CHALLENGES IN IMPLEMENTING STRATEGIC PLANNING AND EUROPEAN FUNDS

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Abstract

The implementation of strategic planning in conjunction with European funds represents an essential pathway for regional development and the enhancement of public services. However, numerous challenges arise in the application of strategic plans, particularly concerning the efficient allocation, management, and monitoring of European funds. This article aims to explore the main obstacles in the process, examining factors such as legislative limitations, administrative capacity, transparency, and accountability. The article further proposes strategies to overcome these challenges to optimize the benefits of European funding and facilitate sustainable development at local and national levels.

Keywords*:* strategic planning, European funds, public administration, regional development, challenges
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