ADRIONET Adriatic-Ionian

Network of Authentic Villages

T.1.1.1

Transnational Action Plan (TAP)

OI_6c.1_2 Number of strategies and action plans developed in the field of natural and cultural heritage and tourism

v1 | December 2022

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ADRIONET PROJECT

The common strategy of the project is aimed at the creation of a transnational network of authentic villages promoting the preservation of natural and cultural heritage by pursuing a development based on social, environmental and economic principles of sustainability, with the quality of life and well-being of local populations at the centre, as a prerequisite for a pervasive care of the concerned landscapes, but also for the attraction and satisfaction of visitors. All this will be integrated in the innovative concept of "hospitable community", in which the community itself assumes the role of engine of local development and, at the same time, of organiser, around its resources and values, of a widespread hospitality.

ADRIONET project objectives, expected results and main outputs

The main objective of the project is to create a transnational network of "authentic villages" (along river basins/lakes, marginal and peripheral hilly/mountainous/rural territories) aiming at promoting the conservation of natural and cultural assets by pursuing a development based on social, environmental and economic sustainability, with the quality of life and well-being of local populations at the core, as a pre-condition for a pervasive care of the territories concerned as well as for the attraction and satisfaction of tourists.

The tourist development of these territories will therefore be the consequence of a continuous effort, made by public authorities and communities, to improve the conditions of villages and territories, where the well-being of residents is a precondition for retaining populations (especially young people).

The regenerative territorial processes envisaged include the recovery/revival of traditions and local identities, innovative use of natural and cultural landscapes, raising the population's awareness of the protection of natural environments, resilience to climate change, and productive exploitation of endogenous know-how.

All this will be integrated in the concept of "hospitable community", in which the community itself assumes the role of engine of local development and, at the same time, of organizer, around its resources and values, of a widespread hospitality, able to generate important economic effects. While pursuing the main objective mentioned above, ADRIONET will significantly contribute to the achievement of Specific Objective 2.1 of the ADRION Programme (Promoting the sustainable enhancement and conservation of natural and cultural assets as assets of growth in the Adriatic-Ionian area), theme 1 (Preserving, capitalising and innovating cultural and natural heritage), sub-topic "Supporting the conservation of cultural and natural landscapes", through an ambitious but realistic community strategy of valorisation and development of the local territory.

ADRIONET project partners

1. ITALY - Emilia-Romagna Region (Lead Partner)
2. ITALY - Authentic Villages of Italy Association
3. SLOVENIA - Regional Development Agency KOPER
4. CROATIA - Public Institution for the development of the Međimurje County REDEA
5. GREECE - Region of Central Macedonia, Directorate for Innovation and Entrepreneurship
6. BOSNIA AND HERZEGOVINA - Department for Development and International Projects of Zenica-Doboj Canton
7. ALBANIA - Association of Local Autonomy of Albania
8. SERBIA - Regional Agency for Socio - Economic Development - Banat Ltd

Pilot Villages involved by project partners

Country	Region	Hamlet	Municipality	Sub-regional unit	Aquatic resource	Other orographic items
Slovenia	Obalno-kraška	Hrastovlje	Koper	Slovenian Istria	Karst watercourses	Forests and vineyards
		Kubed				
		Rodik	Hrpelje-Kozina	Brkini	Karst watercourses and Reka River basin	Orchards
		Beka				
Croatia	Međimurje	Nedelišće	Nedelišće	CentralMeđimurje	Drava River	-
		Štrigova	Štrigova	UpperMeđimurje	Jalšovec and Jurovec streams	Hills with gentle slopes
		Sveta Marija	Sveta Marija	LowerMeđimurje	Drava River HE Dubrava (accumulationlake)	-
Bosnia and Herzegovina	Zenica-Doboj	Visoko	Visoko	-	Bosnia and Fojnica River	Hills with gentle slopes
		Olovo	Olovo		Očevija, Kamenolom and Okruglica, Dabravine (springs), Stupčanica, Bioštica, and Krivaja rivers	Mount Konjuh
		Vareš	Vareš		Sources of Stavnja, Waterfalls of river Oćevica	Forests (hills and Mount Zvijezda)
Serbia	Vojvodina	Belo Blato	Zrenjanin	Central Banat	Bega River and Dunav-Tisa-Dunasystem	Alluvial plain of Tisa
Albania	Northern Albania	Mirdita	Mirdita	Alessio	Qafë-Mollëartificial lake	Hills and, vineyards
		Ulez	Mat	Diber	Ulezartificial lake	
		Plani I Bardhe	Klos		Balgjaj glacial lakes	Mountains
Greece	Central Macedonia	Nikiti	Sithonia	Halkidiki	-	Aegean Sea
		Afytos	Kassandra		-	
		Arkochori	Naoussa	Imathia	Haliacmon River delta	Mount Vermio
		Seli	Veria		“Bara” of Seli	Mount Vermio
		Goumenissa	Paionia	Kilkis	Springs /Sirios river	Mount Paiko, chestnut forest, vineyards
		Skra			Springs, waterfalls, Sapphire Lake	
		Vryta	Edessa	Pella	Agra-Vryton-Island Artificial Lake	

		Kitros	Pydna-Kolindros	Pieria	Alykes Kitros Lagoon	Aegean Sea
		PalaiosPanteleimonas	Dion-Olympos		-	Mount Olympus MAB UNESCO
		Daphne	Visaltia	Serres	Waterfalls	Mount Kerdylio
		Emmanuel Papas	Emmanuel Papas		Small lake	Mount Menikio Vineyards
		Ossa	Lagada	Thessaloniki	-	Mount Vertiskos
		Petrokerasa			-	Mount Chortiatis
Italy	Emilia-Romagna	Calendasco	Calendasco	Piacenza	Po River	Padus Plain ('Bassa')
		Caorso	Caorso			
		Castelvetro P.	Castelvetro P.			
		Monticelli d`O.	Monticelli d`O.			
		Villanova s/Arda	Villanova s/Arda			
		Colorno	Colorno	Parma		
		Polesine-Zibello	Polesine-Zibello			
		Roccabianca	Roccabianca			
		Boretto	Boretto	Reggio Emilia		
		Brescello	Brescello			
		Luzzara	Luzzara			
		Bondeno	Bondeno	Ferrara		

Transnational Action Plan (TAP) for the development of the network of Authentic Villages

The TAP represents a road-map with a horizon beyond the duration of the ADRIONET project. It establishes a set of common and/or similar objectives and actions, tuned to the peculiarities and also to the weaknesses of each territory involved. It envisages integrated approaches for the conservation and sustainable enhancement of river basins, of naturalistic areas both involved in Natura 2000 networks and not, and of marginal/peripheral areas, through generative and regenerative processes involving local communities.

Foreword

Local development policies are, first of all, policies for activating and safeguarding expressed and potential territorial capital: natural, cultural and intellectual capital, the social energy of the local population and potential new residents, production systems (agricultural, tourism, manufacturing), landscapes, attention to the common good.

The real implementation of a strategy of continuous improvement of the villages and their territories, of the urban structure, of the services for citizens, of the social, environmental and cultural context, according to an approach based on widespread quality and sustainability, passes through a "**Multiannual Action Plan"** that takes into account the various dimensions of **generative resilience.**The **Action Plan** becomes the guideline for every intervention and project to be carried out for that territory under the banner of sustainable and intelligent development objectives, in a harmonious dynamic of social living able to face the different dimensions of the global change/crises that we are all engaged in.

In particular, the **Transnational Action Plan (TAP)** is conceived in the context of the repercussions of the Covid-19 pandemic, which has had dramatic consequences both in terms of deaths and unemployment and, more generally, from a social point of view.

In this last dramatic period of almost two years, environmental issues have re-emerged in the world debate as urgent and no longer deferrable. We are all united by the same concern: it is a question of defending the planet from environmental problems and the risks of global warming by all contributing '*to the care of the common home*' in order to build a future for the planet that will repair and stem the damage caused by its exploitation.

The TAP is being developed in an international context that also deals with the major issue of refugees and displaced persons. Clearly, real inter-continental policies of great depth are needed on this issue; but each ADRIONET pilot territory is trying to make its own positive contribution, even if it will be necessary to try more original experiences and launch new paths of real social integration.

The TAP designs and "builds", starting with people, communities, the valorisation of local resources and from the response to social needs, and through a desired targeted use of public and private funding, a new, participatory and shared project of territory.

The TAP of ADRIONET project addresses various topics to be considered in a multi-annual Action Plan for the improvement of the local contexts, the conservation and sustainable development of territories, naturalistic areas, river basins and marginal/peripheral areas and the characterisation of the tourism offer.

Each partner of ADRIONET project applies these topics in their respective territories in terms of projects already implemented, priorities to be addressed, projects and actions to be carried out, objectives to be set and targets to be achieved in the short and medium term, thus giving the Action Plan a transnational value.

CHAPTER 1 - MOTIVATIONS BEHIND THE TAP

The challenge of the ADRIONET project and the objective to which the Partners aim is the creation of a transnational network of "authentic villages", whose main purpose is to preserve and enhance, with innovative approaches, the natural and cultural landscapes constituted by villages and their surroundings along the river/lake basins, hilly and/or marginal/peripheral areas (at risk of depopulation). This aim is to be achieved primarily by mobilising local communities towards a change that will ensure a better present and a sustainable future, both aimed at regaining possession of the social and cultural values that communities express (or have been able to express and are currently lacking) and at progressing in contexts in which people can and must themselves become generators of work, quality, knowledge and know-how.

CHAPTER 2 - THE VALUES THAT INSPIRED THE TAP

The TAP, as well as the ADRIONET project itself, are inspired by the "Manifesto of the Authentic Villages of Italy". Authentic Villages of Italy is an association of Italian municipalities, a network of territories and communities that make relationships, exchange of best practices and network projects a fundamental resource. The local communities, aware of having resources and opportunities to create new development and improve the overall quality of life at the local level, are for Authentic Villages the protagonists. They work on a platform of actions and projects that leverage an enormous human heritage, history, landscape, culture and economy of the realities that belong to that Italy "that wants to make it ...". We are talking about villages, small towns, territories that focus on the rediscovery, enhancement and growth of their identity, connecting the knowledge and intelligence of their communities with the stimuli arising from national proposals, from alliances with other networks and institutions in Italy and abroad, from the challenges, critical issues and many positive goals that can be achieved together.

Authentic Villages proposes and promotes, through its "Manifesto", intervention strategies to feed sustainable local development policies aimed at achieving concrete results, through the development of inter-institutional cooperation between municipalities and between them and other local authorities, regions and networks of public and private partnership at national and European level. The Association's member Municipalities adopt local public policies and corresponding administrative behaviours aimed at constantly improving the physical, social, economic and cultural context of the places and at creating governance systems able to stimulate citizens' participation and empowerment in the definition of strategic perspectives.

CHAPTER 3 – THE TRANSNATIONAL ACTION PLAN

The tap includes 5 Topics that intend to include the different dimensions of sustainable development. These Topics have been declined by the Partners on their respective territories involving local stakeholders through a participatory (bottom-up) process that starting from the analysis of the state of facts has identified the projects already implemented, the priorities to be addressed, the projects and actions to be carried out, the objectives to be set and the goals to be achieved in the short and medium term. The result is to bring the Action Plan a transnational value in the Topics addressed and in the working method, and to be able to subsequently and mutually exchange ideas and methods of intervention to address common challenges.

TOPICS

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

TOPIC 2: “YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE".

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATITIVENESS, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE “HOSPITABLE COMMUNITY”

TOPIC 5: PRODUCTIVE KNOW-HOW

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

Vision
The fabric of bonds of trust/solidarity in the villages helps to nurture a social climate that is more inclined to integration between permanent and temporary inhabitants and new citizens. Social cohesion is a "plus" of village communities and a great opportunity to create "open and supportive" communities capable of regenerating local resources and opportunities, communities inclined to appreciate a logic of sustainable development and respectful of historically consolidated values.

It is the actions and therefore the shared projects, designed and implemented by all or at least by many, that constitute the glue of social and territorial capital, just as it is the constant striving towards widespread improvement (designed to include more and more people) of the quality of life and the quality of social relations between old and new residents or temporary citizens that cements mutual trust.

In the Authentic Villages the collaboration between citizens and Local Authorities in activities of general interest is promoted, complying with a principle of horizontal subsidiarity provided for by the Italian Constitution. This collaboration, aimed at developing social capital, takes the form of active participation of citizens in different fields, such as:

volunteering and social engagement by dedicating time and skills to carry out socially useful tasks, including those addressed to disadvantaged people; urban regeneration through the use of co-planning methods aimed at recovering and re-functioning common goods and services to improve the quality of life; shared management of common spaces for social and cultural activities; care and management of common green spaces and gardens; etc.

In this voluntary collaboration, which may include reimbursement by the Local Authority of expenses incurred by volunteers, citizens work either within associations, as individuals or through informal social formations. Mutual trust and responsibility are the basis of the collaboration.

Active citizenship also means identifying the needs of the local community and bringing them to the attention of the institutions in order to find togethershared answers.

In Italy, one of the shared responses is the **Community Cooperative,** a model of **social aggregation** capable of building shared responses to collective needs. The Community Cooperative is in fact an **instrument** that shares and realises the community itself, making available (each member and all together) their creativity, their skills, their know-how to respond to emerging needs in relation to welfare, sustainable development, improvement of the quality of life and of the local environmental and social context.

The Community Cooperative, which is to all intents and purposes a business company, **is a shared project**, which enhances and strengthens social capital by facilitating *the coordinated action of individuals.* Itestablishes new relationships of trust and reciprocity not only between shareholders but

between them and the citizens who are the recipients of services and projects developed in the "**community workshop**", where citizens/shareholders identify needs together, develop ideas and build a response path, consistent with the available resources in human, financial, organisational and institutional terms.

"A village open to new and temporary citizens".

The village, sensitive to the value of brotherhood and willing to welcome citizens and workers from other European and non-European countries, must increasingly become a place based on a social order in which all groups and people, including new arrivals, even those with precarious and temporary citizenship, are integrated and participate in social, economic and cultural life. A village open to all, a village of Europe.

The established community has a duty to welcome new residents or temporary citizens with confidence, educating them - in the spirit of the 'citizenship pact' - by example and by being close to the civic rules and values of the local community, without claiming to crush 'other' identities and cultures and supporting an intercultural perspective where interaction between different cultures and identities becomes a resource and not a burden.

Including new residents, making them aware of the common dimension of living together and of the possibility of increasing social capital through confrontation and understanding between different identities, will ensure that growth and improvement will be mutual and cosmopolitan.

EXAMPLES OF ACTIONS (NON EXAUSTIVE LIST):

- voluntary work and social commitment of the population by dedicating time and skills to carry out socially useful tasks also addressed to people in difficulty, also through the time bank;

- actions by voluntary associations aimed at improving services to families, children and the weaker sections of the community (the elderly, people with disabilities, children, women and girls, the poor, etc.);

- actions to facilitate citizens' democratic participation in local governance and development policies (community of change);

- actions to improve the cultural landscape of the village in order to increase its attractiveness and social openness (museums, events, technologies related to cultural fruition, etc.);

- urban regeneration through the use of co-design methods aimed at the recovery and re-functionalization of common goods and services for the improvement of the quality of life;

- shared management or regeneration of buildings, gardens or public spaces, for social and cultural activities, ensuring their use by all;

- cooperation pacts between administration and citizens for the direct management of cultural and environmental assets by the resident population (with significant results in terms of participation and cultural and social benefits for communities)

- cooperation agreements between the administration and individual or associated citizens for the care and management of common green spaces and gardens;

- organising training sessions on issues of participation and community empowerment;

- organising intergenerational exchanges on topics such as agriculture, handicrafts, culture and local traditions in order to disseminate and consolidate local identity by enriching it with creative contributions;

- encouraging the creation of a Community Cooperative as a multi-service social enterprise to respond to the shared needs of the population and the territory;

- creation of common gardens.

"When citizens take care of a public good, a community is created around that good. **And it is this community which, by taking responsibility for caring for a particular public good, transforms it into a common good through its actions"**. (Gregorio Arena, "The custodians of beauty. Taking care of the common goods. A pact for Italy between citizens and institutions", pag. 33)

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

Vision

Young people represent the future of authentic villages, yet too often they do not see any reason to stay and live and work in their place of origin. However, young people tend to be creative and in order to encourage this youthful creativity, it is necessary to offer them, right from primary school, paths and projects aimed at giving substance to creativity, which can in time become self-entrepreneurship. A creativity that becomes a capacity for the future, a job for oneself and which could create employment also for others. The positive and therefore constructive creativity of young people living in small and medium-sized municipalities must be encouraged and supported in order to be exploited and spent at local level.

The conventional, sometimes negative, image of young people (in some cases even describing them as nihilistic and without values) reflects a situation of unease that often becomes an intergenerational 'chasm'. Excessive exuberance or alternatively closure and isolation, deviance or the desire to engage in voluntary work and active citizenship workshops, creativity that is not taken into account and not encouraged, are just a few fragments of a world of young people suspended between many tensions.

Young people normally think about the values of freedom, democracy, equal opportunities, sustainability and integration. Young people tend to be creative, they propose and interpret technological changes, they are able to read new languages immediately, to create virtual meeting spaces that allow them to stay in touch with the rest of the world from everywhere, to weave relationships and create networks of thought and projects.

In order to encourage this youthful creativity, it is necessary to offer young people, starting from primary school, paths and projects aimed at giving practicality and substance to creativity, which through time can become self-entrepreneurship. A creativity that becomes a capacity for the future, a job for oneself and which could become one for others. The positive and therefore constructive creativity of young people living in small and medium-sized municipalities must be encouraged and supported in order to be exploited and spent at local level.

And we need to work to ensure that youth creativity can also be directed towards the traditional sectors that make up the local landscape and still have high growth potential, such as agriculture, livestock breeding and quality agri-food processing, environmental and forest maintenance, traditional and artistic crafts and design, reuse of materials, etc. These are sectors in which local creativity could be supported and helped by “old” knowledge, stories and memories that can explain processes and the course of nature, speeding up the integration of young people into the future project of communities.

Therefore, in order to encourage the creativity of young people and their permanence in the territory, actions and interventionsshould be implemented, such as:

- the creation of training courses to boost young people's confidence and empowerment towards the creation of businesses, including cultural and creative ones, as a form of self-employment/self-entrepreneurship in sectors designed to increase the quality of life at local level, preserve resources, improve the environment, recover and reuse waste, recover productive traditions, create, recover and disseminate culture, etc.
- the creation of spaces, services and facilities to facilitate and support the "creative propensity" and networking of young people at local level, in the community, in the various sectors of entrepreneurial job creation, in art and cultural activity, in the management of innovative services linked to the environment (creation of co-working, co-living spaces);
- promotion, at local level, of "Creativity Workshops" to help strengthen the creation of relations, trust relationships and joint actions between young people (setting up equipped and organised operational contexts to encourage creativity and cohesion among young people in various fields: art, culture, technology, environmental protection, etc.).

Therefore, in order to encourage the creativity of young people and their permanence in the territory, actions and interventions should be implemented, such as:

- examples related to Topic 1 apply also here;

- the creation of training courses to boost young people's confidence and empowerment towards business creation, including cultural and creative ones, and in sectors designed to increase the quality of life at local level, to preserve resources, to improve the environment, to recover and reuse waste and refuse, to recover productive traditions, to create, recover and disseminate culture, etc.

- creation of spaces, services and facilities to facilitate and support the "creative propensity" and networking of young people at local level, in the community, in the various sectors of entrepreneurial job creation, in art and cultural activity, in the management of innovative services linked to the environment (creation of co-working, co-living);

- promotion, at local level, of "Creativity Workshops" to help strengthen the creation of relations, relationships of trust and joint actions among young people (setting up equipped and organised operational contexts to encourage creativity and cohesion among young people in various fields: art, culture, technology, environmental protection, etc.);

- setting up a municipal council for young people to assist the Local Authority in designing actions and initiatives for young people;

- promoting and facilitating youth associations for the implementation of socially, environmentally and culturally useful projects;

- creating cultural competitions for young talents;

- introducing education programmes in schools on active citizenship and commitment to the care of the common good;

- proposing environmental and cultural itineraries for young people to learn about the characteristics of the territory, its opportunities and prerogatives.

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

Vision

The issue of energy, its use without waste, production without damaging natural resources, and resource management that does not become a mere cost but an opportunity, cross every vector of development and growth of our communities. Smart Villages are an opportunity to develop a set of urban governance methods and best practices: we want to enable our communities to improve their environmental quality for the benefit of the happiness of our citizens and future generations.

Originally a European Union initiative to increase the energy efficiency of cities, the SMART dimension has now taken on a broader significance and is to be understood as an opportunity for economic, social and cultural development that makes innovation the pivot of its organisation, focusing on the environment, accessibility, digital and circular economy.

The SMART dimension in rural areas has been summarised by the EU in the dossier "EU Action for SMART VILLAGES" which recalls the 2016 Cork Declaration entitled "A better life in rural areas": << The *emerging concept of Smart Villages refers to rural areas and communities that also build on their existing strengths and assets as on developing new opportunities. In Smart Villages traditional and new networks and services are enhanced through digital, telecommunication technologies, innovations and better use of knowledge, benefiting inhabitants and businesses. Digital technologies and innovations can support quality of life, a higher standard of living, public services for citizens, better use of resources, less impact on the environment and new opportunities for rural value chains in terms of products and improved processes. The Smart Villages concept does not propose a one-size-fits-all solution. It is territorially sensitive, based on the needs and potential of each territory and strategy driven, supported by new or existing strategies.*

Technology is important, as is investment in infrastructure, business development, human capital, capacity and community building. Good governance and citizen involvement are also crucial.

A Smart Village typically pays attention to computer literacy skills, access to e-health and other basic services, innovative solutions to environmental issues, application of the circular economy to agricultural waste, promotion of local products supported by technology and ICT, implementing and taking full advantage of smart projects in agri-food specialisation, tourism and cultural activities, etc. The concept of Smart Villages encompasses human settlements in rural areas and surrounding landscapes>>.

People are therefore at the centre of this process, and the word "smart" must be applied to them. Acting smart is closely linked to the Administration's ability to work in this direction, with the aim of enhancing what the area is able to express in terms of smart people (i.e. improving the quality of life of communities).

To open a reflection that will have to involve administrators and citizens of the villages, it is possible to state that the best guarantee for the "promise of a happy future", implicit in the intelligent and sustainable policies promoted at national, community and local level, will be given by the set of virtuous behaviours in villages that can be promoted and supported, also from the economic point of view.

It is a strategy aimed at building a "Smart Small Community". Small and medium-sized villages would thus become a “laboratory” of sustainable innovation in which to experiment with solutions, ideas and projects for a model of low-cost settlement with a reduced environmental impact that can also make a positive impact on the market for sustainable and quality tourism. In conclusion, for an Authentic Village being "intelligent" means being able to invest in the authentic resources present with a strategic vision of the future.

"Places must speak to men and men must speak to places' (Franco Arminio, Italian poet and writer).

“URBAN DECORUM”

We do not expect an improvement in the quality of life only from the provision of services in a village or from the magnificence of its architecture or from the beauty of the nature that surrounds it, or from the flow of tourists. A village’s quality of life also depends on the way of being of its inhabitants, on the capacity for coexistence and relations, on the ability to 'have respect' for one's neighbours, on the sense of civic belonging.

And this is also where urban decorum comes in, which means keeping beautiful and improving the environment in which we live, showcasing the culture of those who live there, and welcoming visitors with respect and pride. A village is beautiful if it is beautiful not only in its historic centre, but in the different parts that make it up, including the environment. Taking care of urban decorum is the responsibility of the administration and of all citizens, whether residents or visitors, and often requires regulation through administrative acts.

URBAN REGENERATION

In this field it is necessary to start from a logic of intervention compatible with the fragility and complexity of the territories. To preserve the authenticity and beauty of buildings and places, and any public or private intervention in the urban context, actions will have to deal with a number of guidelines, such as:

- respect for historical memory by placing the existing building settlements in a relationship with their context (roads, paths, public spaces, car parks, green areas, etc.);
- the search for a harmonious and intelligent dimension of places;
- the use of environmentally friendly materials;

- make buildings, but also car parks and private and public places, as energy self-sufficient as possible by using renewable sources and also by using energy saving;
- limiting noise pollution;
- limiting air and water pollution;
- achieving widespread environmental compatibility standards also for social gathering places, commerce, services.

Administrations (and citizens) should increasingly recognise the value of the 'beauty' of the local habitat in all its complexity, including cultural and recreational aspects, and draw up regulations to safeguard its characteristics and peculiarities and to constantly improve the level of well-being.

The regeneration of villages should also include actions of "repairing" parts of the village and territory that no longer communicate with each other due to abandonment or neglect, re-establishingspaces for use, social cohesion, participation and daily coexistence.

Local 'diffuse investment' initiatives should also be encouraged and supported (e.g. public companies with a broad shareholder base), with the aim of recovering and enhancing the economic and social value of abandoned and/or underused buildings. The aim is to restore the cultural value of the community and, at the same time, providing an opportunity to stimulate new local economic activities (tourism, promotion of cultural products, events and practices).

One of the models to be taken as an example in the field of tourism, but which can also be borrowed for the creation of new temporary or permanent tourist accommodations, is the creation of a widespread network of accommodation (“AlbergoDIffuso model). Starting with the renovation of buildings of historical and architectural value, public or private property that are unused and/or abandoned, using green building criteria, in order to create accommodations for widespread hospitality in the historic centre with shared services and spaces for socialising and co-living.

