

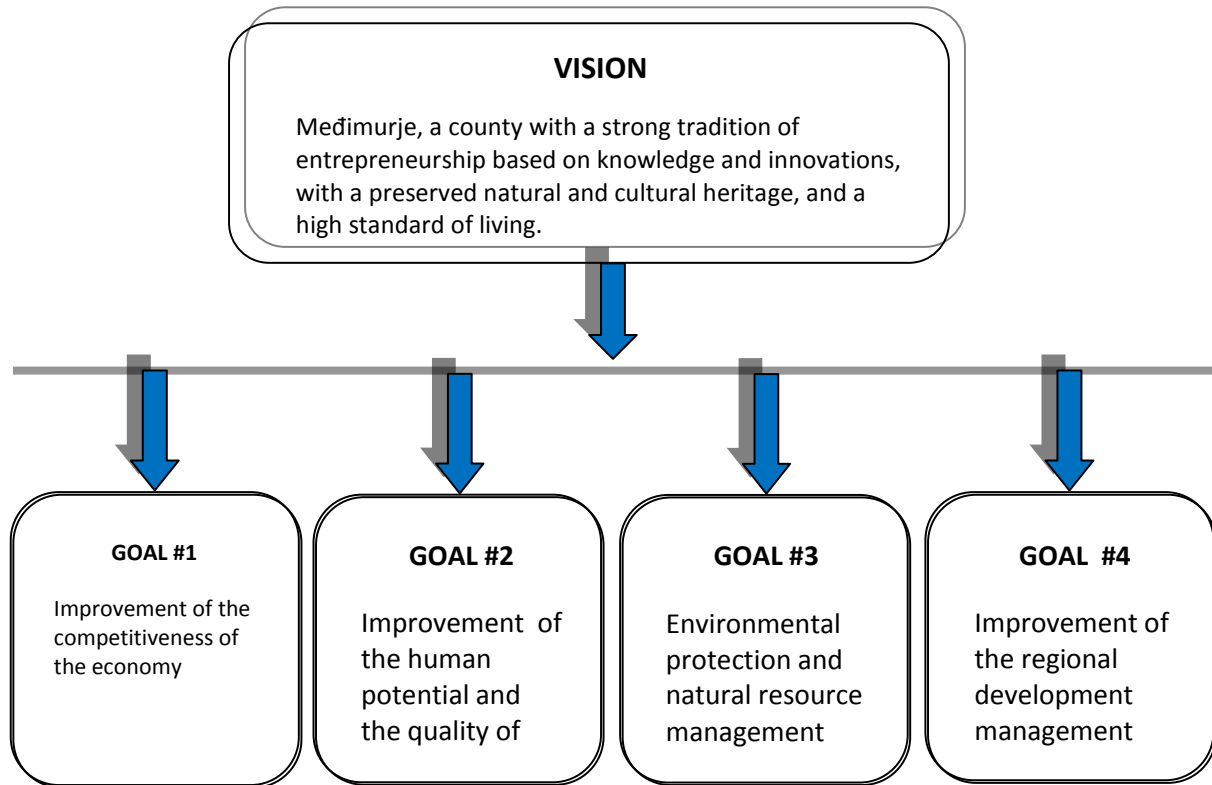
MEĐIMURJE COUNTY DEVELOPMENT  
STRATEGY 2011-2013  
– *Summary* –



February 2011

## VISION, STRATEGIC GOALS, PRIORITIES AND MEASURES

The as-is analysis in individual regions has enabled us to recognise the development needs of Međimurska County, on the basis of which, and in accordance with the vision and strategic goals, we have explicated the priorities and measures, whose implementation and operationalisation is expected to fulfil the long-term principles of the sustainable development of Međimurska County.



PRIORITIES	MEASURES
<b>1P1 Creation of the preconditions for the development of industry and services with a higher added value</b>	1P1-M1 Creation of a business environment and a more positive climate for entrepreneurship 1P1-M2 Proactive approach to attracting investments and development of economic zones 1P1-M3 Encouraging economic operators to invest in human potential development 1P1M4 Introducing and adopting standards in the area of technology, organisation and quality 1P1-M5 Reinforcing the social responsibility of entrepreneurs
<b>1P2 Strengthening of industry, and market organisation</b>	1P2-M1 Interest grouping of economic entities, development of clusters, cooperatives and agricultural associations 1P2-M2 Restructuring of labour-intensive industries
<b>1P3 Encouraging technological development</b>	1P3-M1 Development of infrastructure to support technological development 1P3-M2 Development of IT infrastructure as a driver of overall economic development

