**Sectors:**

**1. Economic Development & Trade Promotion**

Synergia promotes an integrated strategy for economic development, bringing local authorities, NGOs, CSOs, private sector and local communities to work together to strengthen the local economy. We apply local and international expertise to promote human development, employment, an enabling investment climate, local capacity for entrepreneurship development, sustainable and inclusive growth. We support stimulation of economic development and trade promotion through various Technical Assistance and Capacity Building projects including:

• Promoting Local Economic Development strategies and strengthening public institutions in view of effective management of the reform process that contribute to stronger policy coherence between national and sub-national levels, whilst connecting to cross-border value chains and markets;

• Creating and strengthening of business-enabling environment for micro, small and medium enterprises (MSMEs); development of local partnerships, linking SMEs to Business Support Organizations, attracting national and international investment;

• Providing entrepreneurship training and leadership, value chain upgrading and access to finance; matchmaking meetings with MSMEs in ASEAN enhancing regional connectivity and integration;

• Promoting investment and technology flows to facilitate access to resources and support services that SMEs require for being more competitive and sustainable;

• Building competence on the issues related to foreign trade (esp. access to the export market), international market and finance research, global finance/donor sources;

• Awareness raising on how entrepreneurs can access assistance services and funding opportunities;

**2. Sustainable Tourism**

Synergia promotes tourism development within the highest international environmental standards and with respect for local communities and their traditions. Our company ensures a participatory approach and raising awareness among communities about safeguarding economic benefits as well as sustainable management of natural resources, promoting eco-solutions and ethnic communities, their rights and opportunities. Synergia executes Tourism Development services in partnership with associates and partners, such as **ecoplan:net** with the excellent experience and top expertise in the following areas:

• Capacity building at the national, district and local (destination) levels supporting development of policies, strategies and legislation for integrated natural resources and cultural heritage management, providing training to the civil servants and tourism workers with the focus on building capacity of senior and middle - level managers;

• Development of Sustainable Tourism Strategies supporting quadruple bottom-line procedures and practises including environmental protection and enhancement, social enrichment, responsible economic growth and carbon emission reduction; *1. Sahara brochure*

• Development of income generating activities in Tourism Sector, securing economic benefits for local people, by inclusion in supply chain, human development, providing tourism education, including vocational training, creating employment and preventing revenue leakage;

• Development of Ecotourism Business Plan: feasibility analysis, design, construction, operations, indicating tour and marketing criteria that would ensure a sustainable tourism eco-operation and will become basis for establishing standards for Certification Programme, preparation of Environmental Impact Assessment; *2. Sustainable Tourism Brochure*

• Development and Assessment of Grading + Certification Programmes & Standards for Quality Assurance, Sustainable & Accessible Tourism, Design and Implementation of the Classification System for Tourism Establishments, design and delivery of the professional assessor programme; *3. Botswana Eco-certification*

• Establishing New Destinations, positioning them on the international marker, promote eco and community-based tourism, by training indigenous entrepreneurs to provide tourism, hospitality and transport services to meet the increasing demand;

• Advisory Services on Accommodation such as Ecolodge Development – advising investors and developers on environmentally responsible solutions – design, constructions and operations / Building Sustainable and Eco Tourism Capacity;

• Coastal and Small Island Planning: Planning and Development Projects (Red Sea), Small Island Tourism (Award winning sustainable coastal tourism policies (eg. Tubbahata Reef) / Planning of international destinations, Coastal Resorts: Feasibility Studies and Business Plans for investors and indigenous communities; *4. Coastal Brochure*

• Integrating Environmental Policies: promoting of the business conducted within environmentally sustainable values and procedures, where profit and environmental responsibility can cooperate for both resource sustainability and financial viability. Envisioning sustainability challenge as protecting biodiversity while contributing to the economic well-being of the communities we implement projects for; *5. Ecoplan:net environmental policy*

• National Parks and Protected Areas Management / Site Development Plans / Visual Impact Analysis and Resource Assessment / Ecotourism Product Development / Protected Areas Capacity Building Workshops; *6.* *National Parks Brochure*

• Streamline licensing and rating formalities for hotels, restaurants, tour operators and tour guides makes positive contributions to the conservation of natural and cultural heritage, to the preservation of the world’s diversity – there is only one guide training and licensing centre in the country (they should be opened in all major tourism enclaves), introducing rating systems to improve quality of services;