CARING THE RESOURCES, LIVEABILITY AND SUSTAINABILITY OF THE VILLAGE

Local programmes and projects for the recovery, redevelopment, preservation and renovation of villages and their territories should always be geared towards improving the urban and natural landscape, making them attractive to those who live and work in them and facilitating their development as tourist and residential areas, also to fight depopulation.

Examples of interventions:

- with the aim of promoting the concept of urban civic culture and inclusive welfare, fostering active citizenship and the culture of participation, promoting shared care of the common good, improving the urban landscape in terms of aesthetics and architectural decorum: introducing and disseminating innovative urban and strategic planning and urban design methods that involve citizens, associations and stakeholders in the

rethinking of local services and the refunctionalisation of disused buildings or places, formulating a vision of the territory under the ideas of beauty and sustainability;

- introducing urban elements such as parks, green walls and roofs, which host biodiversity and allow ecosystems to function and provide their services by creating links between urban, peri-urban and rural areas;
- remove and/or reduce the presence of environmental detractors;
- renovating and improving housing and living conditions in public and private buildings, including energy saving and the use of renewable energy sources;
- replacing public lighting both inside and outside buildings with traditional lamps and the latest LED lamps, including those with light sensors and flow control;
- introducing and disseminating green building practices and enhancement of building traditions including the use of traditional local building materials;
- breaking down architectural barriers wherever possible and adopting solutions to facilitate the use of the historic centre, monuments, museums and all public places;
- spreadingsoft mobility through the implementation of cycle paths and pedestrian routes, the promotion of the use of bicycles, electric cars, local public transport, working for the introduction of public transport with low or zero polluting emissions. New habits of citizens will also call for new needs, creating investment and employment opportunities such as the creation of bicycle workshops or the development of new rest stops;
- regulation and management of water through the use of flow reducers in public and private buildings, and information and awareness-raising campaigns for the public on the careful use of drinking water;
- encouraging the recovery of rainwater for irrigation and domestic use;
- to promote initiatives aimed at making drinking water a real common good accessible to all citizens through the creation of "water houses" where drinking water can be obtained at a lower cost than the market, using reusable transport containers;
- planning and supporting the separate collection of waste, including domestic waste oil, which is highly polluting, household or community composting, recycling and reuse;
- banning single-use plastics from public places, parties and events;
- promote the sale of loose or low-packaging products, especially plastic packaging.

LANDSCAPES AND RURALITY

Intervention in historic centres and landscape preservation must be a complex tool to respond not only to functional and technical problems but also an opportunity to enhance the image of the territory, the urban and natural landscape and local agricultural production. This can only happen if a 'pact' is activated between citizens and the administration to raise the quality of interventions and if an innovative and intelligent approach is adopted - on the model of landscape ecology - capable of backing up traditional quality indicators those relating to the new parameters of environmental and energy sustainability.

The villages in the selected ADRIONET pilot areas guard territories with high environmental values. Green and blue infrastructures consisting of protected areas such as Natura 2000 sites, healthy ecosystems and areas of high nature value outside protected areas such as floodplains, wetlands, coastal areas, natural forests, lakes, rivers, small watercourses, forests, which act as green corridors and support or roosting areas for wildlife.

These are coastal, river and rural areas important for the preservation of the diversity of the European landscape and natural and cultural heritage.

The preservation of parts of rural areas is often entrusted to farmers and foresters, who must increasingly contribute to the preservation of biodiversity, the use of organic farming, integrated pest management, the restoration of traditional crops and the introduction of low environmental impact crops. Farmers and foresters who are custodians of the land and the rural landscape and the main providers of environmental public goods and services related to the protection of biodiversity, soil and water resources and climate protection.

Citizens and the public need to be made more aware of the potential of these areas, which make up productive landscapes, natural and historical landscapes of rare beauty that can and must be enjoyed sustainably because of their prerogatives. They represent economic, social and environmental opportunities for the benefit of the local population and all visitors.

The landscape of an area, understood as a synthesis of naturalistic-environmental and historical-social needs, provides an excellent framework for the promotion of local public policies aimed at protecting and preserving biodiversity (plant and animal) and, at the same time, supporting development actions capable of enhancing the attractiveness of the context and improving the quality of life of the community.

SUSTAINABLE MOBILITY

For small and medium-sized municipalities, the choice of adopting a plan to regulate and develop a new model of sustainable mobility becomes important. Citizens should be involved in the evaluation of choices through the experimentation of alternative routes and practices of “soft” mobility and the use of local public transport with low polluting impact. Information will play a fundamental role in implementingparticipatoryinitiatives. A Sustainable Mobility Plan will have to investigate and define the positioning of the village within the global transport network, as well as provide for the creation of

new opportunities or the enhancement of existing ones. The aim is to significantly improve services for the community and, at the same time, strengthen the means of access to the village from a tourist and social point of view, limiting the use of cars.

GREENWAYS

It is estimated that there are already **19,000 kilometres of greenways in** Europe, winding their way through the continent's former railways and through the most diverse landscapes. A true paradise for **cyclists,** greenways are transit routes dedicated solely and exclusively to non-motorised transport, i.e. bicycles, horses, scooters, skates, or simply our legs. Greenways are at the service of citizens, visitors, and should help to improve the environment around them and increase the wellbeing of the inhabitants of the areas both in terms of health, leisure, travel between home and work and in terms of new services designed for them (signposting, bicycle repair, rest stops and refreshment points, rural hotels and B&Bs, farm shops, etc.).

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE “HOSPITABLE COMMUNITY”

Vision

Villages and their communities should be active players in the "economy of experience", i.e. creators of a new kind of hospitality capable of involving the visitor in the rhythm of local life for a sustainable development of tourism that meets the needs of tourists. With policies to enhance the value of its typical elements, the small municipality is able to express, as demonstrated by various successful experiences, its unique ability to offer visitors, whether hikers or tourists, an answer to their search for community, human relations, typicality and identity in which they can recognise themselves and have rewarding experiences.

CULTURE AND IDENTITY

Being a community in places on a human scale means searching for a 'lifestyle' and values that favour the reconciliation between human being and the environment, sealing the 'mutual interest' in the rebalancing of relations. The 'material and immaterial cultural heritage' passed down from generation to generation is constantly recreated by the community in relation to its environment, its interaction with nature and history, and gives the community a sense of identity and continuity. In the new "story" of the territory, the variety of the cultural offer will have to be affirmed and the contribution of the young generations will be decisive, as well as the willingness to get involved in order to contribute both to the safeguard and to the evolution of the social, economic-productive and environmental structure of the villages and their contexts.

EXPERIENCES AND STORYTELLING

The experiential factor is becoming increasingly important as part of the motivation to travel and holiday. Tourists want to be emotionally involved, they want to empathise with their hosts and, above all, they want get in touch with the identity of an area: they want to experience it and not just see it, and they want to be directly involved, rather than just be spectators.

Storytelling, or the narration of the territory and its people, is therefore of fundamental importance in the marketing and promotion of villages and towns, inextricably linked to the proposal of unique and authentic experiences to be offered to visitors but also to citizens.

The people who live in the village take part in the story of the territory through a continuous production of content, images, sounds and perceptions that remain there, and that can travel on the web.

Responding to tourism trends helps trigger community pride in an area. Not only hospitality operators but the whole community participates in building the identity and positive distinctiveness of that area, recognising its vocations, environmental resources, cultural and social resources.

KNOWING PLACES AND BEING ABLE TO TELL THEIR STORIES HELPS TO SUPPORT COMMUNITY PRIDE

A local community that opens itself up to tourism must know its resources (history, monuments, culture, nature, landscapes, food and wine, crafts), which are often neglected or little known. It must understand how much the community (and tourist) interacts with the resources, whether positively or negatively in terms of their enhancement and protection, whether these resources are also valued for the construction of tourism proposals or whether they are ignored, what can be done that is new, different and productive thanks to the confrontation between operators, citizens, creative people, people of science and culture to make their territory attractive and resilient.

THE HOSPITABLE COMMUNITY OF AUTHENTIC VILLAGES

In a profoundly changed context of the tourism market, in which there **is a demand for greater personalisation and authenticity of the tourist experience**, the tourism offer developed by the **Authentic Villages of Italy Association** fits perfectly: the Hospitable Community. The **Hospitable Community** is a place, a destination, a motivation to travel, in which guests-travellers feel like *citizens,* albeit *temporary,* identifying with the gentle rhythm of village life, taking advantage of the available service opportunities, knowing and appreciating the tangible and intangible assets that make up the local landscapes and are an integral part of the community.

A place, in essence, where one can (re)-find a truer and more authentic dimension.

Each village, each territory, has its own typicality and specificity: language, food, wine, culture - identity, landscape, history and production capacity. The **Hospitable Community** must be able to summarise these resources and opportunities, making them inseparable from each other, telling their story and proposing an original and personalized offer that can reveal the quality and goodness of the territory in all its nuances. *Brand identity*.

Often operators, but also citizens, underestimate local resources, they have no idea of "what" could be done in that area, of possible itineraries, of overlooked details that could become a resource that visitors and even the people of the village can use. In the same way, even in the villages, individualism and fear of competition between operators, but above all the lack of overall coordination of the tourist offer, mean that the villages have difficulty in identifying, or rather, in building their own identity and characteristic profile that can be distinguished and recognised among the thousands of offers and proposals.

The **Hospitable Community** organises itself because knowledge of its territory, integration between the various components (environment, agriculture, food and wine, history, culture, etc.), professionalism in welcoming guests, attention to detail, proposals for using the territory, and 0 km food cannot be taken for granted, or worse, they cannot be the result of improvisation.

The hospitality is in fact the result of a process of collective elaboration of a development project that reads the community and the territory with new eyes and identifies solutions to improve the overall quality of hospitality through a renewed approach to the visitor, not just a tourist, but a welcome member of the village and its people.

On the basis of these considerations and this different "state of mind" to approach travelers, the citizens/economic operators/public administrators of a hospitable community share a unique welcoming strategy; a common vision capable of ensuring that guests enjoy an unforgettable stay, based on participation and the discovery of details.

The local community organises itself to create a quality and competitive environment for:

- facilitate the realisation of a unique experience by the guest
- establish a permanent feeling with the host
- ensuring services, based on the criteria of quality, sustainability and fair costs
- facilitate forms of temporary residence or settlement for small and medium-sized enterprises
- stimulate processes of continuous improvement at local level.

With timely and appropriate development policies, the small and medium-sized municipality is able to express its unique ability to offer visitorsa response to their search for human relations, welcoming communities, typical features and identities with which they can identify and where they can have rewarding experiences.

Typicality generates a demand for quality-oriented experiential tourism in the villages: the traveller interested in them has a higher cultural level, willingly buys quality products and has as a priority to act in order to know the product of the territory in depth and not only to consume it.

Local production practices, food-related representations, collective expressions of festivity and spectacle based on the enhancement of traditional flavours present in a territory are "intangible cultural heritage" that village communities recognise as part of their identity.

This heritage, passed on from generation to generation, is constantly recreated by the community according to its environment, its interaction with nature and history, and gives the community a sense of identity and continuity, thus promoting respect for biodiversity and human creativity.

With this perspective, the Hospitable Community becomes not only a tourist, cultural, environmental and productive destination, but also a "relational destination" to which segments of the market demand, which is constantly growing, aspire.

The guest is a person in search of human contact and contact with the Territory for the rediscovery of values.

- He/she is driven by a variety of motivations and interests such as photography, history and archaeology, the rediscovery of small towns, participation in traditional local events, the search for -typical local food -and wine-, and outdoor activities of a sporting or non-sporting nature.
- He/sheis often an itinerant tourist who limits his/her presence to a few days during a holiday, a trip or a weekend.
- The means of transport used are varied; the most commonly used are cars, motorbikes and bicycles, also trains.
- It is usually a person of medium or upper-middle education.
- He/she can be an individual, a young or middle-aged couple, a family or a small group of friends.
- One emerging figure is that of the pensioner who, often in a couple, takes advantage of this “new freedom from work” to devote himself to a form of tourism that can be described as “continuous self-education”.

Authenticity and personalisation of hospitality are values that you also seek in the accommodation you stay in. Human warmth, the sensation of not being a room number, but a person welcomed in a family environment, with a strong authenticity of cultural values, are strengths that often only receptive headmasters such as B&B, Holiday Homes, “AlbergoDiffuso”, together with those of agritourism and rural tourism can boast.

The **Hospitable Community** system is developed through a **number of tools that involve the community and local operators in an integrated manner** and aim to offer the guest a unique and diversified experience:

1. The local coalition of operators

Operators (hotels, B&Bs, farmhouses, holiday homes and flats, campsites, etc.) work together on a permanent basis to create economies of scale, share hospitality services, adopt a voluntary quality framework (hospitality charter), promote a single destination image and thus use shared strategies and means of communication.

This collaborative network is created by the municipal administration, which promotes the first meetings, facilitates knowledge and debate, promotes the Hospitable Community project and gradually identifies, together with the operators, strengths and weaknesses in terms of hospitality and accommodation, and supports training, collaborative and public-private cooperation projects.

2. Network of Zero Mileage Restaurants - "The Soul of the Territory".

The restaurants in the area share a "protocol" to promote the use of **local recipes** and **foodraw materials** intheir menus. This approach, which respects local biodiversity and is based on a low ecological impact, provides a framework for developing traditional and identity-based cuisine.

When there are no restaurants in a village, **home restaurants** arepromoted (dinners are organised to allow temporary citizens - tourists - to taste local flavours, in private homes and with non-professional cooks).

3. Events are a strategic product for a territory

The Hospitable Community**plans all the events on annual basis**(both traditional and new ones) ensuring the optimisation of the use of resources (financial, human and organisational) and thus being able to take advantage of an attractive factor on which to integrate other aspects of the offer. Events should not compete with each other and they should be organised in such a way as to ensure that there are no other important and particularly attractive events in neighbouring towns or cities that could "steal the spotlight" from their own.

Food festivals and fairs often attract large numbers of people. Sometimes they are too large and unsustainable events because they are not proportionate to capacity of the destination in a limited time, resulting in "fatigue" of environmental, physical resources, economic and socio-cultural characteristics and undermining visitor satisfaction. It is therefore necessary to foresee systems to monitor the load capacity and, where it occurs, consequent prevention of overcrowding phenomena such as, for example: closed number of events with prior booking of a place/voucher; dilution of the event over several days; repetition of the event in the low season with the introduction of variations to the event, etc..

All events (in particular gastronomic events) should be eco-friendly, i.e. events where good environmental practices of waste reduction and separate collection are promoted and disseminated.

4. Land use programme

The territory has various resources (tangible and intangible) on the cultural, environmental - naturalistic, productive and artistic fields. These resources, when usable and organised, constitute the component for planning in terms of incoming, to designand promote new experiences to be offered to temporary tourist-citizens and also for the benefit of residents.

Let us not forget that in these long months of the Covid-19 pandemic, local tourism has been rediscovered as vital from the point of view of the tourist economy, and also considering this element the Hospitable Community must continually produce initiatives and opportunities to visit and discover the village and the territory.

Local businesses dedicated to **quality and typical food and wine production, as well as traditional handicrafts**, must also be involved in the framework of the Host Community and be an integral part of the offer.

And let us not forget COMMUNICATION. The Hospitable Community must know how to communicate internally and externally its products, its services, its experiences and the distinctive elements that differentiate it from any other offer.

5. The guest tutor

The guests of the Hospitable Community can count on the support and advice of the "Tutor". This is a "professional and relational" figure dedicated to "taking care of the guest", i.e. becoming the reference point and "advisor" of the "temporary citizen" during his/her stay. He/she, therefore, carries out tasks in the field of communication (web activity management, formal relations management, social network management), supports the promotion and marketing activities of the host community, and, when requested, accompanies and/or assists the guests in the many activities they can practice in the area, without replacing the official guides.

6. Widespread accommodation network

The Municipal Administration promotes a project to recover and enhance parts of the abandoned or underused building heritage (public and private) in order to carry out interventions that, with ecological criteria, can activate a widespread system of accommodation units in the historic centre. The Widespread Accommodation Network could be the basis for the development of a private companywhose shareholders are property owners, citizens and operators. An organisation such as, for example, the "Community Cooperative" in which young people can build a concrete professional career.

7. The Guest House

These are premises where the Hospitable Community provides its organisational functions (centralised booking, reservation and information services) and where common activities are carried out (rooms with kitchen equipment, meeting equipment, workshops and professional courses, showroom to promote local products, wine shop, smartworkingand/or coworkingstations, etc.).

8. The municipal administration is a "protagonist" of the Hospitable Community.

The public management of the territory, the village and the quality of collective services are a crucial component of hospitality. It is for this reason that hospitality system cannot disregard a **proactive role of the Municipality**. The Municipality of the Hospitable Community, therefore, has a strategy to support the offer through the constant improvement of hospitality (e.g. signposting, waste management, sustainable mobility, use of publicly owned cultural heritage, building regulations, bans on pesticides in urban areas and countryside, etc.).

EXAMPLES OF ACTIONS (NON EXAUSTIVE LIST):

- to promote the creation of a local coalition of tourism, accommodation, culture and business operators who will work together on a permanent basis to create economies of scale, common reception services, a voluntary quality framework (hospitality charter), use shared strategies and means of communication promoting a single image of the tourist destination;

- to ensure that all local operators are familiar with the area, its resources and special features, that they know how to tell and describe it and that they know how to benefit from it by associating their quality policy with the area itself;

- to introduce new services and improve existing services for the population and tourist-visitors (public transport, signposting, parking, usability of resources);

- to encourage the creation of a network of "Zero Mileage Restaurants – The Soul of the Territory" that share a "protocol" to enhance the use of recipes and food raw materials from the territory in their menus, also enhancing the traditional cuisine;

- to promote the emergence of home restaurants (where dinners are organised to allow temporary citizens - tourists - to taste local flavours, in private homes and with non-professional chefs). Home restaurants should be encouraged where there are no or few restaurants;

- to create an annual programme of events in the area that do not compete with each other and that enhance the potential attractiveness without "straining" environmental, physical and socio-cultural resources;

- to create new events that can be consolidated over time and involve a large part of the citizenship in their realisation;

- to create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted and disseminated;

- training programmes for tourism, culture and craft operators in hospitality, empathy and attention to details in tourist reception;

- to train all economic operators (including petrol station attendants) and traffic wardens to be welcoming, empathetic and attentive to hospitality;

- to study and create proposals for authentic and unique experiences in the area, lasting one or more days, and making the guest (but also the citizen) feel involved in local life and the local community (craft workshops, traditional recipes, visits to wineries and workshops, environmental sports activities, community lunches and dinners, photography courses, bird watching, gathering wild herbs, educational farms, etc.);

- to make agreements with travel agencies and tour operators and with accommodation operators in seaside resorts, proposing its rural tourist offer as an "ancillary service" to the summer seaside holiday;

- to propose activities in all seasons of the year and in summer promote their autumn offers on the beaches;

- to identify a place that becomes “The Guest's House" where common activities are carried out (room with kitchen equipment, meeting equipment, workshops and professional courses, show room for displaying local products, wine shop, smartworking and/or coworking stations, ...) and where booking functions are centralised;

- to promote a project for the recovery and valorisation of parts of the abandoned or underused building heritage (public and private) in order to carry out interventions that, with ecological criteria, can activate a widespread system of accommodation units in the historical centre – “Albergo Diffuso” model;

- communicating "territorial qualities" through social media, the creation of press and blog tours, and the widespread involvement of visitors so that they in turn can tell their friends, acquaintances and relatives about the unique experiences that can be had in that area.

“If there is craftsmanship in a given site, this means that the place have their own social vitality, that the territorial brand is not an abstract construction but has its own specific roots in the local population. Basically, craftsmanship represents a specific connotation of a given territorial brand, which contributes to increasing the identity and giving recognisability to the tourist product of a given site”

(Alberico di Meo, formazioneturismo.com).

TOPIC 5: PRODUCTIVE KNOW-HOW

Vision

Craft creativity and agriculture represent "community knowledge". Craft, agricultural and forestry businesses produce goods and/or provide local services that significantly contribute to determining the degree and level of quality of life of a local community, creating employment, social stability and possibilities for future development. Handicrafts and agriculture are bearers of "social values" through their interaction with the economic and social actors of the territory, with the community and the surrounding environment. In villages, where the culture of know-how is not directly linked to "doing business", it is necessary to focus on promoting self-entrepreneurship, providing examples of entrepreneurship, disseminating good practices and working with an eye to the opportunities offered by the market.

HANDICRAFT

Craft creativity is the first manifestation that accompanied the appearance of mankind.Even before any other form of evolutionary, organisational and productive form, the handicraft object constituted the first identity testimony to the presence of human life. In this sense, handicraft objects contribute to creating the identity of a people, understood as the set of traditions, knowledge and distinctive traits that sanction its recognisability and uniqueness. Handicraft creations should therefore be considered as an expression of material culture, linked to the human and social environment in which they are made.

A reversal of the trend is needed with regard to the abandonment of this activity in the territory in favour of those considered more modern; and a battle against the collective memory deficit that risks excluding the new 'digital' generations from this field of knowledge, which is still precious.

As well as being a cultural heritage and a service for citizens, widespread 'know-how' (crafts, agri-food processing) is also a fundamental economic and production resource: a widespread production fabric made up of micro enterprises, workshops and small and medium-sized enterprises with strong roots in their local areas, whose economic value is not negligible within the national economy.

Craft enterprises are the promoters of a centuries-old artistic and productive tradition, repositories of material and immaterial knowledge, rooted in the territories to which they belong. In the same way, they are the bearers of 'universal' cultural values, as they are companies that often enter into relations with very different cultural sectors.

Craft enterprises then produce goods and/or provide local services that contribute significantly to determining the degree and level of quality of life of a local community.

Examples of initiatives aimed at productive knowledge and involvement of producers:

- craft workshops with individual and group lessons to learn how to make objects, recognise and research materials and raw materials (flowers and grasses for wool, wicker, rush, broom and asphodel for baskets, etc.);
- days of learning craft techniques and in-depth study of materials for schoolchildren.

AGRICULTURE AND AGRI-FOOD

Agri-food production and processing, accompanied by the gastronomic tradition of food production, is increasingly becoming a "cultural asset" for territories. A desired asset, which produces storytelling and narration, which becomes a "medium" for many tourist and cultural destinations. Food is increasingly becoming a medium that helps people achieve a state of individual and collective wellbeing.

Agriculture is the economic engine of most rural areas, everywhere in the world: it remains the foundation on which the European agri-food sector is built. European agriculture needs to be competitive not only economically but also environmentally, and the strategic objectives of the CAP (Common Agricultural Policy) can only be achieved if there is a profound rethink of the way the world of agriculture is perceived, with sectoral research and innovative approaches.

In the villages and their territories, the centuries-old ability to process agricultural products and their use in the culinary and enological tradition play a central role. Agriculture and agri-foods products are an integral part of the culture and offer of a territory and in the tourism sector they should be promoted and integrated into the territory's offer.

EXAMPLES OF ACTIONS (NON EXAUSTIVE LIST):

- craft workshops with individual and group lessons to learn how to make objects, recognise and research materials and raw materials (flowers and grasses for wool, wicker, rush, broom and asphodel for baskets, etc.);

- learning craft techniques and in-depth study of materials for schoolchildren;

- craft days - shops and workshops open to visitors on certain Sundays of the year;

- support for the opening of new 4.0 local quality craft workshops with tutors from local elderly craftsmen;

- foundation of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly and as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it;

- creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community;

- Stimulate the creative activity of associations already present in the area to develop projects directly linked to cultivation or collateral projects (horticultural therapy projects; children's readings in the gardens; courses on the recovery/recycling of materials; therapeutic courses on ecological themes; natural cooking courses, etc.);

- create collaborative networks between typical producers of small-scale food, wine and traditional crafts and with local sales outlets in the framework of a national and international web-based valorisation system (e-commerce).

- to enhance local "know-how" as a strategic resource for regenerating "talent", relaunching small-scale production that generates employment and facilitating the combination of production, work and culture-art;

- facilitate the intergenerational exchange of "know-how" so that elderly people with "skills" can become the "mentors" of young people eager to build a project designed to "put themselves to the test".

LOCAL ACTIONS PLANS (LAPs): THE TEMPLATE

Authentic Villages of Italy Association – PP2 provided all Project Partners with a common template to be used during the construction of Local Action Plans for each selected pilot village. The template has the aim to provide all Partners with a common tool that, after the finalization of LAPs, would allow also Authentic Villages of Italy Association to analyse each single LAP in a comparative way with all the others and, finally, to draft the present Transnational Action Plan in its final version.

The template provided to Project Partners is the following:

LOCAL ACTION PLAN

TO BE INCLUDED IN THE TRANSNATIONAL ACTION PLAN

Partner name and number: …….

Municipality of .....

Province .....

Region .....

Country .....

INTERREG V-B Adriatic-Ionian ADRION Programme 2014-2020

Its aim is to promote sustainable economic and social development in the Adriatic and Ionian areas through the creation of growth and employment, through the improvement of attractiveness, competitiveness and connectivity and through the protection of the environment and the maintenance of healthy and balanced coastal and marine ecosystems.