PRIORITIES	MEASURES
<b>1P4 Sustainable development of agriculture and rural regions</b>	<p>1P4-M1 Land consolidation with the aim of improving the competitive strength of agricultural production</p> <p>1P4-M2 Increasing the production efficiency of agricultural producers</p> <p>1P4-M3 Protection and promotion of regional specificities of products</p> <p>1P4-M4 Development of hunting and freshwater fisheries in Međimurje County</p> <p>1P4-M5 Improving the institutional support for the development of agriculture and rural regions through the founding of the Centre for Rural Development</p>
<b>1P5 Ensuring a long-term sustainable development of tourism in Međimurje</b>	<p>1P5-M1 Preserving the tourist attraction foundation of the County, with special emphasis on the preservation of natural values and the cultural heritage</p> <p>1P5-M2 Improvement of products and services in tourism through specialisation and diversification</p> <p>1P5-M3 Ensuring that the tourist destinations in Međimurje are efficiently managed</p> <p>1P5-M4 Promotion of Međimurje as a complete tourist region</p>
PRIORITIES	MEASURES
<b>2P1 Reducing the imbalance in supply and demand on the labour market</b>	<p>2P1-M1 Creation and implementation of a development strategy for the human potential of Međimurje County</p> <p>2P1-M2 Encouraging cooperation between the economy and education system</p> <p>2P1-M3 Improving the education structure and human potential competences</p> <p>2P1-M4 Vocational training for unemployed persons</p> <p>2P1-M5 Backing the employment of young, university-educated persons</p> <p>2P1-M6 Encouraging lifelong learning</p> <p>2P1-M7 Backing the development of higher education institutions in the county</p>
<b>2P2 Healthcare improvement</b>	<p>2P2-M1 Healthcare system improvement</p> <p>2P2-M2 Preventive care – improvement and implementation of the programme for early detection of non-contagious chronic diseases</p> <p>2P2-M3 Preventive care – promotion of a healthy lifestyle</p>
<b>2P3 Improving the conditions and quality of life of socially marginalised groups</b>	<p>2P3-M1 Improving the social integration of marginalised social groups</p> <p>2P3-M2 Improving the opportunities for the employment of socially marginalised groups through special educational programmes for the acquisition of adequate qualifications and necessary skills, and their inclusion in public works</p> <p>2P3-M3 Improving the social infrastructure (modernisation, new one) and strengthening the existing human potential</p>
<b>2P4 Backing the growth of the civil society</b>	<p>2P4-M1 Improving the activities of non-governmental organisations</p> <p>2P4-M2 Encouraging the participation of non-governmental organisations in the development of the county</p>
<b>2P5 Preservation, development and promotion of culture</b>	<p>2P5-M1 Raising awareness of the importance of culture and cultural heritage</p> <p>2P5-M2 Revival of cultural and historical events</p> <p>2P5-M3 Preserving non-material cultural heritage</p> <p>2P5-M4 Development of new media culture and contemporary art</p>
PRIORITIES	MEASURES
<b>3P1 Improving the environment and natural resources management system</b>	<p>3P1-M1 Environment protection and management of protected natural resources in Međimurje County</p> <p>3P1-M2 Meeting the prerequisites for sustainable management of all forests</p> <p>3P1-M3 Establishing a whole system of waste management</p> <p>3P1-M4 Creation and implementation of an air quality protection and improvement programme</p> <p>3P1-M5 Creation and implementation of a soil quality protection and improvement programme</p>

PRIORITIES	MEASURES
<b>3P2 Creation of infrastructural prerequisites for further sustainable development</b>	3P2-M1 Protection of water resources, and water supply 3P2-M2 Improvement of the transport infrastructure of the county 3P2-M3 Development of an integrated public transport system
<b>3P3 Moving towards a better sustainable energy of Međimurje County</b>	3P3-M1 Creation of an energy plan of Međimurje County 3P3-M2 Encouraging the use of energy from renewable energy sources 3P3-M3 Encouraging energy efficiency in the public and private sector
PRIORITIES	MEASURES
<b>4P1 Strengthening the institutional capacities for regional development management</b>	4P1-M1 Creation of an efficient model of regional development management on the level of Međimurje County
	4P1-M2 Encouraging a more efficient communication and information flow
	4P1-M3 Improving the capacity for managing the regional development
<b>4P2 Improving the level of preparedness for accession to the EU</b>	4P2-M1 Reinforcing the inter-county, inter-regional and cross-border cooperation
	4P2-M2 Preparation of key stakeholders for the accession to the EU