented activities effectiveness
 - identification of justification for implementation of defined activities
 - updating existing and defining new requirements in the framework of County Development Strategy.
- Key stakeholders within monitoring and reporting on implementation of County Development Strategy are:
 - Koprivnica Križevci County – County Prefect, Working group
 - PORA Regional Development Agency of Podravina and Prigorje

} responsible for implementation of activities, coordination, preparation and submission of the report to County Partnership Council

 - County Partnership Council

} responsible for implementation monitoring, providing advisory opinions and recommendations and adoption of the report given to County Partnership Council



SUPPLEMENTS

COMMUNICATION STRATEGY OF KOPRIVNICA KRIŽEVCI COUNTY DEVELOPMENT STRATEGY FOR THE PERIOD 2011-2013

- Overall objective of Communication Strategy within the framework of County Development Strategy is to provide information about County Development Strategy implementation, rising public awareness on Koprivnica Križevci County area about the importance of implementation, as well as about specific results of Strategy implementation.
- Specific objectives of Communication Strategy are:
 - to promote County Development Strategy at all levels as a basic strategic document, starting point of development and basis for implementation of Koprivnica Križevci County projects (to clearly promote objectives and priorities, as well as measures whose financing can be realized within national and EU funds);
 - to strengthen public awareness about importance of County Development Strategy (emphasizing the importance of partnership approach in document drafting, active role and mutual cooperation of all involved stakeholders and importance of involving a broad spectrum of stakeholders in implementation of Strategy);
 - to ensure transparency in County Development Strategy implementation (clearly defined carriers, activities and evaluation system);
 - to establish strong mutual relationships between all involved stakeholders, to ensure continued partnership at all levels and thereby contribute higher quality implementation of the strategic objectives defined in the Strategy;
 - to establish a system for effective evaluation of all activities implemented in the framework of County Development Strategy implementation.
- Communication strategy of County Development Strategy is aimed at all stakeholders involved in implementation of the document. Target groups can be divided into three basic groups:
 - target groups at national level,
 - target groups at regional level,
 - target groups at local level.
- Activities of Communication strategies includes the following:
 - Publication of County Development Strategy in printed form, and publication of the documents in electronic form on a web site of Koprivnica-Križevci County and PORA Development agency of Podravina and Prigorje,
 - Publication of Invitation for submission the project ideas that can be put in a data base of projects in County Development Strategy,
 - Marketing promotion of activities in the media (electronic, print, on radio and TV stations),
 - Marketing promotion of activities by organizing events (trade fairs, events).