ADRIONET PROJECT

The common strategy of the project is aimed at the creation of a transnational network of “authentic villages” promoting the preservation of natural and cultural heritage by pursuing a development based on social, environmental and economic principles of sustainability, with the quality of life and well-being of local populations at the centre, as a prerequisite for a pervasive care of the concerned landscapes, but also for the attraction and satisfaction of visitors. All this will be integrated in the innovative concept of "hospitable community", in which the community itself assumes the role of engine of local development and, at the same time, of organiser, around its resources and values, of a widespread hospitality.

The proposal is based on the example of the Italian network of Authentic Villages, grouped together in an Association with legal personality, to constantly develop environmental protection and tourist enhancement policies in partnership between public and private sector.

ADRIONET project objectives, expected results and main outputs

The main objective of the project is to create a transnational network of "authentic villages" (along river basins/lakes, marginal and peripheral hilly/mountainous/rural territories) aiming at promoting the conservation of natural and cultural assets by pursuing a development based on social, environmental and economic sustainability, with the quality of life and well-being of local populations at the core, as a pre-condition for a pervasive care of the territories concerned as well as for the attraction and satisfaction of tourists.

The tourist development of these territories will therefore be the consequence of a continuous effort, made by public authorities and communities, to improve the conditions of villages and territories, where the well-being of residents is a precondition for retaining populations (especially young people).

The regenerative territorial processes envisaged include the recovery/revival of traditions and local identities, innovative use of natural and cultural landscapes, raising the population's awareness of the protection of natural environments, resilience to climate change, and productive exploitation of endogenous know-how.

All this will be integrated in the concept of "hospitable community", in which the community itself assumes the role of engine of local development and, at the same time, of organizer, around its resources and values, of a widespread hospitality, able to generate important economic effects. While pursuing the main objective mentioned above, ADRIONET will significantly contribute to the achievement of Specific Objective 2.1 of the ADRION Programme (Promoting the sustainable enhancement and conservation of natural and cultural assets as assets of growth in the Adriatic-Ionian area), theme 1 (Preserving, capitalising and innovating cultural and natural heritage), sub-topic "Supporting the conservation of cultural and natural landscapes", through an ambitious but realistic community strategy of valorisation and development of the local territory.

ADRIONET project partners

1. ITALY - Emilia-Romagna Region (Lead Partner)
2. ITALY - Authentic Villages of Italy Association
3. SLOVENIA - Regional Development Agency KOPER
4. CROATIA - Public Institution for the development of the Međimurje County REDEA
5. GREECE - Region of Central Macedonia, Directorate for Innovation and Entrepreneurship

6. BOSNIA - Department for Development and International Projects of Zenica-Doboj Canton
7. ALBANIA - Association of Local Autonomy of Albania
8. SERBIA - Regional Agency for Socio - Economic Development - Banat Ltd

Pilot villages involved by project partners

Country	Region	Hamlet	Municipality	Sub-regional unit	Aquatic resource	Other orographic items
Slovenia	Obalno-kraška	Hrastovlje	Koper	Slovenian Istria	Karst watercourses	Forests and vineyards
		Kubed				
		Rodik	Hrpelje-Kozina	Brkini	Karst watercourses and Reka River basin	Orchards
		Beka				
Croatia	Međimurje	Nedelišće	Nedelišće	CentralMeđimurje	Drava River	-
		Štrigova	Štrigova	UpperMeđimurje	Jalšovec and Jurovec streams	Hills with gentle slopes
		Sveta Marija	Sveta Marija	LowerMeđimurje	Drava River HE Dubrava (accumulationlake)	-
Bosnia and Herzegovina	Zenica-Doboj	Visoko	Visoko	-	Bosnia and Fojnica River	Hills with gentle slopes
		Olovo	Olovo		Očevija, Kamenolom and Okruglica, Dabravine (springs), Stupčanica, Bioštica, and Krivaja rivers	Mount Konjuh
		Vareš	Vareš		Sources of Stavnja, Waterfalls of river Oćevica	Forests (hills and Mount Zvijezda)
Serbia	Vojvodina	Belo Blato	Zrenjanin	Central Banat	Bega River and Dunav-Tisa-Dunasystem	Alluvial plain of Tisa
Albania	Northern Albania	Mirdita	Mirdita	Alessio	Qafë-Mollëartificial lake	Hills and, vineyards
		Ulez	Mat	Diber	Ulezartificial lake	
		Plani I Bardhe	Klos		Balgjaj glacial lakes	Mountains
Greece	Central Macedonia	Nikiti	Sithonia	Halkidiki	-	Aegean Sea
		Afytos	Kassandra		-	
		Arkochori	Naoussa	Imathia	HaliacmonRiver delta	Mount Vermio
		Seli	Veria		“Bara” of Seli	Mount Vermio
		Goumenissa	Paionia	Kilkis	Springs and waterfalls	Mount Paiko
		Skra			Sapphire Lake	
		Vryta	Edessa	Pella	Agra-Vryton-Island Artificial Lake	

		Kitros	Pydna-Kolindros	Pieria	AlykesKitros Lagoon	Aegean Sea
		PalaiosPanteleimonas	God-Olympos		-	Mount Olympus MAB UNESCO
		Daphne	Visaltia	Serres	Waterfalls	Mount Kerdylio
		Emmanuel Papas	Emmanuel Papas		-	Mount Menikio
		Ossa	Lagada	Thessaloniki	-	Mount Vertiskos
		Petrokerasa			-	Mount Chortiatis
Italy	Emilia-Romagna	Calendasco	Calendasco	Piacenza	Po River	Padus Plain ('Bassa')
		Caorso	Caorso			
		Castelvetro P.	Castelvetro P.			
		Monticelli d`O.	Monticelli d`O.			
		Villanova s/Arda	Villanova s/Arda			
		Colorno	Colorno	Parma		
		Polesine-Zibello	Polesine-Zibello			
		Roccabianca	Roccabianca			
		Boretto	Boretto	Reggio Emilia		
		Brescello	Brescello			
		Luzzara	Luzzara			
		Bondeno	Bondeno	Ferrara		

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: …….

Municipality of .....

Province .....

Region .....

Country .....

TOPIC 1:

SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

TOPIC 2:

“YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE".

TOPIC 3:

INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

TOPIC 4:

UTILISATION AND INCREASE OF TOURIST VOCATITIVENESS, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE “HOSPITABLE COMMUNITY”

TOPIC 5:

PRODUCTIVE KNOW-HOW

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

Vision

The fabric of bonds of trust and solidarity in villages and small towns should help to nurture a social climate more conducive to integration between permanent inhabitants, new citizens and visitors. Social cohesion is a plus for small communities, and a great opportunity to create 'open and supportive' communities capable of regenerating local resources and opportunities, communities eager to appreciate a logic of sustainable development that respects historically consolidated values.

State of the art

Also taking into account the analysis carried out by the Partner....., please escribe briefly but accurately the current situation with regard to the topic, strengths and weaknesses, current projects and main actors.

Change

Describe, on the basis of the guidelines of the Transnational Action Plan, the objectives of change to be aimed for

Foreseen actions

On the basis of the objectives and results of Change, please describe the interventions you intend to carry out (listed by priority)

Pilot Actions

Describe the actions that local government and citizens believe can immediately start visible and shared change.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

Vision

Young people represent the future of Authentic Villages, although too often they do not see any reason to stay, live and work in their place of origin. However, young people tend to be creative and in order to encourage this creativity, it is necessary to offer them, starting from primary school, paths and projects aimed at giving practicality and substance to creativity, which can become, through time, self-entrepreneurship. A creativity that becomes a capacity for the future, a job for oneself and which could create jobs for others. The positive and therefore constructive creativity of young people living in small and medium-sized municipalities must be encouraged and supported in order to be exploited and spent at local level.

State of the art

Also taking into account the analysis carried out by the Partner....., please escribe briefly but accurately the current situation with regard to the topic, strengths and weaknesses, current projects and main actors.

Change

Describe, on the basis of the guidelines of the Transnational Action Plan, the objectives of change to be aimed for

Foreseen actions

On the basis of the objectives and results of Change, please describe the interventions you intend to carry out (listed by priority)

Pilot Actions

Describe the actions that local government and citizens believe can immediately initiate visible and shared change.

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

Vision

The issue of energy, its use without waste, its production without damaging natural resources, and the management of resources that does not become a mere cost but an opportunity, transversally embrace every sector of development and growth of our communities. Smart villages are an opportunity to develop a set of urban governance methods and best practices: we want to enable our communities to improve their environmental quality for the benefit of the happiness of our citizens and future generations.

State of the art

Also taking into account the analysis carried out by the Partner....., please escribe briefly but accurately the current situation with regard to the topic, strengths and weaknesses, current projects and main actors.

Change

Describe, on the basis of the guidelines of the Transnational Action Plan, the objectives of change to be aimed for

Foreseen actions

On the basis of the objectives and results of Change, please describe the interventions you intend to carry out (listed by priority)

Pilot Actions

Describe the actions that local government and citizens believe can immediately initiate visible and shared change.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

Vision

Villages and their communities must be active players in the "economy of experience", i.e. creators of a new kind of hospitality capable of involving the visitor in the rhythm of local life for a sustainable development of tourism. This tourism approach must meet the needs of tourists but at the same time protecting and improving opportunities for the future. With policies to enhance the value of its typical resources, the small municipality is able to express, as demonstrated by various successful experiences, its unique ability to offer visitors, whether hikers or tourists, a response to their search for community, human relations, typicality and identity in which they can recognise themselves and have rewarding experiences.

State of the art

Also taking into account the analysis carried out by the Partner....., please escribe briefly but accurately the current situation with regard to the topic, strengths and weaknesses, current projects and main actors.

Change

Describe, on the basis of the guidelines of the Transnational Action Plan, the objectives of change to be aimed for

Foreseen actions

On the basis of the objectives and results of Change, please describe the interventions you intend to carry out (listed by priority)

Pilot Actions

Describe the actions that local government and citizens believe can immediately initiate visible and shared change.

TOPIC 5. PRODUCTIVE KNOW-HOW

Vision

Craft creativity and agriculture represent "community knowledge". Craft, agricultural and forestry businesses produce goods and/or provide local services that significantly contribute to determining the degree and level of quality of life in a local community, creating employment, social stability and possibilities for future development. Handicrafts and agriculture are bearers of "social values" through their interaction with the economic and social actors of the territory, with the community and the surrounding environment. In villages, where the culture of know-how is not directly linked to "doing business", it is necessary to focus on promoting self-entrepreneurship, providing examples of entrepreneurship, disseminating good practices and working with an eye to the opportunities offered by the market.

State of the art

Also taking into account the analysis carried out by the Partner....., please escribe briefly but accurately the current situation with regard to the topic, strengths and weaknesses, current projects and main actors.

Change

Describe, on the basis of the guidelines of the Transnational Action Plan, the objectives of change to be aimed for

Foreseen actions

On the basis of the objectives and results of Change, please describe the interventions you intend to carry out (listed by priority)

Pilot Actions

Describe the actions that local government and citizens believe can immediately initiate visible and shared change.

CHAPTER 4 - CONNECTING ELEMENTS AND COMMON TRENDS IN LAPS

In this chapter we analyse the LAPs drafted by partner with respect to each village, searching for connecting elements, common issues and expected solutions highlighted by local groups consulted during the participatory phase.

Consistently with the delivered LAPs, we divided the recurrent lines in the five Topics given by Social Capital, Young People, Smart Villages, Tourism, Know How, and in the three categories of State of the Art, Expected Change, and Potential actions to be implemented[1].

The main puzzling element for this kind of cross-sectional reading is that the considered villages are quite different one from each other: most of them are located in internal and mountain areas but exceptions are several, while a demographic dimension spanning from the 20 inhabitants in Beka (Slovenia) to the more than 39,000 in Visoko. Nonetheless, many issues, ambitions and solutions are common to most of them.

The general picture is returned in Table 4.1, while the specific elements emphasized for each village are collected in the Annex 1 – Summary of Local Action Plans (LAPs).

Table 4.1: Recurrent items for State of the art, expected change and potential actions relating to each issue

Issue	*State of the art*	*Expected change*	*Potential actions*
1. Social Capital	Inverse correlation between number of inhabitants and ageing of population Few permanent residents High unemployment among young people (not in general terms) Sparse population Strong sense of belonging and willingness to preserve local traditions numerous active associations Good cooperation between citizens and LAs	Young families' struggle for adequate housing and child-care Lack of systematic care for the elders Increase awareness about inclusion of elders and people with disabilities Strengthen support capacity of associations through training programmes Enable mentoring to young people by elders (mainly in traditional crafts) Strengthen institutional, organizational, and spatial capacities for social activities	Activities bringing together elders and young people Ensure regular help for elders and needy groups, including construction of homes for full-time stay of the elderly population Organize different thematic community to learn about/from different cultures Digitalization Sports and culture Community empowerment and participatory activities (community of change, community cooperative)

[1]The fourth category expressed in the LAPs, namely the one of "Pilot Actions", is the object of a dedicated Chapter.

	Sense of hospitality Lack of cooperation among stakeholders	Need to create a communication bridge between people and LAs Need for actions strengthening social cohesion and active participation in decision-making of the village	Improve the cultural landscape to increase attractiveness and social openness, urban participated regeneration, shared management/regeneration of buildings, gardens and public spaces for social/cultural activities
2. Young People	Decrease in young population Decrease in the number of elementary school children, lack of nurseries for children 0-3, lack of leisure activities for young people (social activities, entertainment etc.), no upper schools, moving after primary/secondary first Municipality's support to young people and young families (financing transport, scholarships, housing, pro-natal policies, …) No incentives for young people to stay in the village, stopping them migrating to metropolitan centers Presence of youth associations Existence of Youth Councils, participated by NGOs, providing instructions to Municipal Council Low employment, self-entrepreneurship as an alternative Young people returning home to start their own businesses (mostly tourism-oriented businesses), often continuing the family business	Too little activities for young people, too little NGOs attracting young people Lack of professional orientation support for young people Co-creating with young people different activities (sport and recreation, culture, social) Increase youth participation and engagement in the community life, strengthening the capacity of Municipal Youth Council Increase intergenerational cooperation Strengthening the capacity of the Youth council to create new opportunities Low awareness of active life and sports Low knowledge of local cultural and historical heritage Need for bottom up disrupting programmes involving young people, making their opinions heard and appreciated	Extracurricular activities for school children (sports, computers and programming, photo workshops, dance, etc.) Education programmes in schools on active citizenship and commitment Creating thematic tours guided by local young people for citizens and tourists Active participation of young people in the development strategy of the municipality via Youth Council Strengthen capacity of the Youth association in organizing activities and increase participation (fun games, events and workshops for young people, cultural competitions for young talents Promotion of "Creativity Workshops" to support the creative propensity and networking of young people and boost creativity/self-employability/entrepreneurship Networking events in the community to strengthen trust and cooperation, even connecting young people with elders Ensuring new community spaces for young people Courses to boost young people's confidence and empowerment towards business creation

	Lack of recreation centres, multifunctional centres and incubators Lack of jobs/jobs careers		Support in job-orientation (writing a CV, presentation skills, job application letter, job interview) Support to youth volunteering Organizing exchanges of experiences between generations in handicrafts, agriculture, etc. to preserve local identity Creation of spaces, services and facilities (e. g. co-working for young people
3. Smart Villages	Abundant and unique natural resources Lack in waste management (sewage system, watercourses, soil, and groundwater,rural waterworks, water pollution) Lack in Smart villages culture and practice Lack of walking and bike paths, guides for cycling, hiking Digital divide and lack of smart services Lack in waste management (landfills, Low separating and recycling solid waste) Traditional community, not linked to the new principles of modern societies Lack of education in energy consumption, pollution, recycling	Increasing awareness in protecting and valorising local natural assets (nature protection, waste separation, renewable energy, water management) Increase awareness on benefits from healthy habits (walking, cycling, e-mobility)	Availability of local healthy food via short supply chains, promoting web-shops and local fruits and vegetable in local schools Education and implementation of programmes on environmental protection, energy efficiency and renewables, even in the form of videogames (“edutainment”) Implementation of system of soft mobility for the citizens and visitors (e-bike stops/services; bike friendly accommodations and rest houses, …) Promotional campaigns on healthy lifestyle (eating habits, exercise, use of bicycles and e-mobility) Actions for water management (improvement of sewerage and water purifier, action Plan for wastewater management in the rural area, biological treatment of wastewater) Actions for waste management (Mobile application for waste separation, supporting the separate collection, Higher recourse to renewables in households and public places

	No urban regeneration		Eco cleaning actions and campaigns Coordinated image of the village: actions to decorate the urban landscape, renovating housing and living conditions in public and private buildings (e.g. energy saving and renewables), introducing urban elements such as parks, green walls and roofs, biodiversity
4. Tourism	Unique tourist product with a great historical, cultural and environmental value Strong motivation in developing tourism Preserved tradition and intangible cultural heritage as a basis for tourism Active tourist and cultural voluntary association Sensitive environment Tradition in events, manifestations, fairs Lack of quality in tourist supply (accommodation, gastronomy, local guides, promotion) Lack of hiking and bike paths Lack of investment by private enterprises Lack of tourism services (guides and tour operators, promotion,	Improve local tourist supply based on local cultural and nature-based attractions Developing thematic cultural and other tours based on typical items and inspired to emotional tourism Assess and connect different tourism products in an integrated product/package Improve cooperation among tourist stakeholders Valorization of existing antiquities and rich natural beauty in the village	Development of smart IT applications connecting tourist attractions for the interpretation of the heritage Organization of festivals for promotion of specific local products or skills, and eco-friendly events Establishment of a DMO Creation of hiking and biking tours connecting cultural and natural sites, even for weak target groups (elders, people with disabilities) Creation of authentic experiences for tourists, living like locals (produce local wine and food, live in traditional houses, try traditional craftsmanship etc.) Creation of new integrated outdoor tourism products based on natural, cultural resources and gastronomy Training programs to improve the quality of service, welcoming and attentiveness to hospitality (ac-commodation, guides, petrol station attendants, traffic wardens, …) Valorising abandoned or underused public and private building heritage to activate a widespread system of accommodation units Creating an annual calendar of activities, covering all seasons of the year

	accommodation with quality standards) Poor accommodation capacity, inadequate promotion and experience dealing with tourists Lack of tourism culture and tourism infrastructure Lack of tourism during Autumn and Winter		Establishing regular forums on tourism development Promote home restaurants Establishing a “Guest's home" for all kind of tourism services
5. Know How	Tradition in craftworks (textiles and leather, metals, wood), agriculture (wine), traditional cuisine, weak-ly promoted and distributed Lack of product certification (geographical indication) Low number of medium-large enterprises Low self-entrepreneurship Fragmentation of agricultural land Poor education of farmers and low attitude to organic agriculture Lack of cooperation among entrepreneurs Difficulties in engaging young people Non-functional infrastructure (and not supported by logistics)	Underlining all the aspects that include traditional techniques, authenticity and uniqueness to create the myth of the place Develop a platform for valorisation, interpretation and promotion/sales of quality products based on local tradition Develop appropriate organisation models for traditional craft-makers Develop exchange of knowledge and experience among different craftsmen, even in terms of inter-generational cooperation Improve educational and certification programmes in tourism and agriculture Supporting organic agriculture and livestock production Revival of traditional crops, traditional arts and habits	Promoting linkages between traditional crafts and other sectors (tourism, agriculture, IT) Creation of systems for the exchange of experience and mentoring from elders to young people Makerspaces for young people to improve creative and entrepreneurial skills (in craftsmanship, IT and digital) Promotion of traditional crafts and organic agriculture (fairs) Foundation of “Memory Banks” (i.e. archives of images, written accounts and photos) on local craft culture Craft workshops with individual and group lessons, for adults and schoolchildren Create collaborative networks among typical producers of small-scale food, wine and traditional crafts and local sales outlets, in the framework of a national and international web-based valorisation system Craft days: open shop and workshops with exhibit of local traditional handicrafts and technical ex-planation

With respect to **Social Capital**, we find a general problem of depopulation and contextual ageing of local communities; being the majority of villages involved in Adrionet under 10,000 inhabitants, the problem of ageing is quite relevant and common.

All communities show social cohesion and a strong willingness in preserving local traditions; volunteers' associations are quite numerous, mainly focused on sport and cultural activities; in some case they are funded by local governments. Cooperation is good between citizens and local authorities, while is relatively unsatisfactory among stakeholders, for instance among business cathegories.

Challenges and prospected changes deal with both elderly population and young people (see *infra*), with the former who need a higher inclusion – even as mentors of young workers in activities such as handicraft - and the latter who, when starting a family, ask for adequate housing and child-careprogrammes

Other points of attention are related to associations, needing support (workspaces, training, funding), even to play the role of strengthening social cohesion and stimulate the active participation in local decision-making.

Descending from the expected changes, envisaged actions aspire to bring together elders and young people in different kind of activities (trips, events, inter-village competitions, presence in daily care centres, open-air activities, storytelling and generational exchanges of experiences to preserve local identity), ensuring regular help and number of services for elders and needy groups, support the empowerment of communitieswith the establishment of both community of change and community cooperatives.

Finally, participation should apply also to urban regeneration, taking the form of co-designing the cultural landscape of the village to increase attractiveness and social openness (museums, events, technologies for cultural fruition, etc.), and in finding creative solutions for the management of regenerated buildings, of gardens and public spaces, to be used for social and cultural activities.

Young people represent a great opportunity, but they show in almost each community a huge aspiration to migrate in metropolitan centers. As a consequence of population's ageing, most villages are characterized by declining trend in the number of pupils in primary schools, no upper schools' endowments, and lack of multifunctional centres(for recreation and incubators).

Because of lack of jobs, so that self-entrepreneurship is often the only alternative to unemployment, often continuing the family business in agriculture or tourism. Financial support and job orientation would be appreciated, while some municipalities play a relevant effort in financing transports, scholarships, housing, and even pro-natal policies for young families.

Changes and aspirations go towards a higher involvement of young population in the community life, mainly strengthening the ability and power of municipal youth councils and enforcing intergenerational cooperation on activities such as sport and recreation, culture and social issues, and to strengthen their knowledge on local cultural and historical heritage. On the job side, the expectation is on financial incentives to start a business activity.

Prospected actions deal with education programmes in schools on active citizenship, environmental and tradition preservation, support to youthvolunteering and youth organizations networkingin increasing participation, even through the creation of community spaces and creativity workshops, and actions of job-orientation and information to facilitate the access to the labor market.

The considered hamlet and small towns are not an example of **smart villages**, due to the poor digital connection, unsatisfactory performance in solid waste recycling, the low attitude in urban regeneration, the absence of education and awareness of population in energy efficiency, pollution and recycling, the insufficient care for water management. Nonetheless, almost all of them can claim a great quality and value of nature endowment.

The requested changes are for a higher awareness of local community about the waste separation, the use of renewable energy, and an even higher attitude in local natural assets valorization and protection.

Potential actions starts from the and implementation of programmes on environmental protection, energy efficiency and renewable energy (also through educational videogames for young people), soft mobility (cycle paths and pedestrian routes), eco cleaning actions and campaigns. A more effective management of both waste selection and water supply are firmly requested, together with actions on the public and private real estate (renovating housing and public buildings).

Tourism is considered a main issue for change and renovation by all villages. The ADRIONET network is made of nodes characterized by great historical, cultural and environmental values deserving a tourist valorization, a purpose that orients tee activity of many local volunteers' associations. Nonetheless, this aspiration collides with the current lack of tourist products, the low level of quality in tourist supply, and the absence of investment by private tourism firms.

The wishful change goes in the direction of a higher networking and collaboration among stakeholders to improve destination management and local tourist supply, even offering new integrated products inspired to emotional tourism.

Prospected actions deals with the development of smart IT applications connecting tourist attractions, the establishment of a Destination Management Organization (DMO) jointly with neighbor municipalities and organizing regular forums for planning/discussions on local tourism development, the supply of new festival, events, hiking and biking tours connecting cultural and natural sites, the creation of authentic experiences for tourists living like locals (produce local wine and food, live in traditional houses, try traditional craftsmanship etc.), the educational training of all the people involved in the hospital community (accommodation operators, guides, petrol station attendants, traffic wardens, …). The lack of tourist services claims for the valorization of abandoned/underused real estate to activate a widespread system of accommodation units, the establishment of a "Guest's home" where to provide all kind of tourism services, and for the experiment of "home restaurants", where to taste local cuisine.

Finally, all areas and municipalities highlights the presence of a handicraft and agri-food production **know-how**, with point of absolute excellence such as culinary art in Colorno (Italy), wine production in Mirdite (Albania) and lace production in Sveta Marija (Croatia), but asking for a renovation and for a transmission from elders to new generations of craftsmen. The main issues in this sense are the lack of product certification (geographical indication),

the low education of farmers and their low attitude to organic agriculture, the lack of cooperation among entrepreneurs, the non-functional state of infrastructure and logistics.

The requested improvements are related to the development of organisation models for traditional craft-makers, the intergenerational cooperation and knowledge exchange in the artisanry sector, the implementation of new education and training programmes in tourism and agriculture (organic, certification, revival of traditional crops), a narrative based on tradition, authenticity and quality to create the myth of the place.

This identifies as potential actions the linkage between traditional crafts and other sectors (tourism, agriculture, IT), the implementation of a systematic exchange of experience and mentoring from elders to young workers, the organization of maker-spaces for young people to improve creative and entrepreneurial skills in craftsmanship, IT and digital training, the creation of structured archives of images, written accounts and photos on local craft culture, events for the visit of shops and workshops with exhibit of local traditional handicrafts, and the organization of collaborative networks among producers of small-scale food, wine and traditional crafts and local sales outlets, to be marketed through national and international selling channels.

