

**„CROSS-BORDER LOGISTICS: PARTNERSHIP IN COOPERATION ON
EMPLOYMENT" (INTERLOGISTICS) (ROHU-391)**

SUMMARY

Principal: Municipality of Ajak



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Table of contents

Introduction.....	3
Geographic limitation of the project area and summary of the situation analysis (SWOT).....	4
Geographic limitation	4
SWOT.....	4
Short summary of the Common strategy and action plan.....	6
Employment vision.....	6
Objectives of the INTERLOGISTICS project	6
Project activities.....	7

Technical information

Project title	„Cross-border logistics: Partnership in cooperation on employment" (INTERLOGISTICS) (ROHU-391)
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Introduction

On 31 January 2018, the Municipality of the Town of Ajak, Hungary, and the Municipality of the Commune of Halmeu, Romania, submitted an application in the framework of the priority axis Interreg V-A Romania-Hungary Programme “Improve Employment and Promote Cross-Border Labour Mobility (Cooperation on Employment)” in order to receive support for the implementation of the labour market project "Cross-border Logistics: Partnership in Cooperation on Employment" (INTERLOGISTICS, ROHU-391) to increase cross-border regional employment.

The objective of the INTERLOGISTICS project is to enhance the cooperation of local labour market actors in order to improve labour market capacity in the eligible cross-border area.

Basic information on the project ROHU-391 INTERLOGISTICS

Project title	„Cross-border logistics: Partnership in cooperation on employment”
Project code	ROHU-391
Project acronym	INTERLOGISTICS
Programme priority	PA3 - Improve employment and promote cross-border labour mobility (Cooperation on employment)
Programme priority specific objective	SO8/b Increased employment within the eligible area
Partnership	Lead Beneficiary: Municipality of Ajak (Hungary) Project Beneficiaries: Commune of Halmeu (Romania)
Total budget of the project	2,356,602 EUR
Project duration	24 months
Start date	1 February 2020
End date	31 January 2022

The "Common Strategy and Action Plan" is the basic document for the implementation of the project. Based on a detailed baseline study, its objective is to identify the specific, common labour market goals that the project partners wish to achieve within the project as well as to define the interventions needed to achieve the goals. This document is the English summary of the Common Strategy and Action Plan.

Geographic limitation of the project area and summary of the situation analysis (SWOT)

Geographic limitation

The territorial scope of the strategy includes the settlements of Ajak and Halmeu, however, its impact may also extend to their surrounding areas. Ajak is located in Szabolcs-Szatmár-Bereg County, in the Kisvárda district, along the main road No. 4, passing through Nyíregyháza, the county seat, and connecting Budapest with Záhony, with the latter town serving as a Hungarian-Ukrainian border crossing, as well as along the railway line No. 100. Ajak lies near the district seat Kisvárda, only 6 km away from it, and 28 km away from the Záhony border crossing, respectively 40 km away from the county seat Nyíregyháza.

Halmeu is situated in the northern part of Satu Mare County, Romania, along the main road 1C, 32 km to the northeast of Satu Mare. The village constitutes the only public road and railway border crossing station between Romania and the Ukraine in the county.

SWOT

Strengths	Weaknesses
Ajak	
<ul style="list-style-type: none"> • Favourable road and railway connections • High number of registered enterprises per thousand inhabitants • Significant agricultural traditions • Employment is on the rise • Economic activity of the population higher than the county average • The educational level of the population is on the rise • Low unemployment • Despite decreasing public employment, the number of jobseekers is on the decline 	<ul style="list-style-type: none"> • Population loss is accelerating • Natural decline of population • Emigration is higher than immigration • Aging population • Few actively operating enterprises • The town has solely micro and small enterprises • Working-age population is on the decline • The educational level of the population lags behind the national average
Halmeu	
<ul style="list-style-type: none"> • Favourable road and railway connections • The population can be regarded as relatively stable • Natural increase of population • Favourable age structure of the population and low aging index • Considerable agricultural traditions, Halmeu is the centre of strawberry growing in Romania 	<ul style="list-style-type: none"> • Emigration slightly higher than immigration • Few actively operating enterprises • The commune has solely micro and small enterprises

<ul style="list-style-type: none"> • Stable number of working-age population • Increase in the proportion of the economically active population since 2011 • Extremely low number of unemployed people 	
Opportunities	Threats
Ajak	
<ul style="list-style-type: none"> • Population retention capacity improved by targeted developments • Industrial plants based on strong agriculture settle down in the town • The educational level of the population continues to improve, contributing to the dynamic development of the local economy • Regional and cross-border cooperation, exchange of professional experience • Due to the location of the city, logistics sector settles down and expands 	<ul style="list-style-type: none"> • Continuously aging population • Emigration is on the rise, especially among qualified young people • Extreme weather conditions caused by climate change can lead to great damage to the agriculture, i.e. to the economic basis of the town • Competitiveness and subsequently the number of enterprises start to decrease • Lack of job opportunities, thus, the population commutes to surrounding larger cities for work
Halmeu	
<ul style="list-style-type: none"> • Regional and cross-border cooperation, exchange of professional experience • Logistics sector is becoming stronger due to the location of Halmeu • Continuous increase of working-age population • Emergence of economic activities based on the on-site storage and processing of strawberries • Increasing population retention capacity and drawing power of Halmeu 	<ul style="list-style-type: none"> • Aging of population is expected to emerge and then intensify • Population retention capacity is on the decline • Due to the seasonal nature of agriculture, labour force required for care and harvesting is not available in time • Demand for strawberries is on the decline • Adverse climate change is damaging agriculture, making current production unsustainable

