



EMBRACER

Meet RDA “SEDA”

*An overview of Novi Pazar main street*

Regional Development Agency (RDA) of Sandžak “SEDA”, founded in 2002, covers the area of City of Novi Pazar, Municipality of Tutin and Sjenica, Serbia. RDA “SEDA” is accredited as Regional Development Agency since 2013, and has implemented more than 75 small and large-scale projects in the region. Its key role is supporting the economic growth of the region by developing local capacity, regional strategic planning and projects implementation. RDA “SEDA” has been cooperating with the city administrations of Novi Pazar, Sjenica and Tutin on the definition of strategic documents, such as action plans and feasibility studies.

The role in EMBRACER

RDA “SEDA” is a Discovery Partner, taking active part in all the EMBRACER main activities, sharing its extensive experience in socio-economic development projects, specifically in the field of mobility and linking urban and rural areas, overcoming mobility challenges in its region. The participation in EMBRACER answers the RDA “SEDA” commitment to improve living conditions.

The importance of being part of EMBRACER

RDA “SEDA” will learn European best practices for integrating diverse transport modes, improving connections to urban areas, and addressing the specific needs of underserved communities. This will allow Novi Pazar region to enhance mobility, reduce travel barriers, and implement climate-resilient transport solutions.

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