CHAPTER 5 – ADRIONET'S LOCAL ACTION PLANS (LAPs)

Emilia-Romagna Region – ITALY

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Emilia-Romagna Region - LP

Municipality of Boretto

Region: Emilia-Romagna

Country: Italy

General information on the Municipality of Boretto

The name of Boretto appears for the first time in history in a public deed dated 835. The archaeological excavations have brought to light numerous interesting finds relating to this period, from which it is deduced that in Roman times the territory today corresponding to the municipality of Boretto was full of luxurious villas and sumptuous burials. Due to its particular location on the right bank of the Po, Boretto was often the site of settlements of the Veneti, the "Adriatic sailors" (in 1958, with a solemn ceremony, a sculptural work representing the " Leone Marciano ", donated to the Boretto community by the municipal administration of Venice, in memory of the ancient settlements of Venetian sailors). Their presence intensified starting from the twelfth century, but it is documented as early as the seventh century. The first real autonomy from the capital Brescello, Boretto obtained it in 1755 from Duke Francesco III d'Este. The title of "noble community", with all the privileges and prerogatives inherent to it, is paid to the duke 2000 zecchini. After only five years, however, Boretto returns under the control of Brescia. In 1799, with the arrival of Bonaparte, the Italic Kingdom was born. On the basis of a series of new laws (1802) Boretto can radically change its position: not only does it become an autonomous municipality, but it is designated as the capital and as such Brescello and Lentigione are subjected to it; furthermore, as Capo Cantone, he is entrusted with the district including Gualtieri, Castelnuovo Sotto and Poviglio. After the fall of Napoleon, the old regulations are restored and Brescello returns to being the capital. But the Borettesi are not willing to give up their emancipation and in 1859 they autonomously become independent and present themselves to the rulers with a ready-

made Municipal Council, putting them before the fait accompli. With a decree of the dictator Carlo Luigi Farini, member of the Piedmontese Parliament, Boretto achieves definitive independence.

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of art

The river area has seen the emergence of new and consolidated activities: the Casa Pontieri museum, the reclamation multimedia museum, the Po museum, the lido with its well-equipped tourist port and motor ships for passenger transport. These "uniqueness" of ours need to be brought to the system with environmental redevelopment of green areas and structural interventions with the creation of a pedestrian and cycle path that allows full public use of the activities present. Given the importance of this ambitious project, all citizens will be involved in the design.

Local stakeholders

A.R.C.I. “F. Montanari”
Associazione Turistica Pro Loco Boretto

A.U.S.E.R
Complesso Bandistico “G. e F. Medesani”
Oratorio “Don Bosco”
Comitato Fiera S. Rocco
Comitato Fiera S. Croce
CineClub “C Zambelli”
Associazione “8 Marzo”
Associazione “Boretto arte e cultura”
Associazione “La Bottega del tempo libero”

Associazione “ Gruppo FIAT 500 Mania”
Associazione S. A. P. Servizio di aiuto alla persona
A.C.A.T. Associazione dei Club degli Alcolisti in trattamento
Pro Loco Boretto

Associazione Motonautica Boretto

River Passion

Change

There is a strong expectation to have a new method of communication, an important opportunity to get to know each other and be known. The transnational network already in itself offers a good chance of arousing the interest of the project partners in the first place.

Foreseen actions

Create a tourist destination in the Boretto area based on food and wine, cycling and navigability of the Po

Pilot actions

propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of art

The demographic situation indicates a not particularly numerous youth bracket, and in continuous decline in recent years

Change

To bring out also among young people a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with the other Adrionet partners

Foreseen actions

To give rise to a youth information-space for young people as an information service of the municipality aimed at disseminating all the opportunities aimed at local children in terms of work, study and training, mobility abroad, volunteering. Promote the birth of new businesses through the support, enhancement and identification of the entrepreneurial skills and potential of those with greater occupational risk.

Pilot actions

The idea of an action that conveys interests and curiosities towards the Boretto destination comes to light: it could be an action of youth exchange with other partners, combined with on-site training actions.

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of art

The presence of the "Lido Po" regional tourist port with its important infrastructures and the presence of the former ARNI shipyard (Azienda Regionale Navigazione Interna), now transferred to AIPO - Interrogional Agency for the river PO, are evidence of the strong link between the city di Boretto (which was part of the Serenissima Republic of Venice as evidenced by the effigy of the lion of San Marco placed in front of the Town Hall) and the river Po. Inside the former ARNI shipyard, the so-called Cathedral houses a collection of river boats, also evidence of the traditional boat building activity. Also important are the furnishing and maintenance works, in addition to the care of the agricultural landscape. There is a strong sense of a future linked to the river, its navigability and houseboats.

Change

Strengthen the current trend towards the enhancement of activities related to the banks of the river Po.

Foreseen actions

Use solar energy for lighting different areas / points of the territory

Pilot actions

An action that conveys interests and curiosities towards the Po destination: the implementation, for example, of a special boat that can promote this type of activity through all the coastal municipalities involved.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE "HOSPITABLE COMMUNITY"

State of the art

The municipality of Boretto already has good hospitality resources and has deep-rooted traditions of social and solidarity ties (Albergo del Po, several B & Bs). It boasts an original "Museum of the Po and of inland navigation", which offers an exhibition of river boats and materials for inland navigation and an exhibition of river boats and materials for navigation on the River Po, a legacy of a long history of knowledge and know-how.

Change

From the comparison between the various territories involved in the project Adrionet, within the Emilia-Romagna Po auction, a common aim emerged: that of jointly enhancing, at a strategic level, the peculiarities of the individual territories themselves, through the creation of a tourism masterplan common to all, never hypothesized so far. Adrionet could lead to this important tourist perspective tool

Foreseen actions

Create the permanent foundations of a new tourist destination thanks to the greater promotion of this heritage

Pilot actions

An action that conveys interests and curiosities towards the Po destination: the implementation, for example, of a special boat that can promote this type of tourism through all the coastal municipalities involved.

TOPIC 5: PRODUCTIVE KNOW-HOW

State of art

The project has just started. It needs to be developed

Change

Strengthen cooperation and improve the organization of tourism stakeholders Improve intergenerational cooperation through the exchange of knowledge and experience (for example with Adrionet).

Foreseen actions

Develop a platform and activities for the further enhancement, interpretation and promotion / sale of quality tourism products based on local cultural and natural heritage and traditional crafts Develop a collaboration between different age groups to ensure the exchange of knowledge and experience

Pilot actions

An action that conveys interests and curiosities towards the Po destination: the implementation, for example, of a special boat that can promote this type of activity through all the coastal municipalities involved.

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Emilia-Romagna Region - LP

Municipality of Brescello

Region: Emilia-Romagna

Country: Italy

General information on the Municipality of Brescello

Founded by the Cenomani around the seventh century BC, Brescello was, five centuries later, joined by the Romans who renamed it Brixellum. Having become one of the most important centers of the Po Valley, given its important strategic position along the Po river, it was the scene, in 69, of the suicide of the emperor Otone. Decayed at the end of the 4th century, so much so as to be defined by Sant'Ambrogio as a city corpse, nevertheless Brescello was proclaimed a bishopric in 389; the first bishop was San Genesio, the town's patron saint. Around 584 Brescello, held by the Byzantines led by the Lombard general Droctulfo, was besieged by the troops of King Autari. The besieged managed to escape the massacre with a sudden sortie, but the city was razed to the ground. Later it was again reconquered by the Byzantines who destroyed what remained. They were then years of oblivion, subject to the devastating floods of the Po, surrounded by unhealthy marshes, Brescello was conquered by the Municipality of Parma in the 12th century. In 1247 it was sacked by the troops of King Enzo. From 1409 to 1422 it was subjected to the Republic of Venice, while in 1479, Ludovico il Moro, lord of Milan, ceded it to the Duke of Ferrara Ercole I d'Este in exchange for Castelnuovo di Tortona. Thus began the long Este domination, which lasted until 1859. At the behest of Duke Alfonso II d'Este, in 1555 Brescello was fortified with a highly equipped pentagonal enclosure. The importance of the stronghold was due to the fact that it was located exactly on the border between some of the most important states of northern Italy, namely the Duchy of Ferrara, the Duchy of Parma and Piacenza and the Duchy of Mantua. In 1702 it was sacked by the Franco-Spanish troops during the War of the Spanish Succession. The following year the mighty fortifications were dismantled. In 1847, with the signing of the Treaty of Florence, some fractions of the Duchy of Parma and Piacenza, located on the right bank of the Enza, such as Coenzo a Mane, San Giorgio and Sorbolo a Mane, passed to the Duchy of Modena and Reggio, of which Brescello it was part. In 1951 Brescello suffered the heavy flood of the Po which subsequently destroyed the Polesine. Its great notoriety since the middle of the last century derives from the setting of Giovannino Guareschi's novels about Don Camillo and Peppone, which have also become highly successful films.

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of art

The municipality of Brescello, well characterized for its geographical position, is today characterized by its social and cultural capital, stimulated also in the last century by the lively and tireless activity of Giovannino Guareschi: the images of Brescello from the movies inspired to Don Camillo and Peppone are well known everywhere.

The local community expresses a strong cohesion and a sense of identity that has grown in recent years. Adrionet's opportunity can provide a significant contribution to further increase this sense of community and to share it with other villages, enhancing on the one hand the tourist-environmental peculiarities of the territory, and on the other the artistic heritage linked to the works by Giovannino Guareschi, who gave this territory a big fame all over Italy.

Territorial stakeholders

Gruppo Cinoagonistico del Grande Fiume

Peppone & Don Camillo" Motorcycle Club

Pro-Loco APS of Brescello

SOCHREA Association

Association for the valorisation of the Lentigione plum

New Community of Ghiarole

Lentigione Fair Authority

Archaeological Group Brescellese M.S. Otone

Change

Acquire communication skills. For this reason, the Adrionet project also represents an important opportunity to get to know each other and make oneself known. The transnational network already in itself offers a good chance of arousing the interest of the project partners in the first place.

Foreseen actions

Enhance the Po destination, based on food and wine, cycling and navigability of the Po

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of art

The theme of young people appeared central in the first reflections carried out. In particular, there is a strong propensity to encourage the growth of awareness of young people in the area with respect to the main excellences present (environment, culture, food and wine) as well as that of possible exchanges between young people from the different locations involved at European level, useful for a cultural comparison between different territories but equally suited to a "hospitable" philosophy.

According to Istat data, the demographic situation in Brescello indicates a clear trend towards a decline in young people residing in the area.

Change

Increase the motivation and commitment of young people in the life of the community and make better use of their ease of use of digital tools, also to foster an easier connection on a global level (and therefore, in this case, also with other project partners)

Foreseen actions

Provide opportunities for co-planning / co-creation of different activities (culture, social and environmental activities) with and for young people Create networking events in the community to help build trust and cooperation among young people but also at the community level

Pilot actions

To bring out also among young people a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with the other Adrionet partners.

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of art

Some key themes are identified in the municipality of Brescello: river navigation, the Po cycle path, the enhancement of the rural building heritage involving those realities still used today.

About 15 years ago, a group of volunteers create an Association in order to enhance and revive the ancient historic floodplain of Ghiarole through parties, festivals and events. Currently the activity is mainly carried out through themed festivals aimed at drawing attention to our hamlet, to keep it alive and to form a bond between the residents.

Change

The growth of this enhancement of the Brescello river tradition can be one of the fundamental objectives

Foreseen actions

Create the permanent foundations of a new tourist destination, based on culture (and on the Guareschi appeal) and on food and wine (the call of Lentigione Plum)

Pilot actions

Create a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners The idea of an action that conveys interests and curiosities towards the Po destination also comes to light.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE "HOSPITABLE COMMUNITY"

State of art

The geographical position, the environmental excellence and the possibility of thinking about the use of a tourist dock are important starting points for growth also at a tourism level.

The base of the growing can be the former monastery of San Benedetto, built in the 15th century for the cloistered nuns of the order of San Benedetto who remained there until the advent of the Cisalpine Republic. Today, completely renovated, it is used as a Cultural Center, houses the Peppone and Don Camillo Museum, the Archaeological Museum, the Library, the Game Room, the "Prampolini" and "Zatti" Civic Rooms, the Municipal Council Hall…

Change

From the comparison between the various territories involved in the project Adrionet, within the Emilia-Romagna Po auction, a common aim emerged: that of jointly enhancing, at a strategic level, the peculiarities of the individual territories themselves, through the creation of a tourism masterplan common to all, never hypothesized so far. Adrionet could lead to this important tourist perspective tool

Foreseen actions

Create the permanent foundations of a new tourist destination thanks to the greater promotion of this heritage by counting on the significant presence of Guareschi's Museum and memories.

Pilot actions

An action that conveys interests and curiosities towards the Po destination, based on Guareschi's works, a symbol of an entire territory.

TOPIC 5: PRODUCTIVE KNOW-HOW

State of art

From the very first contact, the need to continue the food tradition, based on local products (Lentiogione Plum), is emphasized, while at the same time strengthening the knowledge of typical craft activities.

The Associazione per la valorizzazione della Prugna di Lentigione, in collaboration with the Municipality of Brescello, has launched various initiatives aimed at safeguarding the typicality of this particular variety of fruit cultivated since ancient times. The promotion takes place through a small production of jam, of an experimental nature, which enhances the qualities of the plum: intense purple color, seasonal fruit harvested and eaten fresh from the last decade of July to the last decade of August, good and succulent, flavor that varies from slightly sour to sweet depending on the harvesting period.

Change

Strengthen cooperation and improve the organization of tourism stakeholders Enhance intergenerational cooperation through the exchange of knowledge and experience (for example with Adrionet).

Foreseen actions

Develop a platform and activities for the further enhancement, interpretation and promotion / sale of quality tourism products based on local cultural and natural heritage (Lentigione Plum) and traditional crafts

Develop a collaboration between different age groups to ensure the exchange of knowledge and experience

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Emilia-Romagna Region - LP

Municipality of Calendasco

Region: Emilia-Romagna

Country: Italy

General information on the Municipality of Calendasco

Inhabited since prehistoric times, bordered by the Po and Trebbia rivers, the territory of Calendasco has always had a privileged position as a place of exchange. Mansio in Roman times, served by an important river port, was a stop on the consular road that connected Piacenza to Pavia. The town of Calendasco was founded in the eighth century by the Lombards, who value its role as a river port: the code of the Lombard king Liutprando identified here the presence of the "Transitus Padi", landing point for boats carrying goods and pilgrims in the period medieval. Two centuries later, touched by the bishop of Canterbury Sigeric on his journey to Rome, the area becomes part of the so-called "Sigerico's Itinerary", which would later originate the Via Francigena, one of the main roads traveled by pilgrims to the Eternal City. This role as a place of passage, combined with the strategic nature of the river port, also characterized the locality in the following centuries. The monastery of San Pietro di Cotrebbia and the castle built in the twelfth century are outstanding monuments that testify to the importance of the village throughout the Middle Ages. Even in the following centuries, largely spent under the ownership of the Confalonieri family, Calendasco's tendency towards hospitality is evidenced by the presence of an important "hospitale for pilgrims", active until the seventeenth century. The territory of Calendasco has historically been dedicated to agriculture and, thanks to the presence of the Po and Trebbia rivers, to fishing. But in recent years the primary sector has undergone a gradual decline that has practically eliminated the presence of farms in the municipal area, and has in any case seen the agricultural sector suffer due to the lack of specialized crops. Tourism itself, despite its location along the route of the Via Francigena, is still underdeveloped.

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of art

The municipality of Calendasco has always had a privileged position on PO. From there the pilgrims of the Via Francigena passed to cross or rather ford the Po in Sopрariva. Precisely the millenary tendency to hospitality and to receive the passage of different people is a peculiar characteristic of the local community, which could be definitely exploited to increase the appeal of the territory. In this sense, participation in Adrionet and entry into a supranational network of hospitable communities would certainly be an important and further stimulus.

In this first phase of consultation and training, high values of social cohesion and environmental sensitivity emerge. The local community expresses a strong cohesion and a sense of identity that has grown in recent years. In short, the conviction is growing that we can take advantage of Adrionet's opportunity to communicate and emphasize this vocation to hospitality addressed yesterday to pilgrims today to tourists.

Territorial stakeholders

Polisportiva Libertas Calendasco
Polisportiva Biffulus Padus

US Calendasco
Pro Loco Calendasco
Castelli del Ducato di Parma, Piacenza, Guastalla e Pontremoli - Associazione pubblica e privata di promozione turistica

Change

There is a strong expectation to have a new method of communication of the territory and of the aspects that can lead to greater knowledge and a further tourist attraction, mainly focused on the topics of hospitality, an element traditionally developed in the territory since the Middle Ages, thanks to the presence of the ford on the Po which was central to the development of the Via Francigena. Even today, this feature is exploited by some realities that aim at a new vitality, including tourism, precisely by focusing on the concept of hospitality, among other things, a key concept for the entire Adrionet project.

Foreseen actions

Create a tourist destination in the Calendasco area based on hospitality for tourists / pilgrims and on the values and attractions of fishing

Pilot actions

What emerges from the stakeholders involved is a propensity to highlight, display and exchange ideas, knowledge and know-how with the other Adrionet partners.

Moreover, the idea of a common action that conveys interest and curiosity towards the PO destination emerges..

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of art

The theme of young people appeared central in the first reflections carried out. In particular, there is a strong propensity to promote the growth of awareness of young people in the area with respect to the main excellences present (hospitality of pilgrims, cultural enhancement of the territory, fishing) as well as that of possible exchanges between young people from the various localities involved in European level, useful for a cultural comparison between different territories but equally suited to a “hospitable” philosophy.

In the municipality of Calendasco, the demographic growth at the beginning of the millennium is leading to an increase in young people, which however will see a drastic countertrend in the next decade.

Change

The expected change in the younger generations is a greater involvement in the growth of the territory, in particular with regard to the theme of hospitality.

Foreseen actions

Increase the motivation and commitment of young people in the life of the community and make better use of their ease of use of digital tools, also to foster an easier connection on a global level (and therefore, in this case, also with other project partners)

Pilot actions

Involving the younger generations, both thanks to training activities that make it possible to enhance the territorial excellence, and thanks to exchanges between the different villages of the various partners involved.

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of art

In the municipality of Calendasco, a very precise idea emerges of the future linked to the defense of natural resources. The choice not to accept settlements of logistic poles in order not to consume other natural territory was proudly affirmed. Similarly, in recent years, particular attention has been paid to hydraulic safety at the Po-Trebbia confluence.

The characteristics described above blend perfectly with the philosophy of a community that focuses - in its idea of future development - on the resources of the territorial tradition (the one, already mentioned several times, of hospitality) but also on economic sectors linked to agriculture and especially fishing, which for centuries has been equally driving force in the daily life of the community.

Change

Strengthen the current trend towards the defense and enhancement of the natural resources of the area.

Foreseen actions

Activities that lead to an increase in tourism and local production, in particular at the level of fish products. They are two aspects of the same virtuous circle: tourists encourage the increase of local products and fine local products encourage tourists.

Pilot actions

Create a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE "HOSPITABLE COMMUNITY"

State of art

The connection with the Po and its particular natural environment is very important: tourism development could start from this topic, to then broaden the visitor's interest also in the historical and artistic excellence of the town, Castello in the first place.

One of the most representative sports and cultural associations in the area, located right on the bank of the Po, could become an active protagonist of this objective: the Biffulus club, which is located in Soprarivo di Calendasco. It is a recreational, cultural, sports club established in 1986, which organizes cultural activities, conferences, guided naturalistic and historical-archaeological itineraries, conviviums, snacks on the Po and provides a recreational area equipped for sports, for schools, associations. and parishes. Biffulus organizes and carries out activities related to the Po river and the pilgrimage along the Via Francigena: it involves crossing the Po from Soprarivo di to Corte Sant'Andrea di Senna Lodigiana (on the Lombardy side) and vice versa, on a motor boat, available to pilgrims continuously since 1998. At the club it is possible to welcome, eat and even stay overnight for pilgrims, both indoors and in tents permanently planted on the banks of the Po. Another structure perfectly integrated into this logic is the "Il Tramonto sul Po" farmhouse: a recently renovated 18th century farmhouse, located one kilometer from the town of Calendasco, in the open countryside, a few steps from the river.

Change

From the comparison between the various territories involved in the project Adrionet, within the Emilia-Romagna Po auction, a common aim emerged: that of jointly enhancing, at a strategic level, the peculiarities of the individual territories themselves, through the creation of a tourism masterplan common to all, never hypothesized so far. Adrionet could lead to this important tourist perspective tool

Foreseen actions

Starting from the Po and the Via Francigena, but also from the traditional role of fishing and gastronomy linked to fish products, it is possible to identify different targets to be interested in the values of which Calendasco is an expression. First of all that particular and growing category of tourists who still today define themselves as "pilgrims", and who go in search of a more human and slower relationship with the territory and movements, often using the ancient Roman or medieval roads (such as the Francigena); therefore the target of fishing enthusiasts - for whom the territory offers various proposals, both linked to artificial lakes and to special boat expeditions on the Po. Naturally, the specialized press on these topics (tourism, fishing, food and wine) and more generally the entire regional area of tourism promotion.

TOPIC 5: PRODUCTIVE KNOW-HOW

State of art

The tradition of fishing and the gastronomic vocation of fish are still very much alive in the territory. Bringing the traditions and skills of this sector back to life can definitely be one of the main outputs also linked to the Adrionet project.

An example of recent birth is Porky & Fish, the activity born from a group of friends who are passionate about fishing that has given new life to the lake of Puglia, today particularly well-kept and full of fish: a place for fun and aggregation, supported by lines guides that include friendship, hospitality, light heartedness and family. Trips on the Po are also organized at the Agriturismo "Il Tramonto sul Po": and for fishing lovers, you can rent a boat with driver for catfish fishing. Finally, in Malpaga for at least a century, the homonymous trattoria was born as a place of refreshment for fishermen who, fishing in the river, then brought the fruit of their work to the restaurant to be cooked ... ancient cordial and rustic atmosphere of yesteryear.

Change

Strengthen knowledge of typical activities related to the fishing sector. Improve intergenerational cooperation through the exchange of knowledge and experience also in this specific area, also thanks to Adrionet. Involving professional and amateur fishermen

Foreseen actions

Create a space for young people to improve their entrepreneurial knowledge and skills in the seafood sector Exchange of experiences and skills between seniors and young people on this specific issue Development of skills in digital innovations also related to this issue Promotion of traditional trades and skills

Pilot Actions

Enhance these knowledge and these realities already active through ad hoc promotional activities, aimed at different targets and from various origins.

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Emilia-Romagna Region - LP

Municipality of Caorso

Region: Emilia-Romagna

Country: Italy

General information on the Municipality of Caorso

Although mentioned for the first time as "Caput Orsi" and "Caput Ursi" in documents from 802 and 843, it has much older origins, as evidenced by the discovery of numerous archaeological finds dating back to different eras, covering a chronological period very large, from the Neolithic age to the period of the barbarian invasions. A terramare was unearthed in Rovere di Caorso in the second half of the nineteenth century: it has returned archaeological material dating back to the middle and late Bronze Age, which documents the habits of life of the ancient inhabitants, dedicated to agricultural and pastoral activities. It is not clear whether the toponym derives from "Ca' Ursa ", referring to the sister, Orsa, of the bishop of Piacenza Podono who in the ninth century would have built the church of Santa Maria, or from" Casa Ursilia "; it certainly dates back to Roman times, although it is not known whether it refers to the configuration of the place similar to the head of a bear or to the existence in the area of symbols depicting the animal. For the 9th-10th century, the existence of the inhabited areas of Caorso and Roncarolo is already documented, in whose territory the monastery of Santa Giulia di Brescia and the abbey of Nonantola had possessions. After being destroyed by the Cremonese at the beginning of the thirteenth century, for more than a century it passed to the Pallavicinos, which was replaced by Gian Galeazzo Visconti, who granted it to Ottone Mandelli: thus began, at the end of the fourteenth century, the long government of the Mandellis, which lasted until 1827, when the local castle with its lands was donated to the civil hospices of Piacenza. In subsequent history no significant events are highlighted, following that of the rest of the provincial territory. In the historical-architectural heritage, the following stand out: the fortress, from the 14th century; the parish church dedicated to the Assumption; the 12th century castle of Roncarolo.

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of art

The town of Caorso, known for having been the site of a nuclear power plant that was deactivated in 1988, is now characterized by its social and relational capital.

In this first phase, the associative, sporting and cultural realities emerge. The local community expresses a strong cohesion and a sense of identity that has grown in recent years. The conviction is now growing that we can take advantage of Adrionet's opportunity to further increase this sense of community and share it with other villages, enhancing the monumental architectural heritage such as the Rocca dei Mandelli and the nearby castle of San Pietro in Cerro which, both, they are part of the circuit of the Castles of Parma, Piacenza, Guastalla and Pontremoli.

Territorial stakeholders

Archers of the Rocca

Chiavenna Sailing Club

Sailing Club Piacentino MAESTRALE

El Belensei

Judo Kodokan Caorso

AVIS Marchers

Volleyball Caorso A.S.D.