**3.** **Agriculture & Rural Development**

Rural development is one of the most powerful tools for poverty reduction, ensuring food security, economic growth and environmental sustainability. Our approach is to address problems in Myanmar and transitional context, and to take advantage of a great opportunity for broad based inclusive growth stimulated by rural development. Our projects aim at raising agricultural productivity, reducing vulnerability, improving non-farm rural employment, increasing income while making agriculture more environmentally sustainable. Activities include:

• Capacity Building of the public sector in formulating and implementing policies to enhance inclusiveness and efficiency in agri-business chains;

• Reducing rural poverty through increasing market access and linkages between value chain actors, improve suppliers’ product offering and expand their rural networks to enable small-scale farmers access affordable and appropriate inputs such as seed and fertiliser on a sustainable basis and preventing giving away inputs for free;

• Promoting vocational training on business development leading to community-based enterprise creation;

• Linking sustainable small farmer enterprises to each other, to markets, financial institutions, to service providers and to policy processes, to enhance the profitability of smallholder farmers and their capacity to add value to locally produced raw materials;

• Strengthening livelihood systems of the most food insecure and consolidate their path to more sustainable economic development, through upgrading skills, increasing farmers’ knowledge and access to productive assets such as: fertilizer, tools, machinery, feed, veterinary services, strengthening capacity to diversify crops, add value to the product, reduce storage losses, and reach the market for a better price;

• Irrigation and drainage services through mini and large-scale irrigation schemes and flood embankments in view of increasing agricultural production and improving farm income, employment and living standards of farm families;

• Training to improve resilience of targeted rural livelihoods and strengthen individual and collective coping mechanisms for vulnerable households, providing the knowledge and training to enable people to become more self-sufficient through more productive agriculture practices (international standards), and training in rural development, land management services and community–based adaptation in disaster risk reduction processes;

• Strengthening capacity of local training institutions (Training of Trainers).

**4. Environment & Natural Resources Management:**

Synergia promotes opportunities coming from sustainable use of natural resources, while safeguarding against the risks on livelihoods from environmental degradation and climate change. Our aim is to improve the interaction between people and the livelihoods to assure sustainability and productivity of industries such as agriculture, tourism, forestry and fisheries.

• Awareness raising of local community organizations with the particular focus on how management of natural resources affects the quality of life for both present and future generations;

• Capacity Building of the local, regional and state levels in sustainable land, water and forestry management, wildlife conservation, transferring back to communities the access and use rights, empowering them communities with legislation and evolved management responsibility;

• Building communities’ capacity and creating partnerships with the public and private sector actors to develop programmes for the sustainable use of a variety of natural resources resulting in reducing poverty, enhancing food security and ensuring biodiversity and watershed management;

• Capacity building of the relevant institutions and development of regulations needed to prevent the exploitation natural resource;

• In partnership with **Sustainable Seas**, Synergia provides technical support to address the challenges that face coastal and marine environments. Technical Assistance is provided for planning, management and support engineering, climate adaptation services at all levels. Our common goal is to provide coastal communities with lifestyle and livelihood improvement choices, through effective training and coaching, based on best practices.

**5. Project Management**

Our management team brings over a decade of experience in project management and coordination, for various donors and international organizations (including UN agencies, European Union and bilateral donors). Our experts have extensive experience in designing, monitoring and evaluation of projects and programmes in Africa, Asia, Europe, Middle East and Latin America,

We are dedicated to use our knowledge towards enhancement of the local operational capacity in project design, implementation and Monitoring & Evaluation (M&E), enhancing effectiveness of programmes and projects, identifying and applying best practices for scaling up project activities and providing evidence for policy-based decision-making. Our Training is based on the OECD DAC methodology and assessment criteria (Relevance, Efficiency, Effectiveness, Impact and Sustainability) and includes:

• Training on participatory design, assuring sufficient engagement of local partners from the outset, facilitating ownership and sustainability;

• Training in Needs Assessment/Institutions Needs Assessment; data collection (Quantitive and Qualitative), In-Depth Interviews, Focus Group Discussion, Developing and conducting Survey/Questionnaire, and data analysis;

• Training on implementation modalities / aid delivery methods;

• Training on M&E system and methodology in view of Result Based Management (RBM), the link between M&E and strategic planning and between budget, results and reporting.