Short summary of the Common strategy and action plan

Employment vision

As a result of long-term cooperation, logistics infrastructure investments and training, agricultural production in Ajak and Halmeu has become stronger and more competitive

As a result of the training tailored to labour market needs as well as the development of labour market competencies, the employment rate in the region is relatively high and the rate of structural unemployment is negligible. The supply and demand sides of the labour market are at an equilibrium. In the region, conditions for job-seeking and employment exist, and thanks to open borders and close labour market cooperation, cross-border labour market mobility is becoming increasingly important.

As a result of favourable labour market trends, the economy of the cross-border region is developing sustainably and the rate of selective migration and emigration from settlements is on the decline.

Objectives of the INTERLOGISTICS project

In order to achieve a common employment vision, the main overall objective of the INTERLOGISTICS project is to enhance the cooperation of local labour market actors in order to improve labour market capacity in the eligible cross-border area, especially in Ajak and Halmeu.

Achieving the common employment vision and the overall goal of the project is served by three specific goals and four priorities related to the goals, which are the following:

JOINT EMPLOYMENT VISION
OVERALL OBJECTIVE OF THE INTERLOGISTICS PROJECT
SPECIFIC OBJECTIVES
Specific objective 1: Enhancing the mobility of the workforce between the two counties by increasing the labour market capacity
Specific objective 2: Establishing logistics and training centres
Specific objective 3: Improving the cooperation between unemployed people and other labour market actors to support raising employment rates in the cross-border region
PRIORITIES
Priority 1: Improving labour market skills and the educational level of labour force for better labour market integration
Priority 2: Developing infrastructure for a stronger local economy

Priority 3: Intensifying cooperation between regional labour market actors
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Priority 4: Improving regional conditions for offline and online job-seeking
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Project activities

The action plan part of the strategy describes the activities directly serving the implementation of the priorities. The activities performed in the framework of the priorities are complemented by horizontal activities, such as the work of professional contributors, project management and communication activities, that support the implementation of the entire project. These activities are described in the „Common strategy and action plan” as well as the “Communication Strategy” developed within the project. The planned costs of the activities may change during implementation. The table below is a brief summary of the activities detailed in the Common Strategy and Action Plan.

Activities	Related specific objective	Description of the activity	Target group	Planned costs	Timeframe
Organizing vocational training that meets the needs of the regional labour market	Specific objective 1: Enhancing the mobility of the workforce between the two counties by increasing the labour market capacity	Implementation of training programs based on employers' needs.	Disadvantaged people, jobseekers Employers from the settlement/region	Ajak: 16 250 EUR Halmeu: 10 000 EUR	November 2020 – January 2022
Developing labour market skills		Organizing information lectures and workshops for skills development, employing a labour market consultant.	Disadvantaged people, jobseekers Employers from the settlement/region	Ajak: 45 120 EUR	April 2020 – January 2022
Establishing logistics and training centres in Ajak and Halmeu	Specific objective 2: Establishing logistics and training centres	Construction of logistics and training centers, acquisition of equipment necessary for the operation of the centers.	Local/regional farmers	Ajak: 880 661 EUR Halmeu: 1 087 225 EUR	June 2020 – January 2022
Creating conditions for online sales of local products		Support the marketing of local products and services by creating an online marketplace to strengthen local businesses.	Local/regional farmers	Ajak: 17 000 EUR	April 2021 – October 2021
Organizing joint labour market forums	Specific objective 3: Improving the cooperation between unemployed people and other labour market actors to	Organize labour market and public forums to strengthen cross-border cooperation.	County chambers of commerce and industry; (Vocational) educational institutions and providers; Municipal/regional employers; Local population; NGOs	Ajak: 1 500 EUR Halmeu: 1 500 EUR	September 2021 – January 2022

Activities	Related specific objective	Description of the activity	Target group	Planned costs	Timeframe
Organizing joint job fairs	support raising employment rates in the cross-border region	Organizing cross-border job fairs, employing a local coordinator responsible for organizing and conducting local events.	Disadvantaged people, jobseekers Employers from the settlement/region	Ajak: 30 000 EUR Halmeu: 2 000 EUR	September 2021 – January 2022
Creating a joint labour market IT database		Creation of a common online labour market database and website and a mobile application supporting regional job search.	Jobseekers from the settlement/region Employers from the settlement/region	Ajak: 28 000 EUR	April 2021 – October 2021