Pedal Caorsano

Polisportiva Friendship

U.S. Caorso

Cà Orso Ski Club

Pro-Loco Caorso

A.N.P.I.

A.V.I.S.

A.I.D.O.

Alert Network

Alpine Group

Photographic Group '98

A.N.S.P.I. Club Caorso

A.N.S.P.I. Club Muradolo

A.N.S.P.I. San Lorenzo Roncarolo Club

Youth Activities Group Fossadello

Merchants' Committee ''Valorize Caorso

Kurai Karate

Cinematographic Club ''Bande a part

A.GE.CA. - Parents Association

PUER

PHLOX psychology

Cultural Association Memorial Vallavanti Rondoni

Change

There is a strong wait for a new method of communication. The Adrionet project represents an important opportunity to get to know each other and be known. The transnational network already in itself offers a good chance of arousing the interest of the project partners in the first place.

Foreseen actions

Work to involve the younger generations and organize exchanges between the different villages of different nationalities.

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosities towards the Po destination also comes to light.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of art

The theme of young people appeared central in the first reflections carried out. In particular, there is a strong propensity to encourage exchanges between young people from the various localities involved at European level.

The demographic situation, according to Istat data of the last decade, records a growing number of young people, between natives and new inhabitants.

Change

The expected change in the younger generations is a greater involvement in the growth objectives of the territory

Foreseen actions

Increase the motivation and engagement of young people in the life of the community and make better use of their ease of use of computers, mobile phones, etc. Provide opportunities for co-designing / co-creating different activities (sport and recreation, culture, social activities etc.) with and for young people

Pilot actions

Create creative workshops also aimed at stimulating creativity and self-entrepreneurship / entrepreneurship / social entrepreneurship. The productive sectors of excellence represent a great opportunity for young people Training and knowledge exchange activities, also with partners from different countries

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of art

In the municipality of Caorso there is much attention paid to the creation of a network of libraries. Also important are the furnishing and maintenance works, in addition to the care of the agricultural landscape.

There is a strong sense of a future linked to the water of its rivers: the Chiavenna, the Nure and above all the Po which, due to the barrier and the relative navigation basin of Isola Serafini, is characterized by the important ZSC Special Zone of Conservation "Isola de Pinedo".

Change

Reinforce the current trend

Foreseen actions

Involve young people in fundamental projects for the future Creating the permanent foundations of a new tourist destination

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE "HOSPITABLE COMMUNITY"

State of art

There are several excellences on which the territory aims to develop its tourist attractiveness. The Rocca Mandelli dating back to 1200 (seat of the town hall), the river route from the Chiavenna stream to the Po river with the '' Calpurnia '' motor ship, the unspoiled natural oasis in the middle of the great river of the '' Isola de Pinedo '', the brand new cycle paths created among the luxuriant rural nature of the Po valley, the food and wine route of the '' Road of flavors of the Po and the Lower Piacenza '' are elements that combine history and environmental values, for a combination that could be winning in the future.

The Emilia-Romagna Region has named the territory of Caorso a "Tourist Municipality", inserting it in the regional routes of environmental, historical and cultural attraction. It is a good starting point for further growth.

Change

From the comparison between the various territories involved in the project Adrionet, within the Emilia-Romagna Po auction, a common aim emerged: that of jointly enhancing, at a strategic level, the peculiarities of the individual territories themselves, through the creation of a tourism masterplan common to all, never hypothesized so far. Adrionet could lead to this important tourist perspective tool

Foreseen actions

Organize thematic guided tours

Pilot actions

Create a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners

TOPIC 5: PRODUCTIVE KNOW-HOW

State of art

The production and sale of typical products suggest a possible leap in quality, in terms of promotion methods, also linked to the involvement of young people (and new methods linked to the web)

Change

Strengthen cooperation and improve the organization of tourism stakeholders Enhance intergenerational cooperation through the exchange of knowledge and experience (for example with Adrionet).

Develop a platform and activities for the further enhancement, interpretation and promotion / sale of quality tourism products based on local cultural and natural heritage and traditional crafts

Develop the most appropriate organizational model.

Develop a collaboration between different age groups to ensure the exchange of knowledge and experience

Foreseen actions

Create a space for young people to improve their creative and entrepreneurial skills

Use of information technology (mobile apps)

Exchange of experiences and skills between elderly and young people

Developing skills in storytelling, experiencing history, developing thematic tours and other techniques

Skills development in entrepreneurship and social / cultural entrepreneurship Promotion of traditional trades and skills

Workshops and cultural heritage implementation programs

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosities towards the Po destination also comes to light.

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Emilia-Romagna Region - LP

Municipality of Castelvetro Piacentino

Region: Emilia-Romagna

Country: Italy

General information on the Municipality of Castelvetro Piacentino

Known since Roman times (it was a fortress built by Marco Brutus to defend the Gauls), of the village of Castelvetro - originally "Castel Vecchio" - we have news from a Cremonese parchment of 15 October 1055: it concerns the investiture in favor of the canons of the cathedral of Cremona, by the Carolingian emperor Henry, of land located in various locations, including, precisely, Castelvetro, which belonged to the same canons for a long time. Historically, Castelvetro followed the fate of Cremona during the episcopal and municipal government; later incorporated into the Pallavicino State, absorbed by the Duchy of Milan and finally passed under the jurisdiction of the Farnese, and then was part of the Duchy of Parma and Piacenza until the unification of Italy. It should be added that Castelvetro Piacentino until a few decades ago was divided into Castelvetro, Croce Santo Spirito and Mezzano Chitantolo. These towns later joined together to form the real town of Castelvetro Piacentino.

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of art

As can be seen from the brief notes above, the territory of Castelvetro also historically opens the way to Lombardy and Cremona towards Verdi's lands. The link between the inhabitants of Castelvetro and the Po is also attested by the birth, in 1990, of the “Un Po di Vita” Club, which is actively involved, in collaboration with Legambiente, in safeguarding the river and the few remaining oxbow lakes. An oxbow lake is a pond, generally in the shape of a crescent, which forms in the bend of a river when it is abandoned by the current: it is a very important environment for some fish, which need mild temperatures and no current to reproduce. The oxbow lakes, in fact, are fundamental for the ecosystem of the Po, since perch, pike, catfish, tench and others reproduce there, now supplanted by fish such as catfish, which instead adapt to the new course of the river. These environments have been irreparably damaged by too high embankments, a resource for development will be the ability and the will expressed by the population to remedy this situation with the renaturalization of the floodplains.

At a specifically cultural level, it should be emphasized that a few months ago the social cooperative Officine Gutenberg of Piacenza was awarded the tender for the management of the municipal library for the period 2021-2024: with the aim of creating a real collaboration network for the promotion of reading and library and cultural services, thanks also to the twenty-year experience of the cooperative itself.

Territorial stakeholders

US Castelvetro Incrociatello

Oyama Karate Club

Pro Loco Castelvetro Piacentino

Club "Un Po di Vita

Castelvetro Alpine Group

Italian Hunting Federation

ARCI Hunting

Photographic Group ImmaginArte

GeKa - Parents Castelvetro

Cultural Club Al 32 Dal Masan

Festival Promoter Group

Social Coop Officine Gutenberg Piacenza

The Po and Lower Piacenza Food Trail

Change

There is a strong expectation for a new way of communicating the area and aspects that can lead to greater knowledge and a further tourist attraction, mainly focused on three major themes: the natural environment linked to the Po and its shore; the production of a particular and appreciated variety of white garlic; the proximity to the main Verdi sites. Along this path, Adrionet represents an important opportunity to get to know each other and be known. The transnational network already in itself offers a good chance of arousing the interest of the project partners in the first place.

Foreseen actions

Involve targets to be interested in the values of which the territory of Castelvetro is an expression: tourists attracted by the environment and food and wine, opera enthusiasts, the sector press (of all the specific areas listed above) and last but certainly important, the Emilia Destination in tourism sector and the Emilia-Romagna Region itself, whose administration could decide to increase and continue the project even after the pilot action that will conclude it. Create a tourist destination in the Castelvetro area based on culture, environment, food and wine.

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges from the stakeholders involved. The idea of a common action that conveys interests and curiosities towards the PO destination also comes to light.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of art

The theme of young people appeared central in the first reflections carried out. In particular, there is a strong propensity to encourage the growth of awareness of young people in the area with respect to the main excellences present (environment, culture, food and wine) as well as that of possible exchanges between young people from the various locations involved at European level, useful for cultural comparison. between different territories but equally suited to a "hospitable" philosophy.

From the analysis of the demographic situation through Istat, it emerges that in Castelvetro the increase in young people, given the births of the last decade, will drop dramatically in the coming years (except for the arrival of non-native young people).

Change

The expected change in the younger generations is a greater involvement in the growth objectives of the territory Increase the motivation and commitment of young people in the life of the community and make better use of their ease of use of digital tools, also to foster an easier connection on a global level (and therefore, in this case, also with other project partners)

Foreseen actions

Provide opportunities for co-planning / co-creation of different activities (culture, social and environmental activities) with and for young people More young people interested in participating in the various activities offered in Castelvetro Create creative workshops also aimed at stimulating creativity and self-entrepreneurship / entrepreneurship / social entrepreneurship. The productive sectors of excellence represent a great opportunity for young people Community networking events to help build trust and cooperation among young people but also at the community level

Pilot actions

Involving the younger generations, both thanks to training activities that make it possible to enhance the territorial excellence, and thanks to exchanges between the different villages of the various partners involved.

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of art

For a long period of modernity they have almost turned their backs on the river looking for resources elsewhere. Now it is a question of resuming the idea of its new productivity linked to walking, cycling and navigability.

Change

An increase in tourism and local, artisanal and artistic production. They are two aspects of the same virtuous circle: tourists encourage the increase of fine local products, fine local products encourage tourists.

Foreseen actions

Creating the permanent foundations of a new tourist destination, based on culture (and on Verdi's appeal), on food and wine (the call of white garlic and shallots), and on the environmental charm of the Po bank.

Pilot actions

Create a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners The idea of an action that conveys interests and curiosities towards the Po destination also comes to light.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE "HOSPITABLE COMMUNITY"

State of art

The municipality of Castelvetro wants to link its potential tourist recovery to the multiplication of resources trying to enhance the rural building heritage, as well as the references linked to the main food and wine products (white garlic, shallots) and environmental tourism linked to the Po.

On the bank of the Po, today, the traveler can set out on walks in contact with nature either on foot or by bicycle, he can also enjoy in the summer an offer of relaxation at the Ponticello beach and can find refreshment in numerous taverns on the Riviera. In particular, the Ponticello Beach is the beach on the bank of the Po, an area equipped for various sporting activities and completely free of charge (beach soccer, beach tennis, beach volleyball, table tennis, beach bowls); There is a large area adapted to the beach served with sun loungers and umbrellas, with food and beverage service that provides ample proposals for lunch and dinner as well. During the summer, cultural and musical evenings are held, concentrated on weekends with particular attention to acoustic musical proposals, parties and parties.

Change

From the comparison between the various territories involved in the project Adrionet, within the Emilia-Romagna Po auction, a common aim emerged: that of jointly enhancing, at a strategic level, the peculiarities of the individual territories themselves, through the creation of a tourism masterplan common to all, never hypothesized so far. Adrionet could lead to this important tourist perspective tool

Foreseen actions

Enhance the rural building heritage, food and wine products, cycling routes or routes connected to river navigation, also from a tourist point of view.

Pilot actions

Development of the attractiveness of cycle tourism thanks to structural actions (increase in the amount of vehicles) or system actions (network of cycle routes, common signs, etc ...)

TOPIC 5: PRODUCTIVE KNOW-HOW

State of art

The food and wine tradition still represents the best productive knowledge to increase. In this sense, the enhancement of typical agricultural productions such as white garlic, shallots (of which the Piacenza shallot festival is celebrated), cherries and cornaline plums is seen as an opportunity and resource.

Particularly rooted - and managed at a cooperative level - is the production of the local White Garlic: very active in this regard is the Co.P.A.P (Cooperativa Produttori Aglio Piacentino), based in Monticelli d'Ongina but also various partners in the Castelvetro area. Of particular significance is the twinning with the town of Busnes in the Pas de Calais Department in France, which is also a producer of shallots. Among the farms there is a strong propensity to breed farmyard animals according to biological criteria and to guarantee animal welfare, today restricted to family production, but which in the past characterized the territory. Testimony of this vocation remains with the "Porca l'oca" festival.

Change

Strengthen knowledge of typical craft activities. Enhance intergenerational cooperation through the exchange of knowledge and experience.

Foreseen actions

Develop a platform and activities for the further enhancement, interpretation and promotion / sale of quality tourism products based on local cultural and natural heritage and traditional crafts (such as braids) Develop the most appropriate organizational model. Develop a collaboration between different age groups to ensure the exchange of knowledge and experience

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosities towards the Po destination also comes to light.

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Emilia-Romagna Region - LP

Municipality of Colorno

Region: Emilia-Romagna

Country: Italy

General information on the Municipality of Colorno

The name of Colorno appears for the first time in a document dated November 953 and later in an act dated 1004, signed by "Albertus Caputlurniensis", who granted the local church a mill located on the Lorno canal owned by the Bishop of Parma. The town was then at the confluence of the Lorno and Parma streams. The first feudal lord of Colorno was therefore the Bishop of Parma, who in the mid-thirteenth century sold it to the Municipality of Parma, who bought it to make it a strategic outpost which, properly fortified, would have effectively protected Parma from attacks from the north. Historians, in fact, remind us that Colorno was one of the few cities to resist the advance of Frederick II in 1247, who came to Parma to punish the Municipality for having passed over to the Guelph side. In fact, during the night, they pushed along the course of the Parma up to the enemy camp; it was here that they cluttered the bed of the stream with earth and pieces of wood: the Parma did the rest, swelled, overflowed and defeated the enemy. But the Colornese, however, were also overwhelmed several times by the forces of nature, and in fact it was precisely in the aftermath of a fearful fire and the following flood, that Colorno was rebuilt, this time however on the right side of Parma, around the new fortification built by Azzo da Correggio in 1337. After being painfully and bloody fief of the Terzi, Colorno was given in 1458 by Francesco Sforza, Duke of Milan to his nephew Roberto Sanseverino and remained in the possession of his descendants until 1612, when it passed to the Chamber Ducal of Parma ruled by the Farnese, who came into possession of the new Duchy of Parma and Piacenza created by Pope Paul III Farnese in 1545. The Sanseverino family contributed to the expansion of Colorno first with Roberto, who started the garden project, then with Barbara Sanseverino, who will transform this military residence into a stately building; important renovations, including the transformation of the embattled ramparts into elegant towers, called famous artists and architects to court, including Ferdinando Galli Bibiena. The Oratory of San Liborio, the Longara, the Palazzo Bruciato (Villa ex Manfredi), the Torre delle Acque, the Aranciaia, and the Oratory of the Santissima Annunziata were built. With the death of Antonio Farnese the dynastic line died out and the duchy passed into the hands of Charles III Bourbon, son of the King of Spain Philip V and the last descendant of the Elisabetta Farnese family. In 1734 the stripping of the Garden and the furnishings of the Palace began, which were transferred to Naples. In that same year Colorno was at the center of the battle known as the Battle of Colorno, between the Franco-Piedmontese and the Austrian front during the war of the Polish succession: the Austrian army, sixty thousand strong, had pushed towards the Po, with the intention of penetrating the territories of Modena and Parma to take the Franco-Piedmontese

from behind and force them to retreat. The prince of Wurtemberg, finding Mercy absent, had the command, took Colorno by surprise, but shortly after he was forced to retire by the arrival of Charles Emmanuel II.

With Filippo di Borbone, second son of Elisabetta Farnese, and then with her son Ferdinando, Colorno became "the Versailles of the Dukes of Parma", thanks also to the intervention of artists of the caliber of Ennemond Alexandre Petitot. With Filippo di Borbone the Venaria was built and in 1756 the road network of the town was arranged on the other side of the bridge in the Piazza. The secular policy of Du Tillot, his trusted minister, led to the suppression of the Jesuit order who however returned in 1798, establishing a novitiate in the adjacent convent, which in 1794 should have housed the S. Mauro Abate hospital but which was granted to the congregation that had considerable influence on the court. The mark given by Ferdinand was notable: he was responsible for the arrangement of the square with the demolition of the houses towards the stream, the construction of the S. Giovanni bridge, the reconstruction of the churches of S. Liborio and S. Stefano, the construction of the Casino and the Copermio Oratory, the construction of the Dominican Convent. On the church of San Liborio a bronze medallion bearing the inscription Jhwh in Hebrew letters recalls the great devotion of the Duke who favored the conversion of the Jews who, in Colorno, had their own ghetto and a synagogue next to the cathedral of Santa Margherita. On the death of Ferdinand the Duchy of Parma, Piacenza and Guastalla was annexed to France and in 1807 the Palazzo di Colorno was declared "Imperial Palace". After Napoleon's death, the Congress of Vienna assigned the Duchy to Maria Luigia of Austria, who she spent the night in Colorno on April 20, 1816 before entering Parma as a sovereign. Maria Luigia restored the palace and transformed the garden. On her death (1847) the Bourbon-Parma family returned. The unification of the Duchy to the Kingdom of Italy represented the beginning of the decline of the monumental complex of the town: furnishings transferred or sold, public buildings sold to private individuals, woods under cultivation and the transformation of the Dominican Palace and Convent into a psychiatric hospital in 1872. During the Second World War, on March 20, 1945, Anglo-American bombers attacked Colorno and in the air raid the railway and the fuel deposits hidden in the park of the Palace were hit, causing three young victims. In the last twenty years, numerous restorations have been carried out: at the Palazzo Ducale, the church of S. Liborio, the church of S. Stefano, the church of S. Margherita, the Aranciaia, the Mulino Ducale. Work has begun on Ferdinando di Borbone's New Apartment, with its impressive astronomical observatory.

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of art

The town falls into the category of small villages but still has a "Palace". Consequently, the need to use the particularly rich architectural heritage in the area (for example the Torre delle Acque that once fed the fountains of the Garden) and cultural heritage (the ethnographic collection dedicated to the land and river landscapes of the Aranciaia) as a lever).

Colorno is already a very active locality. The necessary contacts, training, awareness started on a good basis.

Territorial stakeholders

IAT tourist information office

Colorno Rugby

Colorno Photo Life

AUSER

Parma! UNESCO City of Gastronomy

ASSOCIAZIONE AIRONE ONLUS

A.N.M.I. COLORNO - P. BENASSI GROUP C.V.M.

ARTS AND SOUNDS

COLORNO BASEBALL & SOFTBALL ASD

NATIONAL ASSOCIATION OF WAR MAIMED AND INVALIDS - PARMA SECTION

A.VO.PRO.RIT. SECTION A. FADANI

ROBERTO GOITRE ASSOCIATION

MARIA LUIGIA CLUB "VENARIA" SOCIAL CENTRE

VEDOLE COMMITTEE

PAER CHORUS CULTURAL ASSOCIATION

ITALIA NOSTRA - COLORNO AND BASSA EST SECTION

MOTONAUTICA PARMENSE

Change

The local community is well aware of the treasured heritage. However, the expected change concerns the greater diffusion of excellence and the hope placed on Adrionet as a possible driving force is high.

Foreseen actions

Increase the historical, artistic and social value of the community. Increase the tourist value in the Colorno area based on art and culture, food and wine, photo tourism and landscapes of the Po.

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of art

Looking to the future by highlighting the past and present of an authentic village. The theme of young people appeared central in the first reflections carried out. In particular, there is a strong propensity to encourage exchanges between young people from the various localities involved at European level.

The demographic situation indicates a not particularly numerous youth bracket, and in continuous decline in recent years. The ongoing project is expected to increase the interest of residents.

Change

To bring out also among young people a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with the other Adrionet partners

Foreseen actions

The expected change in the younger generations is a greater involvement in the growth objectives of the territory. An important subject is Colorno Rugby, a militant sports club in the National Rugby Top 10 Championship particularly active in the youth field where the protection of the environment and its enhancement emerge as objectives through paths that have the aim of increasing awareness on the part of the citizens of belong to a supportive and sustainable community. Colorno Photo Life, an association of photographers that organizes numerous photographic exhibitions that illustrate and document local and international realities, an excellent vehicle for the growth of awareness and self-esteem.

Pilot actions

Also among young people to bring out the propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with the other Adrionet partners

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of art

In the municipality of Colorno, characterized by a valuable urban fabric and a rich and articulated social reality, the concept of common intelligence and the small village makes its way through the recovery and enhancement actions already listed above.

The rich calendar of cultural initiatives organized by the Municipality is fundamental. The focus is on furnishing and maintenance works, in addition to the care of the agricultural landscape which is subject to constant improvements.

Change

There are good foundations to support the increase in tourism and local, artisanal and artistic production. They are two aspects of the same virtuous circle: tourists encourage the increase of fine local products. Fine local productions encourage tourists.

Foreseen actions

Use the tools of the project to make Colorno a tourist destination to an even greater extent

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE "HOSPITABLE COMMUNITY"

State of the art

The municipality of Colorno already has good hospitality resources. Change goals Transforming the current good condition into a tourist destination of excellence.

Change

From the comparison between the various territories involved in the project Adrionet, within the Emilia-Romagna Po auction, a common aim emerged: that of jointly enhancing, at a strategic level, the peculiarities of the individual territories themselves, through the creation of a tourism masterplan common to all, never hypothesized so far. Adrionet could lead to this important tourist perspective tool

Foreseen actions

Create the permanent foundations of a new tourist destination thanks to the greater promotion of this heritage

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 5: PRODUCTIVE KNOW-HOW

State of art

ALMA The International School of Italian Cuisine is located within the walls of the Palace and offers advanced training courses in the heart of the Food Valley and close to Parma, which in 2015 received the title of UNESCO Creative City of Gastronomy. Start and develop these resources.

The project has just started. It needs to be developed

Change

Stakeholders report that the key challenges are as follows: Reverse the trend towards minimizing tourism expectations To remedy the insufficient cooperation and organization in the affirmation of Colorno for tourism purposes

Foreseen actions

Strengthen cooperation and improve the organization of tourism stakeholders Enhance intergenerational cooperation through the exchange of knowledge and experience (for example with Adrionet). Develop a platform and activities for the further enhancement, interpretation and promotion / sale of quality tourism products based on local cultural and natural heritage and traditional crafts Develop the most appropriate organizational model. Develop a collaboration between different age groups to ensure the exchange of knowledge and experience Increase of the tourist offer based on cultural and natural heritage Improvement of production and promotion / sale of products and services to tourism) Improvement of the exchange of skills and knowledge between the elderly and young people

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Emilia-Romagna Region - LP

Municipality of Luzzara

Region: Emilia-Romagna

Country: Italy

General information on the Municipality of Luzzara

The northernmost municipality of the Province of Reggio Emilia is located on the right bank of the Po. We have news of the inhabited area since the seventh century, when the settlement stood on an island. During the Middle Ages, the town frequently changed "master" - from Reggio Emilia to Mantua to Cremona; at the time of Matilde di Canossa her parish church is remembered as a possession of the Countess; in 1630 it was annexed to the Duchy of Guastalla, then at the end of the 18th century it became part of the Austrian Empire. Famous is the battle of Luzzara, in 1702, between imperial and Franco-Spanish troops, as part of the war of the Spanish succession. After the unification of Italy, Luzzara soon saw the birth of anarchist circles, cooperative leagues, peasant organizations. During the Resistance, he contributed massively to the partisan activity: nine Luzzarese partisans were killed in the Massacre of Reggiolo. The first post-war period was characterized by a phase of social conflicts and labor strikes. Today the economy has definitively transformed from agricultural to social. Among the most significant characters of Italian culture of the twentieth century, Cesare Zavattini, born in Luzzara, has also given impetus to the cultural life of the territory, creating a widespread museum of Naive Arts unique in the world: but the museum has been closed for a decade after the earthquake of 2021.

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of art

The municipality of Luzzara, well characterized for its geographical position which was for a long time, over the centuries, a border (and therefore also a point of transit and contact between peoples and travelers), is today characterized by its social and cultural capital, stimulated also in the last century by the lively and tireless activity of the great Cesare Zavattini: in 2002 (centenary of his birth) the Municipality established, among other things, the Un

Paese Foundation, whose activity is today a fundamental point of reference for the cultural and associative life, as well as a strong appeal also to the outside world.

The local community expresses a strong cohesion and a sense of identity that has grown in recent years. Adrionet's opportunity can provide a significant contribution to further increase this sense of community and to share it with other villages, enhancing on the one hand the tourist-environmental peculiarities of the territory, and on the other the artistic heritage linked to naive art and wanted by Zavattini, who even today is prevented from public viewing due to the damage recorded in the 2012 earthquake. The two peculiarities could become a driving force for further growth also from a social and relational point of view, naturally starting from the associative fabric already present on the territory.

Territorial stakeholders

Compagnia Arcieri la Meridiana
Polisportiva U.S Aquila

Gs Luzzara Calzio
Pro Loco Luzzara
Fondazione Un Paese

Museo del Truciolo - Villarotta

Change

There is a strong expectation to have a new way of communicating the territory and the aspects that can lead to greater knowledge and a further tourist attraction, mainly focused on the topics of the environment and culture linked to Zavattini (first of all art Naif). Along this path, Adrionet represents an important opportunity to get to know each other and be known. The transnational network already in itself offers a good chance of arousing the interest of the project partners in the first place.