• Training on procurement and financial management in view of applying and management of funds

**6.** **Participatory Approach to Development**

Synergia is dedicated to countries under transition, supporting an enabling environment for the reform process towards stability and peacebuilding. In order to promote sustainable development in multi-ethnic areas, improvement of livelihoods and fostering reconciliation, our activities aim at strengthening the actors involved through the following activities:

- Mapping of Civil Society organizations in the selected thematic areas and geographic regions and development of overall strategy based on analysis of needs in each sector as well as organizational development and expertise in Resource Mobilization, Project Cycle Management with the emphasis on Monitoring & Evaluation;

- Organisational development support for developing planning, monitoring, management and reporting systems and development and implementation of a comprehensive civic education strategy;

- Formulation and evaluation of civil society development programmes, to ensure citizen participation and engagements in policy dialogue;

- Building the expertise and confidence of the public institutions, local authorities and community structures, fostering a constructive dialogue among the government and non-state actors especially at the local level;

- Technical Assistance to governmental bodies at all levels on the planning and implementing pro-poor development agendas;

- Maximizing the results of the rehabilitation process through the creation and promotion of income generating activities and inclusive economic growth that raise the households from isolation and poverty;

**Training:**

Our company facilitates the courses on Conflict Analysis for Prevention and Peacebuilding for UN staff at HQ and in the field, as well as for CSOs and CBOs. The training is conducted by our associate **Mr. Rob Watson**. The objective of the course is to build practical skills on the conflict analysis and develop methods and tools to design interventions for conflict prevention or peacebuilding. The course includes a range of standard conflict analysis concepts and tools that enable participants to analyze their context (causes, actors, timeline, drivers, connectors/dividers, hotspots and entry points) and integrate a conflict lens in their work in emerging and existing conflicts in their local areas.  The course is based on extensive experience both in the UN and other organizations and provides practical guidance on analyzing complex conflict situations and developing practical conflict prevention and peacebuilding interventions (both direct and integrated approaches).

**7. Human Resources Development & Education**

After decades of economic and political isolation, Myanmar is opening to unprecedented levels of foreign direct investment and international development projects. The increased volume and scope of international investment and assistance entering the country is disproportional to existing capacity of the local labour market. According to our market analysis, search for the candidates that are competent and confident to undertake assignments offered by the international companies and organizations, proves to be challenging, but promising. Due to the limited number of qualified staff has also an impact on the frequent rotation in the work places due to the better conditions offered by competitors.

Our aim is to contribute to building new, and strengthening already existing learning systems in view of human development and creation of new employment opportunities. Our expertise covers formal an informal learning in primary education, as well as secondary, adult education and TVET. Our expertise lies in:

- Management of education programmes;

- Education Sector Review: research in private and public schools in view of the improvement of Education delivery, increase access to education and to help children to receive fundamental life skills;

- Development of complementary education systems including and programs for vulnerable children who cannot attend primary schools;

- Designing training materials and teaching resources, using best international practises for upgrading educational and TVET systems;

- Design and delivery of Certificates - Training and Assessment, programs across a wide range of industries.

- Delivering training, coaching, technical assistance, capacity building of education specialists and public institutions, including relevant Ministries as well as TOT;

- Full cycle development, implementation and monitoring of curricula development and incorporating innovation in view of improving entrepreneurship in the transitional countries;

**Trainings:**

We believe in a great potential of people in Myanmar and other countries in transition and we would like to build on already existing knowledge and skills. Our approach is to deliver tailored trainings specifically designed to our clients’ needs programme and are based on best international practises. Trainings are conducted by experienced experts who have been actively contributing to development of human resources in numerous countries that went through the process of transition.

We facilitate results-oriented trainings based on the participatory approach of the candidates, enabling learning in the most practical way and adjusting the methods if needed throughout the process. Our trainings’ objective is to enable candidates to have a good understanding of the international business environment and dynamics. At the same time, we provide support to the international companies entering emerging markets, in deepening their understanding of the local culture and operating according to Corporate Social Responsibility standards.