Foreseen actions

Create a tourist destination in the Luzzara area based on culture and environment

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges from the stakeholders involved. The idea of a common action that conveys interests and curiosities towards the Po destination also comes to light.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

The theme of young people appeared central in the first reflections carried out. In particular, there is a strong propensity to encourage the growth of awareness of young people in the area with respect to the main excellences present (environment, culture) as well as that of possible exchanges between young people from the different locations involved at European level, useful for a cultural comparison between different territories. but equally suited to a "hospitable" philosophy.

State of art

According to Istat data from the last decade, the decline in young people in the area is quite sharp.

Change

The expected change in the younger generations is a greater involvement in the growth objectives of the territory

Foreseen actions

Increase the motivation and commitment of young people in the life of the community and make better use of their ease of use of digital tools, also to foster an easier connection on a global level (and therefore, in this case, also with other project partners) Create creative workshops also aimed at stimulating creativity and self-entrepreneurship / entrepreneurship / social entrepreneurship. The productive sectors of excellence represent a great opportunity for young people

Pilot actions

To bring out also among young people a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with the other Adrionet partners

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of art

The theme of young people appeared central in the first reflections carried out. In particular, there is a strong propensity to encourage the growth of awareness of young people in the area with respect to the main excellences present (environment, culture) as well as that of possible exchanges between young people from the different locations involved at European level, useful for a cultural comparison between different territories. but equally suited to a "hospitable" philosophy.

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Pilot actions

To bring out also among young people a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with the other Adrionet partners

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE "HOSPITABLE COMMUNITY"

State of art

The geographical position, the environmental excellence and the possibility of thinking about the use of a tourist dock are important starting points for growth also at a tourism level.

One of the main topics regarding the tourist enhancement of the territory is certainly the environmental one: almost 20% of the municipal territory is in fact a naturalistic and landscape park of significant entity, both as a typically European humid habitat, and as amplitude as an expansion tank. of the entire course of the Po river. This area is strongly characterized by flora (in particular poplar woods), open spaces that can be used in a river landscape, with the presence of ornithological species in particular and faunal species in general, typical of this type of habitat. Naturalistic elements of particular interest are: • The artificial lake deriving from a quarry for the extraction of clay, called Cava Luccio. Its mainly muddy seabed teems with a rich animal and plant life. This area is a resting place for numerous aquatic birds, both sedentary and migratory. Sport fishing is practiced in the lake. • The Crostolina paleoalveo which up to 1932 formed the terminal bed of the Crostolo torrent. It remained without water with constant flow following the hydraulic excavation work carried out from 1929 to 1932 in the locality of Level, which diverted the course to the North-West. Here you can find some profitably cultivated lands, which make up 60% of the Luzzarese area. In addition to this, it must be said that the Luzzarese floodplain has a small tourist port, called "Porto delle Garzaie", inaugurated in 2007: in recent years, works have been started to renovate it and make it accessible to boats and school groups.

Change

From the comparison between the various territories involved in the project Adrionet, within the Emilia-Romagna Po auction, a common aim emerged: that of jointly enhancing, at a strategic level, the peculiarities of the individual territories themselves, through the creation of a tourism masterplan common to all, never hypothesized so far. Adrionet could lead to this important tourist perspective tool

TOPIC 5: PRODUCTIVE KNOW-HOW

State of art

From the very first contact, the need to continue the artisan tradition, based on local products, is emphasized, while at the same time strengthening the knowledge of typical craft activities.

Definitely strategic is the activity of the original Museo del Truciolo, which is located in the hamlet of Villarotta. The "La Treccia" Association, which conceived it and takes care of its activity, is mainly concerned with safeguarding local traditions, with historical research that highlights the customs and traditions of our coastal populations of the Po. The renovation of a fifteenth-century Chiavica located on the Cavo Tagliata (1218) in Villarotta was favored, and the Truciolo Museum was built inside. It is the only example in Northern Italy of woodworking to obtain shavings, and from these the braid that, sewn up, gives shape to the straw hats that for centuries have been the main activity of the hamlet. In fact, the beginning of hat production dates back to the 1600s, which lasted until about ten years ago (2004, the Fratelli Ruina factory closed, which donated the equipment to the Museum located in Chiavica).

Change

Enhance intergenerational cooperation through the exchange of knowledge and experience. Increase the tourist offer based on cultural and natural heritage Improve the exchange of skills and knowledge between the elderly and young people

Foreseen actions

Develop activities for the further enhancement, interpretation and promotion / sale of quality tourism products based on local cultural and natural heritage and traditional crafts (such as braids) Develop a collaboration between different age groups to ensure the exchange of knowledge and experience

Pilot actions

Workshops, training activities, cultural heritage implementation programs

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Emilia-Romagna Region - LP

Municipality of Monticelli D'Ongina

Region: Emilia-Romagna

Country: Italy

General information on the Municipality of Monticelli d'Ongina

The origin of Monticelli dates back to Roman times, as the area was a strategic point on the Po, as evidenced by the finds found and, some of which are now preserved in the small local Archaeological Museum. In the 10th century it was under the jurisdiction of the bishop of Cremona, subsequently it was a fiefdom of two Cremonese families, the Da Dovara and the Bonifaci de Unghinis (from whose name the toponym of '' Ongina '' derives). In 1335 Cremona passed under the dominion of the Visconti, dukes of Milan, who at the end of the century assigned Monticelli as a fief to the Pallavicino family, who built the fortress during the fifteenth century, constituting a court of great cultural vivacity. In 1471 the bishop of Lodi Carlo Pallavicino, great benefactor and patron who was born and died in Monticelli, began the construction of the Collegiate Church (today Basilica) of San Lorenzo, which still today preserves the remains of the bishop in the apse. The first Jewish settlements in Monticelli date back to the 15th century, destined to grow when many of the Jews expelled from the Duchy of Milan found refuge in the village. The Jewish community of Monticella was concentrated almost entirely in the `` Contrada granda '', the current Via Garibaldi, where the Synagogue also stood and was of considerable importance for the economic and cultural life of the town until the twentieth century, when with the racial laws Fascists, many Jews fled abroad. Testimony of their presence is still the Jewish cemetery, located next to that of the town. In the 16th century, when the last member of the Pallavicino family died without heirs, Monticelli passed to the Farnese family of Parma. During this period the town was granted as a fief to the Casali, a noble family from Piacenza. Subsequently it passed under the Bourbon domination and in 1797 it became part of the Napoleonic republics. In 1814 it became the capital of the Municipality and remained so under the Duchy of Maria Luigia. Starting from the second half of the nineteenth century, Monticelli began to combine its essentially agricultural economy with a series of semi-industrial activities that developed throughout the twentieth century. The municipality of Monticelli d'Ongina has a long history that dates back to the most distant eras that have settled traditions that still revive a rich social and relational capital. The gastronomic tradition, for example, certainly represents a peculiar resource and one that has always aroused the interest of visitors as it is linked to the period in which Monticelli was one of the main Jewish villages in the Po Valley.

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of art

The municipality has begun to move and question itself about its social and relational capital. Today the idea of being able to count on local resources is gaining ground.

The necessary contacts, training, awareness began a few weeks ago due to the accumulated delays but the first contacts are encouraging

Territorial stakeholders

Circolo "…Anta"
AVIS
AIDO
Pubblica Assistenza e Soccorso
Assoc.OMEGA
Amici del Po
Circolo ANSPI San Nazzaro
Circolo ANSPI Monticelli
Soc.Canottieri Ongina
APD S. Lorenzo Monticelli (calcio)
U.S.Sannazzarese
Pro Loco Monticelli
Gruppo Ornitologico
Gruppo Teatrale S.Nazzaro
Canottieri Ongina Volley
Assoc.Motonautica
CARITAS
Gruppo Bandistico Monticellese
ANPI

ANSPI SPORT SAN NAZZARO
ASS. ALPINI
Centro cinofilo Happy Days
Polisportiva Scricciolo GH A.S.D.
Associazione Bersaglieri
Associazione Partigiani Cristiani
Associazione Barbafamiglie
C&B racing team (motonautica)
A.S.D. Karate Mas
I Canei ad Muntzei

Change

The local community is well aware of the treasured heritage. However, the expected change concerns the greater diffusion of excellence and the hope placed on Adrionet as a possible driving force is high.

Foreseen actions

Focus on interest as a Jewish place The first documents that testify to the presence of Jews in Monticelli date back to the second half of the 16th century and more precisely take us back to 1562 when Duke Ottavio Farnese granted Jews to open loan banks for 12 years (only one bank in each town) in 16 locations of the '' Duchies of Parma and Piacenza '', including Monticelli d'Ongina. The communities expanded in 1597, following the expulsion of the Jews from the Duchy of Milan, when the Israelite families were forced to leave Cremona and in Monticelli they found the benevolent welcome of the Pallavicinos without being forced to move too far from their places of origin. In Monticelli they lived for the most part in the so-called '' Contrada of the Jews '' or '' Contrada Granda '' (now via Garibaldi) and in via Cavour, the ancient via del Pozzo. The synagogue, which remained active until 1930 and of which only the external walls remain today, was located on the top floor of a building that overlooked the current Via Garibaldi on one side and the current Via Cavour on the other. There are very few reports on this synagogue, of which we have no description that helps us to draw some architectural and stylistic elements. The cemetery deserves a special mention, the only trace of an extinct community. Located next to the municipal one, from which a high wall separates it, it is surrounded on the remaining sides by a lower wall; Unlike others, it consists of two contiguous rectangular areas, both closed by an iron gate. The first field consists of a large lawn devoid of tombstones that precedes the actual cemetery; a nineteenth-century stone sink, used for the ritual washing of hands at the exit from the burial place, is located near the second gate. The tombs are placed in a double row on either

side of a paved driveway that leads to the mortuary located at the bottom. This small building was mainly used by a family who, despite residing in Milan, continued to bury their dead in Monticelli. Of some interest are some tombstones dating back to the second half of the nineteenth century that have bronze inlays and other stems of the early twentieth century with liberty-style decorations. The Monticelli cuisine is rich and varied, in fact the dishes of the plain are added to those prepared with fish from the great river. The most significant products of our territory are: The cured meats made from pork: salami, coppa, pancetta, lard, ham and culatello, cracklings and sopressata. Among the first courses the 'Marubèin (Marubini), egg pasta anolini, stuffed with egg-based filling, Grana Padano, nutmeg and breadcrumbs and cooked in a mixed meat broth (that of large boiled meats). A variable of this dish, found in some local restaurants, is the filling made with stew. Another characteristic first course, handed down by the peasant tradition, are the Pisarei and fasò, gnocchi made with breadcrumbs and water, cooked in water and seasoned with a tomato and borlotti bean sauce. Among the main courses we find: mixed boiled meat, enjoyed with the typical green sauce and mustard; Picula 'd caval, minced horse meat, stewed with tomato and finely chopped vegetables; Stracotto d'asino, donkey muscle which, after being marinated in wine with the aromas, is cooked over low heat for many hours in the stuòn, a typical terracotta casserole with a lid; poultry and game cooked in various ways, among which the Faraona alla creta stands out, a dish of Lombard origin and which takes its name from the technique used at the time to coat the meat with clay, before passing it to the fire; freshwater fish, such as eel, catfish, sturgeon, both fried and stewed, or stricc, small river fish that are fried in hot oil. The most characteristic dessert is the Spongata di Monticelli, a puff pastry cake filled with a mixture of honey, walnuts, pine nuts, raisins and minced amaretti. It is a dish handed down from the Jewish tradition, in fact it was the traditional dessert of the Jewish Passover.

Finally the wines: due to the completely flat territory, Monticelli is not an area suitable for wine production. However, you can find the DOC wines of the Piacentini Hills: Gutturnio, Barbera and Bonarda among the reds; Ortrugo, Monterosso, Malvasia and Savignon among the whites. The Fish Climb

Ladder of Isola Serafini and the Con.Flu.Po

The project "LIFE 11 NAT / 11/188" Restoring connectivity in Po river basin opening migratory route for Acipenser naccarii and 10 fish species in Annex was funded as part of the LIFE program promoted by the European Union for the protection of the Natura 2000 network. II ", identified with the acronym" ConfluPo ".

The project partners are the Lombardy Region (lead partner), the Emilia-Romagna Region, the Interregional Agency for the Po River (AIPo), the Po River District Authority, the Ticino Valley Lombardy Park Consortium, the Provinces of Piacenza and Rovigo, the Graia Company. , with Enel Green Power as a co-financing body. The supporting subjects are the Ministry of the Environment and the Protection of the Territory and the Sea, Canton Ticino (Switzerland), the Piedmont and Veneto Regions, DG Environment, Energy and Sustainable Development and the Italian Federation of Sport Fishing and Underwater Activities (FIPSAS). Among the priority objectives of the project was the construction of a fish ladder at the Isola Serafini hydroelectric plant, on the Po, in the municipality of Monticelli d'Ongina (Pc), which was inaugurated on 17 March 2017. The overall budget of the project is € 7,088,476, of which € 3,496,809 from the community co-financing, € 3,091,667 from co-financing between the partners, € 500,000 from Enel Green Power. Within this budget, the amount for the construction of the ascent ladder amounts to € 4,800,000. AIPo performed the function of contracting authority for the intervention.

THE OBJECTIVES OF THE LIFE PROJECT

At the beginning of the 1960s, the interruption of the course of the Po river about 300 km from the outlet into the Adriatic Sea, due to the construction of the Isola Serafini dam, interrupted the movement of fish species, in particular migratory ones, contributing to their decline and in some cases their disappearance. This complex problem has been addressed by the Life11NAT / IT / 188 project Restoring the continuity of the Po River through the reopening of the migratory route for the Cobice sturgeon and 10 other fish species. Co-financed by the Life instrument of the European Union, this project started on 1/12/2012 and ended on 30/06/2018, pursued three priority objectives strictly aimed at the conservation of the river Po river corridor:

Restoration of the ecological connection of the Po river through the construction of a fish passage in Isola Serafini, in the municipality of Monticelli d'Ongina (PC), equipped with an experimental capture system for the species invasive alien fish. This passage together with those previously carried out on the Ticino rivers (on the Panperduto and Porto della Torre dams) and Tresa (on the Creva and Lavena dams) made it possible to reconnect the Adriatic to the Maggiore and Lugano lakes.

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of art

It is a common goal between the territorial realities to identify a path to give voice, representation and rights to young people.

The demographic situation indicates a not particularly numerous youth bracket, and in continuous decline in recent years

Change

To bring out also among young people a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with the other Adrionet partners

Foreseen actions

Increase the tourist value in the area based on art and culture, food and wine and landscapes of the Po to be enjoyed with waterways and cycle paths in order to offer new opportunities to young people.

Pilot actions

To bring out among young people a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of art

Look for an increase in tourism and local, artisanal and artistic production. They are two aspects of the same virtuous circle: tourists encourage the increase of fine local products. Fine local productions encourage tourists.

Creating the permanent foundations of a new tourist destination will take time but there are good conditions.

Change

Create awareness of one's own value in the community.

Foreseen actions

Begin to renew all aspects of local life: renewable energy, separate collection, street furniture.

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE "HOSPITABLE COMMUNITY"

State of art

The enhancement of river tourism can be the key to greater territorial attractiveness.

Use what you have done. Located in a large part of the cellars of the Rocca, the Po Aquarium is an important collection and research sector, consisting of about twenty tanks for the conservation and presentation to the public of the river fish fauna. There are species of fish that live in the stretch of the middle Po. This sector is the subject of study and university collaboration for the reclassification of freshwater fish and for the captive reproduction of those in danger of extinction in the stretch of the river mentioned above. ; the purpose of the research is the possibility of reintegrating them. Po Museum The Museum collects a vast series of work tools of boatmen and fishermen, testimony of the Po coast life dating back to distant times: tools for fishing, for the collection of large logs carried by the current, for their sawdust and chipping, for the quarrying of gravel and sand, specimens of boats of various types and uses and their equipment (lanterns, ropes, anchors, etc.). A valuable piece is a prehistoric pirogue dating back to about 4000 years ago. The Po Valley environment, so rich in vegetation, offers a great variety of flora and fauna. The Museum presents significant embalmed specimens, such as the red and gray heron, the badger, the otter, the stone marten, the fox, the night heron, the cormorant. Museum of peasant civilization It is a rich collection of testimonies on the life of the poor people of the Po countryside, particularly of the Monticellese and neighboring areas. Testimony of a world in danger of extinction and yet so rich in civilization made up of hardship, poverty, but also a demonstration of the genius and resourcefulness of the peasants. The documentation consists of the most varied and rudimentary tools for working the land: plows, harrows, rollers, sickles and their equipment, carts and wheelbarrows of all kinds, the most imaginative tools manufactured by the farmer for sowing and harvests of various products, etc. . The Museum has a vast collection of objects of common use in the houses of the past: complete equipment for making bread, pasta, polenta, an ancient example of an icebox, many objects related to the use of the fireplace and the stove as cookers. , bed warmers, irons, coffee roasters; various cellar tools for pressing and storing wine; much other material used by the housewife of the past. Finds from the Po Although small in size, the Museum collects significant artifacts of the presence in our area of human and prehistoric beings. From the lowering of the waters of the Po, after the floods, interesting finds emerge that are collected in the Museum: mammoth bones, bison, deer, elk horns, which date back to 15-20 thousand years ago, unequivocal evidence that in that the Po valley was once a forest; finds from the Roman era, amphorae, pottery shards; and then more recent ruins such as an artesian well recovered in the Po and rebuilt in the Museum, dating back to 1700 when a large coastal area was overwhelmed and destroyed by a flood of the river.

Change

From the comparison between the various territories involved in the project Adrionet, within the Emilia-Romagna Po auction, a common aim emerged: that of jointly enhancing, at a strategic level, the peculiarities of the individual territories themselves, through the creation of a tourism masterplan common to all, never hypothesized so far. Adrionet could lead to this important tourist perspective tool

Foreseen actions

Create the permanent foundations of a new tourist destination thanks to the greater promotion of this heritage

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 5: PRODUCTIVE KNOW-HOW

State of art

The need to resume fishing is emphasized from the very first contacts.

The project has just started. It needs to be developed

Change

Strengthen cooperation and improve the organization of tourism stakeholders Enhance intergenerational cooperation through the exchange of knowledge and experience (for example with Adrionet).

Foreseen actions

Develop a platform and activities for the further enhancement, interpretation and promotion / sale of quality tourism products based on local cultural and natural heritage and traditional crafts Develop the most appropriate organizational model. Develop a collaboration between different age groups to ensure the exchange of knowledge and experience

Pilot actions

An action that conveys interests and curiosities towards the Po destination: the implementation, for example, of a special boat that can promote this type of activity through all the coastal municipalities involved.

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Emilia-Romagna Region - LP

Municipality of Polesine Zibello

Region: Emilia-Romagna

Country: Italy

General information on the Municipality of Polesine Zibello

The Zibello area was already inhabited in pre-Roman and Roman times, as evidenced by the discovery of some artifacts and the territorial subdivision that in part still traces the ancient centuriation; according to tradition, Marco Bruto, praetor of the province of Cremona, would have built a defensive fortification, equipped with four towers. In 1249 the emperor Frederick II of Swabia invested his leader Oberto II Pallavicino with numerous lands in the Parma area, including Zibello. However, in 1268 the Cremonese troops attacked and conquered the castle, destroying it. With the Visconti seizure of power in the Duchy of Milan, in the fourteenth century the Pallavicinos regained possession of their territories in the Oltrepò of Cremona. The Pallavicini kept the investiture until the abolition of feudal rights sanctioned by Napoleon in 1806, when the last Marquis Antonio Francesco was forced to retire to Florence. Zibello then became the chief town of the canton, with jurisdiction also over the nearby Pieveottoville, and with the Unification of Italy the seat of an autonomous municipality. In 2010 consultations were opened to merge the two municipalities of Polesine Parmense and Zibello into a single entity; on 11 October 2015 the referendum gave a positive outcome to the constitution of the new municipality of Polesine Zibello, which was officially born on 1 January 2016. In 962 the Holy Roman Emperor Otto I of Saxony assigned to the Marquis Oberto degli Obertenghi, from whom the Pallavicinos descended, numerous lands in various parts of Italy, including the entire territory between the Parma and the Piacentino in the surroundings of Busseto. In 1861 Polesine became the seat of an autonomous municipality and in 1869 it was renamed Polesine Parmense. In 2010, consultations were opened to merge the two municipalities of Polesine Parmense and Zibello into a single entity;] on 11 October 2015 the referendum gave a positive outcome to the establishment of the new municipality of Polesine Zibello, which was officially born on 1 January 2016 . The municipality which includes two important riverside villages of the Po is at the center of an area where one of the most renowned gastronomic productions takes place: Culatello di Zibello. The resources of the Great River are also very important. This is why visitors are struck by the interesting landscape and the extraordinary tastings. In the locality of Pieveottoville stands VILLA IDA. Of eighteenth-century origins, this mansion underwent its last transformation in 1937 and is the work of the architect Baciocchi who built it in a beautiful Liberty style. 80 meters long, it has a characteristic and elegant turret which gives it momentum and

verticality. With a happy architectural choice, the internal spaces communicate with the external ones through large windows that open onto the garden full of centuries-old trees. The interior of the villa is enriched with frescoes by Giuseppe Moroni who also created the large polychrome glass window which forms the background of the main staircase. The façade looks onto Viale Gaspare Bolla, once Viale delle Rimembranze, onto which the elegant main entrance opens up. In the back, another more private and more lived-in garden is divided into specific spaces intended for everyday life. The villa is privately owned. It was initially evaluated by Bernardo Bertolucci, during the scouting for the locations of the film, as the manor house of the Berlinghieri family for the film Novecento.

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of art

The municipality that includes the two important riverside villages of the Po was the first to begin to move and question itself about its social and relational capital. In this first phase, the associative realities that involve the population emerge: associations and consortia (such as that of Culatello known almost everywhere). The local community expresses a strong cohesion and a sense of identity that has grown in recent years. The conviction is now growing that we can take advantage of Adrionet's opportunity to further increase this sense of community and Europeanism.

The necessary contacts, training and awareness began a few weeks ago due to the accumulated delays, in particular due to the Covid-19 Pandemic.

Territorial stakeholders

ANCR Section of Pieveottoville

ANCR Section of Zibello

San Rocco Committee - Ardola di Zibello

AVIS Pieveottoville Section

AVIS Section of Zibello

Pensioners' Recreational Club

E. Muzio Municipal Chorale

GECO Association

Gruppo Volontari per il Po (Civil Protection)

Pro Loco Zibello

Run & Bike

Aironi del Po - Legambiente

U.S. Polesine Amateur Sports Association

Association "Friends of the Po

Wednesday" Association

AVIS Association Polesine Section

Gang del Bosco Association

Association Gym-Club ASD Fitness Village

Hot Riders Association

Ippo Coronella Association

Association Km 21 & un Po

Real Vidalenzo Amateur Sports Association

The Krossboxx Aps Asd Association

Gian Luigi Ghelfi Civil Protection Volunteers Association

Italian Hunting Federation - Polesine Section

Alpine Group "Terre del Po

Motorboating Polesine

White Cross" Public Assistance

Shooting Society

Culatello Road

Pallavicino Amateur Sports Union

La Gneppa Association of Vidalenzo, which recently reopened the recreational club of the hamlet and co-organised the summer youth centre

Associazione The Krossboxx di Zibello, manager of the gym in Zibello and co-organiser of the Youth Summer Centre

Association Zibel D'Inco with the aim of promoting the territory

Primary school teachers coordinating the Orto Bosco and Po Circus project

The School in the Woods

Change

The local community is well aware of the treasured heritage. However, the expected change concerns the greater diffusion of excellence and the hope placed on Adrionet as a possible driving force is high.

Foreseen actions

There is a strong wait for a new method of communication. The Adrionet project therefore represents an important opportunity to get to know each other and be known. The transnational network already in itself offers a good chance of arousing the interest of the project partners in the first place. In addition to this, different targets can be identified to be interested in the values of which the villages are an expression: the national press and last but certainly very important, the Emilia-Romagna Destination in the field of Tourism and the Emilia-Romagna Region itself, whose administration could decide to increase and continue the project even after the pilot action that will conclude it. A second shared objective appears significantly: to work to involve the younger generations and organize exchanges between the different villages of different nationalities. It is precisely the characteristics and objectives of Adrionet that make us think of different and equally valuable assets of knowledge and know-how, which can be exchanged and become common. Finally, a tourist destination must be created in the Polesine Zibello area based on food and wine, cycling tourism and navigability of the Po

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of art

The theme of young people appeared central in the first reflections carried out. In particular, there is a strong propensity to encourage exchanges between young people from the various localities involved at European level. The Municipality of Polesine-Zibello, together with several stakeholders in the area, has given life to important initiatives related to environmental protection (Let's clean the Po and we'll clean the world, Let's put roots for the future) and, in particular, aimed at local schools the Orto Bosco Project and the Po Circus - outdoor school and the resumption of the summer youth center.

The demographic situation indicates a not particularly numerous youth bracket, and in continuous decline in recent years. The Municipality of Polesine-Zibello, together with several stakeholders in the area, has given life to important initiatives related to environmental protection (Let's clean the Po and we'll clean the world, Let's put roots for the future) and, in particular, aimed at local schools the Orto Bosco Project and the Po Circus - outdoor school and the resumption of the summer youth center.

Change

To bring out also among young people a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with the other Adrionet partners

Foreseen actions

The expected change in the younger generations is a greater involvement in the growth objectives of the territory. Increase the motivation and engagement of young people in the life of the community and make better use of their ease of use of computers, mobile phones) Provide opportunities for co-planning / co-creation of different activities (sport and recreation, culture, social activities etc.) with and for young people " Increase the participation of young people and their commitment in the life of the community and increase their self-esteem in close collaboration with families Increase in self-confidence and participation of young people in community projects

Pilot actions

To bring out also among young people a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with the other Adrionet partners.

The idea of an action that conveys interests and curiosity towards the PO destination also comes to light

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of art

In the municipality of Polesine-Zibello, characterized by a widespread urban and social fabric in its hamlets (Polesine, Zibello, Pieveottoville, Santa Croce, Ardola and Vidalenzo), the concept of common intelligence and the small village makes its way through the actions of recovery and enhancement such as that of the Pallavicino Theater, the Dominican Convent, home to the Cinema Museum, the Palazzo Menta di Polesine, the Ostello The furnishing and maintenance works are also important, in addition to the care of the agricultural landscape which is subject to constant improvements, in particular the entire river floodplain.

There is an increase in tourism and local, artisanal and artistic production. They are two aspects of the same virtuous circle: tourists encourage the increase of fine local products. Fine local productions encourage tourists.

Change

Creating the permanent foundations of a new tourist destination

Foreseen actions

Use solar energy to illuminate different areas / points of the territory, improve waste management, enrich urban furnishings.

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE "HOSPITABLE COMMUNITY"

State of the art

We have already mentioned the tendency that has emerged to host young people from the other villages involved at European level. The town of Polesine-Zibello has good hospitality resources and has deep-rooted traditions of social and solidarity ties.

The municipality has important resources to manage an increase in tourist flows, agritourisms and B & Bs

Change

From the comparison between the various territories involved in the project Adrionet, within the Emilia-Romagna Po auction, a common aim emerged: that of jointly enhancing, at a strategic level, the peculiarities of the individual territories themselves, through the creation of a tourism masterplan common to all, never hypothesized so far. Adrionet could lead to this important tourist perspective tool

Foreseen actions

Create the permanent foundations of a new tourist destination thanks to the greater promotion of this heritage

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 5: PRODUCTIVE KNOW-HOW

State of art

The local butchery has a national and international reputation. The "Culatello di Zibello" is absolute excellence. Yet in the initial encounters a need emerges to recover other lost skills, such as weaving a basket, for example.

The project has just started. It needs to be developed

Change

Strengthen cooperation and improve the organization of tourism stakeholders Enhance intergenerational cooperation through the exchange of knowledge and experience (for example with Adrionet).

Foreseen actions

Develop a platform and activities for the further enhancement, interpretation and promotion / sale of quality tourism products based on local cultural and natural heritage and traditional crafts Develop a collaboration between different age groups to ensure the exchange of knowledge and experience

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Emilia-Romagna Region - LP

Municipality of Roccabianca

Region: Emilia-Romagna

Country: Italy

General information on the Municipality of Roccabianca

Inhabited since Roman times, as evidenced by the necropolis and other artifacts found in the area, in the past it was called Arzenoldo, a name considered by some scholars to be a contraction of the expression "Aroldo embankment" and which appears for the first time in a diploma of the emperor Federico Barbarossa. The current toponym is composed of the term "rocca", referring to the fort built by Count Pier Maria Rossi, towards the middle of the fifteenth century, and of the personal name "Bianca", to be reported to Bianca Pellegrini, for which Rossi, her lover , he would have the castle built. Property, in the eleventh century, by the Da Borgo, in the fourteenth century it was involved in the wars between Cremona and Parma and between the latter and Borgo San Donnino, suffering inevitable devastation. The fourteenth and fifteenth centuries saw the spread of disputes between the noble families of the Rossi, counts of San Secondo Parmense, and the Pallavicino. Confirmed to the former by Duke Francesco Sforza, during the fifteenth century, it later passed to the latter, who held it until the first half of the sixteenth century, when it was assigned to the Rangoni. At the end of the eighteenth century, the ducal chamber granted part of the fief to the Pallavicino di Zibello. Included among the possessions of the Duchess Maria Luigia of Austria, in the first half of the nineteenth century, and annexed to the kingdom of Italy, in 1860, it participated in subsequent national and international events. The most valuable element of the historical-artistic patrimony is represented by the fortress, which constitutes the fulcrum of the town planning system of the village; separated from the area in front by the remains of an old city wall, it preserves, inside, some of the frescoes that decorated the walls and ceilings of the rooms. In the sacred architecture the parish church of San Bartolomeo stands out, of late sixteenth-century origins but profoundly altered by the renovations of the seventeenth century. The municipality of Roccabianca is home to a castle around which the village developed, whose original structure can still be seen today and which over the course of time has been enriched with further elements such as the exedra of Piazza Menozzi and the Arena del Sole, once an open-air cinema and then transformed into a theater. In the territory there are numerous presences of monumental buildings linked to agricultural activities (manor houses with adjoining agricultural courtyards and paleo-industrial buildings, such as the silkworm spinning mills. In the nearby hamlet of Fontanelle the writer Giovannino Guareschi was born where, in the old elementary school the Small World Museum is housed.

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of art

In this first phase, the themes of the Po villages emerge in Roccabianca: making oneself known and known, increasing awareness of one's own value in order to grow. Recovering the bond that has always involved the local population with the Po river as evidenced by the documents, including cinematographic documents, on the summer camps organized on its banks.

The necessary contacts, training, awareness of the importance of the Adrionet project began recently but are giving encouraging results.

Territorial stakeholders

ASC Roccabianca

Ass. A piccoli passi

Ass. Motociclistica Roccabianca

Amateur Sports Association

La Teiera Association

Radio Amateurs Association

G. Faraboli" ARCI Club

Aircolo Amici Fontanelle

Arcirokka Club

Ragazzola Fair Committee

Roccabianca Parents Committee

Market Exhibition Committee

AC Rapid Ragazzola

Group of Friends of G. Guareschi

GSD Fontanelle

"The great river" Motorboating Stagno

Oratory Roccabianca

Change

Acquire communication skills. For this reason, the Adrionet project also represents an important opportunity to get to know each other and make oneself known. The transnational network already in itself offers a good chance of arousing the interest of the project partners in the first place.

Foreseen actions

Enhance the Po destination, based on food and wine, cycling and navigability of the Po

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of art

It is a common goal between the territorial realities to identify a path to give voice, representation and rights to young people.

The demographic situation indicates a not particularly numerous youth bracket, and in continuous decline in recent years. Reversing this trend is necessary.

Change

To bring out also among young people a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with the other Adrionet partners

Foreseen actions

Create creative workshops also aimed at stimulating creativity and self-entrepreneurship / entrepreneurship / social entrepreneurship. The productive sectors of excellence represent a great opportunity for young people. Community networking events to help build trust and cooperation among young people but also at the community level.

Pilot actions

It also brings out a propensity among young people to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of art

In the municipality of Roccabianca, the idea of having resources for the future is being strengthened if it is possible to carry out furnishing and maintenance works, in addition to the care of the agricultural landscape which is subject to constant improvements.

The training work has just begun.

Change

Have an increase in tourism and local, artisanal and artistic production. They are two aspects of the same virtuous circle: tourists encourage the increase of fine local products. Fine local productions encourage tourists. We have already mentioned the tendency that has emerged to host young people from the other villages involved at European level

Foreseen actions

The municipality of Roccabianca must equip itself with hospitable resources, involving the entire population as it started, with the collaboration of local realities active among young people (Circolo ARCI Faraboli, the parish Oratory and sports clubs) with initiatives the RiParty

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE "HOSPITABLE COMMUNITY"

State of the art

We have already mentioned the tendency that has emerged to host young people from the other villages involved at European level. The municipality of Roccabianca has modest hospitable resources and has deep-rooted traditions of social and solidarity ties.

Change

From the comparison between the various territories involved in the project Adrionet, within the Emilia-Romagna Po auction, a common aim emerged: that of jointly enhancing, at a strategic level, the peculiarities of the individual territories themselves, through the creation of a tourism masterplan common to all, never hypothesized so far. Adrionet could lead to this important tourist perspective tool

Foreseen actions

Create the permanent foundations of a new tourist destination thanks to the greater promotion of this heritage by counting on the significant presence of restaurants and the Casa Guareschi. "This is the small world: long and straight streets, small houses painted in red, yellow and ultramarine blue, lost among the rows of vines." With these words Giovannino Guareschi paints the places of his origins: Fontanelle (Municipality of Roccabianca, Province of Parma), where he was born on 1 May 1908, and Roncole (Municipality of Busseto, Province of Parma) where he moved towards the end of the fifties. Places are also the protagonists of his pages. Indeed the protagonist par excellence "It is the Bassa - writes Guareschi - The flat strip of fat land, stretched along the right bank of the Po, between Piacenza and Guastalla". To the small world of Giovannino, on the occasion of the centenary of his birth, and under the aegis of the National Committee set up for the occasion, the Municipality of Roccabianca has dedicated, in the Fontanelle area, in the ancient school where Lina, the writer's mother, taught, and where he himself attended the very first classes, a thematic information path that takes the proper name of "Il Mondo piccolo" Museum.

Pilot actions

An action that conveys interests and curiosities towards the Po destination, "Il Mondo Piccolo" by Guareschi, a symbol of an entire territory.

TOPIC 5: PRODUCTIVE KNOW-HOW

State of art

From the very first contact, the need to resume tradition and the enhancement of knowledge and know-how is emphasized

Change

Strengthen cooperation and improve the organization of tourism stakeholders Enhance intergenerational cooperation through the exchange of knowledge and experience (for example with Adrionet).

Foreseen actions

Develop a platform and activities for the further enhancement, interpretation and promotion / sale of quality tourism products based on local cultural and natural heritage and traditional crafts Develop a collaboration between different age groups to ensure the exchange of knowledge and experience

Pilot actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Emilia-Romagna Region - LP

Municipality of Villanova sull'Arda

Region: Emilia-Romagna

General information on the Municipality of Villanova sull'Arda

A small town in the province of Piacenza on the right bank of the Po, Villanova sull'Arda has a territory that for a long time was covered, over the centuries, by woods and marshes. Before the eleventh century it was part of the possessions of the Obertenghi, being absorbed in the course of 1100 in the Pallavicino state of Busseto. Later it was enfeoffed by the Dukes of Parma and Piacenza to the noble family of Casoni di Sarzana and, at the beginning of the 17th century, it passed from the ecclesiastical jurisdiction of Cremona to that of Fidenza. Greater importance, thanks to the port between the Arda and the Po - which remained in operation until the mid-nineteenth century - had the locality of Soarza which, after having belonged to the Cremonese bishops, in 1200 was assigned to the Landi. In the hamlet of Sant'Agata there is the estate where the composer Giuseppe Verdi settled in the spring of 1851 together with his second wife Giuseppina Strepponi. Villanova is mainly known for the production of cherries.

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of art

The town of Villanova sull'Arda, famous for the historical residence of Giuseppe Verdi and for cherries, has recently also taken on an important value in sustainable mobility. The cycle / pedestrian bridge over the Arda increases an important social, tourist and environmental resource.

The local community expresses a strong cohesion and a sense of identity that has grown in recent years. The conviction is now growing that we can take advantage of Adrionet's opportunity to further increase this sense of community and to be able to increase international relations. The presence of the Giuseppe Verdi Hospital is also of great social value. Wanted and donated to the community by maestro Giuseppe Verdi, it has evolved from a health facility to a modern and innovative Paralympic National Center in Northern Italy. The activity of Direction Basket Villanova, the Paralympic wheelchair basketball team, is significant.

Territorial stakeholders

Polisportiva Ospedale "G. Verdi" Regia Basket

Amateur Sports Group Pro Villanova

Hunters' Association

Fishermen Associations

Pro Loco Villanova sull'Arda

Pro Loco "Amici di Soarza" (Friends of Soarza)

Giuseppe Verdi" Civil Protection Group

Cultural Association "Verdi among us

ANSPI Club

The Po and Lower Piacenza Food Trail

Change

There is a strong expectation for a new way of communicating the area and aspects that can lead to greater knowledge and a further tourist attraction, mainly focused on three major themes: the natural environment linked to the Po and its shore; the production of a particular and appreciated variety of cherries; the presence of a Verdi place such as the Villa di Sant'Agata. Along this path, Adrionet represents an important opportunity to get to know

each other and be known. The transnational network already in itself offers a good chance of arousing the interest of the project partners in the first place.

Foreseen actions

Identify different targets to be interested in the values of which the territory of Villanova is an expression: tourists attracted by the environment and food and wine, opera enthusiasts, the sector press (of all the specific areas listed above) and last but certainly important, the Emilia Destination in the he area of Tourism and the Emilia-Romagna Region itself, whose administration could decide to increase and continue the project even after the pilot action that will conclude it. It is precisely the characteristics and objectives of Adrionet that make us think of different and equally valuable assets of knowledge and know-how, which can be exchanged and become common.

Pilot action

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges from the stakeholders involved. The idea of a common action that conveys interests and curiosities towards the Po destination also comes to light.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of art

The theme of young people appeared central in the first reflections carried out. In particular, there is a strong propensity to encourage the growth of awareness of young people in the area with respect to the main excellences present (environment, culture, food and wine) as well as that of possible exchanges between young people from the different locations involved at European level, useful for a cultural comparison between different territories but equally suited to a "hospitable" philosophy.

According to Istat data, the demographic situation in Villanova sull'Arda indicates a clear trend towards a decline in young people residing in the area.

Change

Increase the motivation and commitment of young people in the life of the community and make better use of their ease of use of digital tools, also to foster an easier connection on a global level (and therefore, in this case, also with other project partners)

Foreseen actions

Provide opportunities for co-planning / co-creation of different activities (culture, social and environmental activities) with and for young people Create networking events in the community to help build trust and cooperation among young people but also at the community level

Pilot actions

To bring out also among young people a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with the other Adrionet partners.

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of art

Some key themes are identified in the municipality of Villanova sull'Arda: river navigation, the Po cycle path, the enhancement of the rural building heritage involving those realities still used today (eg Cascina Pizzavacca di Soarsa).

Important are the works of furniture and maintenance, as well as the care of the agricultural landscape which is subject to constant improvements. Another element that characterizes the area is the presence on the banks of the river of shacks originally used by fishermen which today have become a moment of social gathering.

Change

An increase in tourism and local, artisanal and artistic production. They are two aspects of the same virtuous circle: tourists encourage the increase of fine local products, fine local products encourage tourists.

Foreseen actions

Create the permanent foundations of a new tourist destination, based on culture (and on the Verdi appeal) and on food and wine (the call of cherries)

Pilot actions

Create a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners The idea of an action that conveys interests and curiosities towards the Po destination also comes to light.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE "HOSPITABLE COMMUNITY"

State of art

The geographical position and the environmental excellences connected to the territory, in addition to the suggestion linked to the spring flowering of cherries, are certainly significant elements for aiming at a growth in tourist appeal, to be combined with the appeal coming from the Giuseppe Verdi estate, an object of curiosity and visit by a small but important circle of Verdi enthusiasts.

The territorial tourist enhancement can start from some realities and situations already present in the territory today. The first is the Isola Giarola Park, which we will also discuss in the next paragraph regarding production know-how. Even at the level of ecotourism, the structure can provide important contributions: it is possible, among other things, to use the bicycle box (about 20 bikes), so starting from Isola Giarola it is possible to make various itineraries, including a visit to the Park and the tour of the lake, the itinerary through Verdi's lands (Villa Verdi, in the nearby hamlet of Sant'Agata di Villanova) and towards the food and wine routes of culatello (Zibello and Polesine). On request it is also possible to transport the bicycle directly on the boat. You can also take advantage of specific educational walking routes. The itinerary among the cherry trees in bloom in Villanova and in the nearby hamlet of Soarza takes on particular importance in spring. This can be an opportunity to further promote the area and its most famous and characteristic typical product. Another local production reality that can be involved in a tourism promotion process in the gastronomic field is Cascina Pizzavacca: seventy hectares of proprietary land planted with fruit that the Pisaroni family has managed for three generations with the simplicity typical of the peasant tradition. From this context, starting from 2005, a productive innovation process was also born, with the introduction in the company of a fruit and vegetable processing activity. Among the top of the range of the line: the Giardiniera, the sweet and sour fennel, the shallot sauce for burgers and the seasoning of mixed vegetables with garlic.

Change

From the comparison between the various territories involved in the project Adrionet, within the Emilia-Romagna Po auction, a common aim emerged: that of jointly enhancing, at a strategic level, the peculiarities of the individual territories themselves, through the creation of a tourism masterplan common to all, never hypothesized so far. Adrionet could lead to this important tourist perspective tool

Foreseen actions

Enhance the rural building heritage, food and wine products, cycling routes or routes connected to river navigation, also from a tourist point of view.

Pilot actions

Development of the attractiveness of cycle tourism thanks to structural (increase in the amount of vehicles available) or system actions (network of cycle routes, common signs)

TOPIC 5: PRODUCTIVE KNOW-HOW

State of art

Agriculture and the productivity of the Po have settled and will continue to settle traditional knowledge. The territory of the Municipality of Villanova sull'Arda has been characterized by intense extraction of silica sand from the river Po. These activities have always caused a great environmental and landscape impact.

Unlike other similar situations, the quarry of Isola Giarola, on the border with the Parma Municipality of Polesine Zibello, was instead an example of a renaturalization intervention contextual to the mining activity, a case probably unique in the entire riparian area of the Po river. Today Isola Giarola is a large park used by citizens, hikers, fishermen and canoeists. The Parco di Isola Giarola is located in the floodplain of the Po river in the Municipality of Villanova sull'Arda (Province of Piacenza). The natural and semi-natural environments that can be observed have been modeled by the course of the river and partly modified by man. Where today you can see the meadows and the calm waters of the lake the Po once flowed. The lake that dominates the floodplain is actually an artificial basin that originated from mining activities completed in 1995. Since then, numerous interventions have been carried out. environmental restoration; thanks to these, its banks have now recovered their total naturalness and are home to the flora and fauna typical of the wet periphery environments. The lake is located on the right bank of the Po River in the floodplain area bounded by the Arda, Ongina and Cavo Fontana streams.

Change

Strengthen knowledge of typical craft activities. Enhance intergenerational cooperation through the exchange of knowledge and experience Increase the tourist offer based on cultural and natural heritage

Foreseen actions

Develop a platform and activities for the further enhancement, interpretation and promotion / sale of quality tourism products based on local cultural and natural heritage and traditional crafts (such as braids)

Pilot Actions

A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the StakeHolders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.

Regional Development Centre Koper – SLOVENIA

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Regional Development Centre Koper - PP3

Municipality of Hrpelje - Kozina

Region: Coastal –Karst region

Country: Slovenia

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Rodik

Each year, the Municipality allocates financial support for the development and maintenance of infrastructure, depending on the needs of the village which **village committee** prepare at the meetings.

Beside village committee, local inhabitants in Rodik are also connected in **Tourist association Rodik**. They are in charged for the organisation of events and other activities in the village (cultural day, women's day, carnival, clean-up day, celebration on the day of the village patron, chestnut day, Christmas events; etc.). They are also applying to the municipality's tender for funds to help them carry out events in the village and for the operation of associations.

Participation in committee and in association is voluntary and all inhabitants are invited to participate.

In Rodik is very active cultural association – theatre group that is part of the Tourist association and chor. Both of them unite generations, take care of cultural events in the village and spread their knowledge. Both associations have a strong tradition in the village.

Beka

Beka is included in the **Local Community** of Ocizla in the Municipality of Hrpelje - Kozina. The program of investments and maintenance measures is co-financed from the budget of the Municipality of Hrpelje - Kozina.

In Beka is active association in the field of preserving cultural heritage and balanced development of tourism (sustainable, boutique) – **Cultural association Lilija.** Cultural association is gathering mainly young people from the village. They are working towards development, cohesion and cooperation. Every year they are organising a festival on the theme of the summer bonfire night. For the last two years, once separately and once together with festival Dreams at Beka, that been held in cooperation with the publishing house Sanje from Ljubljana. These are thematic events that combine poetry, street art and literature. This year, for the first time, they also invited the Storybook Study Circle, organised by the Kozina Library and librarian Patricija Dodič, to take part in a literary work, and the feedback was excellent. For the next year they are planning new collaborations. This year, for the first time, they tried to organise a **zero waste event**.

Festival Dream at Beka was the first time organised by the whole community. Everyone took part, from the elderly to the youngest.

Beka is a very small village with approximately 20 inhabitants. In previous years as many villages in the hinterland of both municipalities were vanishing or faced extinction as the population, ages and young people move to the cities. In recent years, the situation changed. In the villages are now young families – young people that are coming back home and new one from the cities or from the nearby Italy.

Local inhabitants in Beka do not have **guest house** for meetings and workshops. They are planning to establish it because in this was they are building on community.

Rodik and Beka

In Brkini were also both villages are included, Municipality of Hrpelje and Kozina every two years is organizing an event / contest My Municipality - Beautiful and tidy/maintained. A mixed jury evaluates tidiness of the villages, gardens, surroundings of the houses, farm gardens, the tidiness of the commercial buildings and the tidiness of the flowering balconies. The most diligent are rewarded, but above all, the evaluation encourages the communities in the villages to do their most to keep their villages tidy and work together.

Change

Rodik

Inhabitants in Rodik want to establish **strong community** where all inhabitants in organizing events; in co-planning future development; environmental maintenance etc.

Beka

Inhabitants in Beka want some changes that will lead to a better life for local community and preservation of nature. Beka is the entrance point of the so-called Landscape Park.

Foreseen actions

Beka

Representatives of Beka is working on preparing an agreement with the company 2TDK and Municipality of Hrpelje - Kozina to build a house for local community as a retaliatory action, because near Beka is now a building site for the railway.

Local inhabitants in Beka think that maybe the role of the municipality is bringing local people together is important. Maybe with some projects or initiatives. At the moment, the situation in the Beka Landscape Park is that they are left alone. Municipality has prepared a strategy, but it is not communicated with inhabitants. In the light of the already difficult and traumatic interventions connected with the construction of the railway and all the disagreements with the neighbouring villages, it would be necessary to establish communication that is more positive. To reassure people and to give them a hope for the future.

Rodik in Beka

In the Municipality of Hrpelje and Kozina are aware that young people are very important for the future of the village and municipality, for this reason they will try to encourage young to actively participate in the associations and village life. This gives young people a sense of belonging, importance and strengthens the links between the generations.

Strong community

Including new and temporary citizens in the village and supporting an intercultural perspective.

Young families that are moving to the villages do not get involved in village life. Some of them get involved in in December, when is organized Santa Claus for children. At that time, in the association made an agreement to leave certain tasks and communication activities to the new inhabitants. In this way, they met also other inhabitants from the village. Children are always a good link in bringing families together.

Pilot Actions

Rodik and Beka

The Municipality of Hrpelje - Kozina will try to **finance more new events, workshops and seminars** - this is one of the attempts how to involved and connect people from the village.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Rodik

Rodik has approximately 340 inhabitants, of which 50 are children and adolescents, the next 50 are under 25 years old. There are also many young families. In the last 30 years, we noticed that people did not immigrate to the cities, but they remain in the village and also older people are not left alone.

Children and young people are involved in village life. They **co-create events, participate in cultural performances, and independently organize individual events** (bonfire for May 1) with the support of the **tourist association** of which they are members.

In Rodik are aware that they have to raise children and young people in the spirit of volunteering, solidarity, because of that they are trying to involve them in the planning of social life (events, cultural performances, cleaning campaigns).

Within the Mythical park was established visitor centre especially for young people. There is also a corner for the youngest one where they are invited to paint and play.

Beka

Beka is a small village. There are now 20 permanent residents, including three children and two young people. They like to live in the village; life in the city is foreign to them. They are open to the needs of the village and take active part in various campaigns. Within the Festival Dreams at Beka every year are also organised workshop for the youngest - theatre workshops.

Change

Beka and Rodik

In recent years, a problem has arisen in many villages across Slovenia that in associations that take care of social life, only the elderly remain, and the younger ones are not given any responsibility, so the activities of the associations are endangered. In Rodik are aware of this and that is why they systematically hand over activities to young people, for example to organize just one of the parts of the event or in full (May 1st. In this way, they learn to take responsibility and eventually take on some responsibilities in the structure of the association.

In some opinion is the lack of events for young people the main barrier to remain in the village. All major events, concerts and events take place in major cities, which requires at least a car or transport. For young people, an important part of growing up is socialising with peers, finding their identity through the different groups they try to belong to. With engagement and cooperation among inhabitants, local community will be more active also in the field or organizing events – sports events and concerts.

Foreseen actions

Beka and Rodik

At the municipality level and trough associations, they will try to raise awareness in young people about the importance of local identity, local history and tradition, why events such as the festival of the village patron, carnival are important and that they are linked to the celebrations of our ancestors.

While cooperating with young people it is important, their ideas are taken into account, that their ideas are heard and implemented. In the village Rodik they are leave the organisation of certain events exclusively to the young people, with the more experienced members always standing by their side. In the future, they will try to involve them in the village in work actions (village clean up, events, taking care of their play areas in the village etc.)

Pilot Actions

Beka and Rodik

Within the local association with the help of the Municipality Heplje - Kozina the will try to fulfill young people's wishes (completing some sports infrastructure).

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Beka

Beka is associated with nature and its rich cultural heritage (created over the centuries in the transitional territory between Trieste and the hinterland), but its inhabitants think sustainably and do not want mass tourism, but niche tourism. In this sense, there is a very important modern approach, which includes mechanisms and measures for the development of a **smart village**.

Beka stands on the edge of the Beka Landscape Park, which completes the natural and cultural heritage along the Glinščica stream. Trough Glinščica is running cycling path made on the former railway. It is international, it starts in Slovenia and end in Trieste in Italy. Currently, the construction of two viaducts for the second track of the Ljubljana - Koper railway is underway in the park.

Change

Beka

Sustainable mobility

In Beka local inhabitants want to promote **cycling tourism** and to mark cycling trails and to offer visitors local products.

Better connection with the urban area.

In the village are houses that were burnt down during world war two and are now abundant and in bad condition. Those hoses could be part of the **widespread network of accommodations**.

Better waste management.

Foreseen actions

Beka

During the construction on the new railway, the village Beka will be given a **new road connection** to the regional road Kozina - Koper and a bypass. In the following years, some smaller compensatory measures are planned - **arrangement and marking of paths in the park, promotional material, and info point in the village.**

Preparation of the application for the construction of the facility for waste collection.

Drinking water

In the village are 14 wells that never dried up. There are also old water pipes. An inventory of water pipes will be prepared and project documentation for its renovation. Water pipes will offer free drinking water to inhabitants and visitors.

Prepare an inventory of the houses that need to be renovated and trying to find a solution with the municipality and state to simplify ownership procedures and to financial support renovation of such houses as important element of cultural identity and cultural heritage which support local development.

Pilot Actions

Beka

Making an agreement with the company 2TDK and Municipality of Hrpelje Kozina for financing action that will regulate and develop **stainable mobility** (marking cycling paths; new bypass etc.).

Installation of signage in the village and in the park.

Maintenance of the paths within the Landscape Park Beka.

Rodik

Completed the documentation for the construction of the connecting water pipeline Ilirska Bistrica – Rodik. With the construction of the water pipeline will also be implemented rad **plastering of the Brkini ridge road** of which one part is Artviže – Rodik macadam road - part of the Mythical Park route.

Rodik is also getting a **renovated village entrance**. The construction of a new railway bridge will give Rodik a more beautiful appearance and make the road safer.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Rodik

Culture and Identity – Mythical Park

Within the Interreg project Slovenia – Croatia was established a Mythical park which in now I final stage. In the earlier stage were involved local people who told the stories from the past about **myths and legends of the territory**. In the project were also included researchers from the university who prepare a chronological monograph about the beliefs and how beliefs from the past have been preserved to this day. Based on the stories were made sculptures from the stone. Last year was also organized an educational programme for the local guides for the Mythical park.

In Rodik, are aware of what it means to increase the number of people in the village. The village of Rodik was already between the two world wars and later a kind of climatic resort for the upper class of the population from Trieste. In that period inhabitants of Rodik removed to the haylofts, offered their houses to the tourists, and thus earn something. There was also a hotel in the village. The village nowadays is recognizable mainly for its **good restaurants** with local food and as destination rich with **chestnuts and mushrooms**.

Beka

Beka remains intact and has such tendencies even with the growing interest of visitors for walks and other recreation along the paths of the landscape park.

There is an association in the village, of which the goal is **preserving the values of the landscape park and its promotion**. The society annually prepares two events - bonfire night and Dreams at Beka - an event that connects culture and nature. Both events are open to the public and offer a unique way of preserving Slovenian culture and customs. In addition, the municipality, in cooperation with the village, every year prepares a cross-border event Open Border, which is a sport event in the nature and it is related to preserve the history and culture the area.

In Beka inhabitants want to develop **sustainable, green tourism**. They do not want mass tourism, but niche tourism with the green characteristics.

In the village is located **partisan hospital**, which was destroyed during the Second World War and the area at the river Glinščica that was used in the past for swimming.

Change

Rodik

With the establishment of the Mythical Park, there will be more tourists. Municipality is trying to establish the right relationship between locals and visitors and seduce the matter in the light of **sustainable tourism**, to which the project itself has placed great emphasis. The residents are thus the biggest ambassadors of the tourist destinations and on this municipality will work in the future.

Beka

Municipality and inhabitants want to establish **tools for measuring tourism** and **control visits** to keep nature preserved and to develop sustainable tourism.

Inhabitants have plan how to renovate the **partisan hospital** and also the **swimming area** at the river Glinščica. Both could be used as a tourist offer.

Developing **widespread network of accommodation**.

Foreseen actions

Rodik

Establishing a **playground for Disc Golf with six baskets**.

In 2021, the entire destination project for the **digitization** of cultural heritage will be completed. First in plan is digitisation of the Ajdovščina archaeological site.

With the construction of the water pipeline and road, plastering new **circular road around Mytchial Park** will be established. New road will be a paradise for cyclists who want to cycle from Rodik and discover Brkini (plan for 2021 - 2025). Municipality of Hrpelje-Kozina don't want to develop mass tourism but sustainable tourism connected with cultural heritage and tourism in nature. Archaeological site need special **management plan.**

Preparation of the project documentation to establish **widespread network of accommodations.**

Preparation of the project documentation for the establishment of the **widespread network of the accommodations**, because in the Rodik village are some houses that are in good conditions and are abounded. With the minimal costs, will local inhabitants renovate houses and make accommodations for tourists that will be connected in the widespread network of accommodations, which run from the Mythical Park. In the village are already existing

incentives for such cooperation. Problem in the village with which they are occurring is that some accommodations are given to the seasonal workers and con be used in the widespread network of accommodations.

Beka

Preparation of suitable **tools for measuring number of tourist**, visitors and cyclist for better planning of future actions.

Preparation of **common cross border project** with Dolina in Italy to promote Glinščica valley.

Preparation of the project idea hot to **renovate the hospital and swimming area that is located near the spring of the river Glinščica.**

Beka and Rodik

In both villages especially in Rodik has long tradition in **local gastronomy**. In future, they want to explore influences of Italian cuisine to local gastronomy and also the story from the past when local goods and products and also from Croatia were sold in Trieste.

Raise awareness about **kilometre 0** – encourage owners of the accommodations and restaurants to buy local food.

In Brkini is a very strong tradition of **ice caves** – those were an artificial caves made by men. In colder areas, they dig a hole where ice was stored and covered with straws. In Rodik they have a very good preserved ice cave, which is planned to renovate as important item of cultural heritage and as tourist attraction.

In the Municipalty of Hrpelje and Kozina is Beka on of the two villages in whole municipality where vineyards are cultivated. It is planned to organize events for the promotion of the wine and wine tradition in this two villages.

Pilot Actions

Rodik

Management plan – management plan for archaeological sites and for developing tourism. Management plan will consist of local action plan, guidelines, and tools for monitoring and participatory planning process.

Digitalization of one in the area of the prehistoric site Ajdovščina.

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Rodik

Pooling of knowledge and transferring to the inhabitants of a given area, the providers and farmers who grow food and create supply chains, the connection between them, the promotion of the upgrading of tourism products, etc. is the municipality first goal and of course a challenge.

In the village is active a **Tourist Association**, which is working on the voluntary basis. They are taking care of obtaining funds at calls of the municipality and Tourist Association of Slovenia. It takes over the organization of events. All the knowledge and tradition is transferred to younger generations that are members of the association.

In the area, the connection between all actors who are connected with tourism is low, because of the fear of the competition. With the right education and the right approach, municipality believe that they can offer them the right amount of knowledge to perceive the benefits and not the harm.

Beka

There are still many opportunities for residents to develop their offer. It is home to fruit growing and winemaking, in accordance with the natural conditions of the location of the village, which feels the influences of the sea across the Glinščica valley. Equestrian tourism is developing with psychology, and mutual interaction between humans and animals.

The inhabitants also connecting with the neighbouring villages in the municipality of Dolina in Italy, where there are many locals, and the nearby villages on the Karst edge towards Istria.

In Beka was established small **agriculture garden** with typical herbs and plants. The owner is private but it will develop as place for welcome guests.

Change

Rodik

Better engagement of local inhabitants in the future development of the village and transfer of local knowledge to younger generations for example craft activity.

Beka

Local inhabitant in Beka are counting on the municipally to take the initiative, to bring together different artisans, farmers and producers.

Foreseen actions

Rodik

With the Mythical Park and its employee, who will be constantly present there and with the establishment of joint organizations for tourism in the destinations of the Karst and Brkini, will be offered to providers, society, inhabitants a quality education with examples of good practices to see the opportunities in tourism and in connection with it.; craft workshops etc.

Pilot Actions

Rodik

Organisation of **workshop for basket weaving, blacksmithing** (there was a strong blacksmithing trade in Rodik (archaeological excavations).

Beka

Organisation of the workshops connected with the herbalism

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Regional Development Centre Koper - PP3

Municipality of Koper

Region: Coastal – Karst region

Country: Slovenia

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Hrastovlje and Kubed

In the village Hrastovlje and Kubed are established **village committee or council**. Village committee consist of people who live in the village regardless of age. They meets occasionally and discussed about the further development, investments, problems in the village, organizing events etc. They are also organizing cleaning up e events for the locals for arrangement of the surroundings and other traditional events. Participation in the committee is voluntary.

Inhabitants from both villages are also members of the **Community Cooperative Bržanija**. It is gathering local inhabitants from all small villages under the Karst Edge. The Community Cooperative enhances and strengthens social capital by facilitating the coordinated action of individuals. Within the community cooperative inhabitants identify needs together, develop ideas and build a response path and communicate with local community and municipality. They are also applying for local and national funds.

Hrastovlje

In Hrastovlje in the past were active in organizing events for example: carnival; collecting the wine; celebrating the Assumption of Mary.

Kubed

In Kubed **village committee** or council consist of 6 to 8 people from the village. They are gathering twice per months and discussing about future development about the village. Participation is voluntary and anyone from the village can participate.

In Kubed is very active **Cultural association Skala Kubed** who takes care for the cultural, sport and tourism development of the village. Since 1998, there has been a folklore group, which ceased its activity in 2013. The folklore group has left the national costumes with which the association has now a lasting memory of the former clothes worn in these places. They are now worn by the members of the association on various occasions when the association presents itself at fairs.

The **sports section, namely the bowlers**, who are the founders of the 'Brzi' recreational bowling league, is very successful. The league brings together bowling teams from all three coastal municipalities of Koper, Izola and Piran. Since 2017, the association has actively embarked on the path of tourism development. They participate in the Alpe Adria fairs in Ljubljana and Gornja Radgona, where they promote the Istrian countryside and present culinary and folklore.

All local inhabitants are invited to participate in the associations and sports club. Members are the backbone of the whole process. The tasks are divided among members from organising to other tasks that need to be carried out when organising events or presenting at fairs.

In the village they have **guest house** for the events, exhibitions workshops, concerts it is located in the centre of the village in the old mill.

Istria is recognizable for its diverse landscape and landscape patterns, architectural identity of the rural settlements, preserved nature, great biodiversity, a large number of natural values and natural processes, the richness of water and forests. Last years the image and functions of the Istrian countryside and villages have certainly changed because more and more people are migrating from the cities to countryside. Farming which was main activity in the past is replaced with the landscape of marketing and sales of its disappearing and new, artificially created, attributes. With migrations also the social structure is changing and villages are risking of losing its identity because new inhabitants don't have knowledge and also don't have sense of belonging.

Change

Hrastovlje

Establishment of cultural association in Hrastovlje

There are a few individuals in Hrastovlje who are trying to revitalise the village, but they want the whole village to participate in the organisation of events and further development. The initial enthusiasm soon dissipates when it comes to getting things done. They would like to set up an association to organise events, workshops, apply for projects and act as a link between the villagers.

Co-working space

In addition, they are trying to make an agreement with the Municipality of Koper for the co-working space which was established years ago by the Municipality of Koper. For years this space was not in use. A common space for the residents and visitors of the village would be very welcome as it would act as a unifying element in the village, and it would also make it easier to organise events, workshops and exhibition.

Re-establishment of the place for bowling

In Slovenian Istria in the past was very popular sport among local inhabitants bowling ("balinanje"). Almost every village had place for bowling. In the past, bowling was a way for gathering local people to have fun and to discuss everyday problems in the village. In Hrastovlje are planning to re-establish a field for bowling.

Kubed

In Kubed inhabitants want to see more networking between associations. The municipality tries to help associations organizing events financially through calls for tender. What is missing is help in organising bus transport during events and a more active role in resolving the landownership needed for parking spaces.

Foreseen actions

Hrastovlje

Establishment of cultural association in Hrastovlje – first step is to gather local inhabitants and to present the aim of the association and how to be part and to cooperate.

Preparation of the agreement for taking into management co-working space in the centre of the village

Kubed

In Kubed will try to have more meetings to start **communication process** between associations and the municipality to find a solution for the development of tourism in rural areas. Local food and drink producers should be encouraged to join forces and make the tourist destination more visible.

Pilot Actions

Hrastovlje

Preparation of the cultural association statute.

Preparation of the agreement for taking into management co-working space in the centre of the village.

Kubed

Active participation in the preparation of the Municipality of Koper strategy for the development and promotion of the destination Karst edge – **Outdoor Sport Park.**

Local Community Gračišče with Kubed village is working to **revive the Šavrinka Route**, which would link Istria - Croatian, Slovenian and Italian. First will be organised an **international event** where all association connected with the Šavrinka women are connected. The event will takes place in Kubed.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Municipality of Koper

In 2020 Municipality of Koper started with the initiative with the **"participatory budget"**. Local associations can apply with their own project and collecting votes from the inhabitants from the whole municipality. Those projects that collect the most number of votes are choose to be financed by the municipality. In the village Hrastovlje prepared a project with which they want to renovate two already existing drinking fountains. One drinking fountain is located in the center of the village and the other in the parking lot under the church, where a large number of visitors, recreationists, cyclists, hikers, etc. stop daily.

Local development strategy

Last year Municipality of Koper started with the participatory process for the preparation of the strategy for the tourism development of the **Karst Edge named OSP – Outdoor Sport Park Strategy.** Around the Karst Edge are numerous small villages with the typical Istrian architecture and local monuments. From those villages led many cycling and walking paths. In the villages Osp is the world famous climbing wall. Karst Edge is running from Slovenia to Italy in the protected area Val Rosandra. The area has many opportunities for tourism development. This year the process of preparation of the strategy continued. The working group consist of the representatives from the Municipality and from young people from those villages.

Kubed

In 2018 the Municipality of Koper bought in Kubed a birth house of famous Istrian poet and priest - Alojz Kocjančič. In 2020 the house was renovated and opened to public. One part of the house is a gallery the other part is for artists who want to spend their time, while working, in the village. Artist are chosen with the public tender in the fields of sculpture, painting, photography, drawing and graphics, and has relevant references in these fields. Usage of the house if free of charge. In addition, they must have a work program in place for the duration of their stay in the art residency, and preference will be given to artists who are at least 60 kilometres away from Kubed.

The residence could be rented out to artists throughout the year, with the possibility of extension to two months. The rental is free for artists, and in return they have to submit their artwork at the Municipality of Koper and carry out at least one event or activity for the general public during their stay. Artists are reimbursed the cost of materials for the production of art in the amount of 150 euros.

In February was in Kubed multimedia artist Valerie Wolf Gang.

Young people from the village are occasionally involved in the development of the village, and their suggestions are most often related to **playgrounds**. The main problem to encourage youn people to remain in the village are weak public bus connections between the village and the city and low opportunities for the employment.

Rurality

Some young people have decided to continue farming, but unfortunately they encounter bureaucratic obstacles that prevent them from expanding their activities.

Hrastovlje

Creativity workshops

Every years Association Boškarin with help of local community and municipality organise **Ex-tempore** mainly for creative young people. Main objective of Hrastovlje Ex-tempore is intended for outdoor painting, socializing and exhibitions. Every year participants creates on chosen topic. This year (2021) the topic was boškarin - Istrian ox.

Continuation family business tradition

In Hrastovlje is also very known local farm Trček. The Trček family farm has been operating in Hrastovlje for many years. They started with a vineyard and a small wine cellar. The farm grew into an estate, which today is one of the largest in Slovenian Istria. In 1982, a barn for 60 breeding sows was built, and until 1995 the farm was mainly a pig farm. The farm is located in a water protection area, so over time they reduced the number of pigs and opted for cattle.

They also rent the pastures under the Karst Edge, where they graze small livestock and cattle all year round. They have also opened a grocery store with their own meat products in the center of the village, which has enriched the local offer. The farm is now being taken over by two younger sons who will stay in the village and continue with the development of the farm.

Trend of the last years is that more and more people migrate from urban areas to the villages in hinterland. Villages are spreading and are losing typical structure and cultural heritage, on the contrary the centres of the villages remain empty because of the complex and long administrative process of managing ownership of the houses.

On the other side, some settlements with traditional homesteads and buildings were given the new opportunity, they became part of a quality tourist offer. This possibility is still very poorly recognized. It cannot be otherwise, as the symbolic, aesthetic and practical value of this part of the cultural

heritage is a consequences of low level of knowledge about its preservation, maintenance, rehabilitation, restoration, revitalization and the most important ownership.

In the village of Hrastovlje it is noticed that young people are not engaged in the village life. Reason for this situation are according to the village committee, bad experiences from the past.

Change

Hrastovlje

One possible solution for such situation will be a construction of a **children's playground** which are very important for comfortable play, recreation and socialising.
Clay workshop – lady from the village is now taking a class to get an official certificate to have workshops with clay. She is planning first to organize classes for children and later also for tourist – where they will make a statute of Istrian woman – "šavrinka" and will take it as a souvenir.

Kubed

Encourage creativity of young people and their performance at the territory.

Foreseen actions

Hrastovlje

In Hrastovlje village committee will prepare project documentation and apply to municipality call for the construction of a children's playground.

Kubed

Creativity workshops – organisation of different workshops, talk shows, performances, painting classes.

Pilot Actions

Hrastovlje

In Hrastovlje village committee will prepare project documentation and apply to municipality call for the construction of a children's playground.

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Municipality of Koper

Collecting of dangerous asbestos

Municipality of Koper and the company for waste management, in cooperation with the Local Communities, are starting a campaign to collect dangerous asbestos waste. The campaign will last until 31 October 2021. A joint campaign was prepared to celebrate the World Environment Day on 5 June, with the aim of encouraging citizens to take better and more responsible care of the environment in which they live. This is only the first step towards achieving the goal of becoming a municipality without asbestos.

The aim of the project is to encourage all inhabitants of the Municipality of Koper who have asbestos-containing material at home to deliver it at the waste collection center where it will be properly stored. In such way, all inhabitants will help to prevent contamination of living environment with asbestos.

Municipality of Koper within the promotional campaign Altroke Istra prepared guidelines how to organise public events **without single use of plastics**. They are also cooperating with the water supply company. At the events they install taps to access to fresh drinking water for free.

Every village in the hinterland of the Municipality of Koper has **ecological islands for separate waste** collection. Bulky, larger waste that due to their size, shape or weight are not suitable for disposal in containers, bags for waste can be taken away upon a call by each household in the municipality. Twice a year every household can call a municipal services.

This year an international company with Elektro Ljubljana - **Renewable energy** sources have assessed, that the most suitable location for the solar power plant is in Istria. Their plan is to place panels for a large solar power plant with a capacity of between 50 and 100 megawatts. The panels would be placed under the Karst Edge on the slopes above villages Hrastovlje and Dol and village Rakitovec. Agrarian community who is the owner of the protected meadows under Natura 2000 gave green light for the spatial intervention and for this reason they also terminate the contract with the local farmer. Municipality of Koper doesn't have long-term plan for such investments that have big impact on the environment and local people. Local communities find themselves in front of the capital and big companies and their voice is often overheard.

Hrastovlje

In Hrastovlje village committee prepared a project documentation for the **renovation of the two water pipes (fountains)** and apply for municipality funds. In Hrastovlje in the past two drinking pipes were in use. With the renovation they want to bring it back in use. One is located in the centre of the

village (on the square) and the other in the car park below the church, where a large number of visitors, recreationalists, cyclists, walkers etc. stop daily. With renovated fountains access to fresh drinking water will be provided for locals and for visitors.

Public drinking fountains are not only an urban decoration of the village, but also carry a symbolic message. Visitors would thus have access to fresh, cold water. A drinking fountain made of indigenous stone would fit aesthetically into the space. This initiative is also in line with the Municipality of Koper measure to raise awareness for the public on the careful use of drinking water and to reduce single use plastics.

Every year more and more tourist are visiting Hrastovlje due to the famous the Saint Trinity Church. The main problem is that the village doesn't have **public toilets** and because of that local inhabitants are trying to solve this issue but so far their attempt was not successful.

Kubed

Urban regeneration – in Kubed with the cooperation with Municipality of Koper are trying to renovate old building in the village. One of the good example is the successful restoration of the Kocijančič House in Kubed.

Sustainable mobility - In the past was prepared **the Šavrinka trail**. Problems arise at old paths, which are overgrown and there are no funds for cleaning.

Widespread network of accommodation - In Kubed they have prepared a conceptual project for the renovation of an old mill into a hostel, through which a widespread hotel would be organised.

In Kubed local inhabitants for the future expect from the municipality more listening for implementing projects that have already been agreed and a serious approach to addressing the proposed solutions.

Change

Hrastovlje

One of the main measure is reducing single plastic use. Village committee of Hrastovlje in line with this measure prepared project documentation for **renovating drinking fountains** in the village and apply for local funds. Renovated drinking fountain will give free access to fresh drinking water for all the visitors of the village – cyclists, tourists, and visitors, participants at events and also for local inhabitants. Municipality of Koper with aim to reduce single plastic use and plastic pollution, volume and impact of certain plastic products on the environment, prepared guidelines for organizing sustainable public events. Single-use plastic products are used once, or for a short period of time, before being thrown away. The impacts of this plastic waste on the environment and our health are global and can be drastic. Single-use plastic products are more likely to end up in our seas than reusable options. In Hrastovlje village committee in line with the guidelines has prepared a project for renovation of the drinking water fountains and gained local funds.

Water fountains available for all are sustainable alternative for single-use plastic bottles. It will also help to reduce consumption through raising awareness.

Public toilets are needed in the village due to the high number of tourists. Village committee will try to make an agreement with the Municipality of Koper and to find a solution for the problem.

Limiting noise pollution: in the village want to establish traffic circle and to place speed bumps.

Public transport: public transport that connect Hrastovlje with other villages and with the town is established. Foreseen action are connected with the construction of the two bus stations.

Foreseen actions

Hrastovlje

Renovation of the **drinking fountains** are now in the final stage. Inhabitants and visitors can now use free drinking water. Next foreseen action is installation one of the tap and arranging signs.

Public transport: preparation of the needed documentation and permission for constructions of the two bus stations.

Meeting with representatives of the Municipality of Koper with the aim to find solution regarding the **public toilets.**

Kubed

Sustainable mobility – trying to find financial support for the arrangement of **the Šavrinka trail**.

Placement of the **parking spaces** in the village. Arrangement of beter public bus connection of the hinterland with the urban area.

Widespread network of accommodation – upgrading the documentation for the realization of the hostel in the old mill.

Pilot Actions

Hrastovlje

Drinking water: promotion of the initiative of the drinking fountains with free fresh water accessible to all citizens as an example of good practice – reinventing tradition, promotion of banning single use of plastics, raise awareness of the importance of the clean water.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Municipality of Koper:

Reinventing tourism – local gastronomy

Tourism in the region has almost come to a temporary standstill because of the coronavirus disease (COVID-19) pandemic. This temporary paralysis has hit many local communities. Municipality of Koper has taken some measures to mitigate the impact of the crisis on tourism. In 2021, Slovenia was nominated as gastronomic region of Europe in this occasion Municipality of Koper, namely Institute for Youth, Culture and Tourism Koper has developed with local producers, a project “Altroke Istra”. The Institute has already las year started with the idea to help to local producers, restaurants and tourism in general. Through various promotional activities and in cooperation with various partners, gastronomy will be presented this year under the Altroke Istra brand.

In the centre of Koper has been set up an open-air gallery about the typical Istrian gastronomy. There are 13 attractive photos of typical sweets – fritule, corn minestrone – bobiči; wine – refosco and malvasia; truffles and other Istrian delicacies. In addition, some promotional videos of most recognizable restaurants was created.

It was also prepared promotional video “Altroke Istra” which gather local producers and restaurants and it is planned to organise majority of the events that promotes local gastronomy and local architecture, monuments and culture in the villages in the hinterland. Events are planned to be organised at open also due to the Covid-19 measures. In the hinterland, there are many appropriate open areas for organizing cultural and touristic events, but they lack of the necessary representation equipment. Among them, there are two that are going to take place in Kubed: The Medieval Days (July 2021) and musical evenings under the name "Čubed pod borovci" (it is planned to be organised every Tuesday in August 2021).

One of the event is Altroke Istra gourmet festival in cooperation with local caterers and with the Association of Slovenian Istrian Winegrowers. It will be set every last Thursdays of the month between May and September. Each time, the caterers will present one of the Istrian dishes, and each time the event will take place at a different location – this will be the opportunity to spread the festival around whole Istria.

In cooperation with other Istrian municipalities, in summer will be organised an event – the Tastes of Istria and another event Sweet Istra (Sladka Istra), which will focus on providers of Istrian sweets with typical Istrian ingredients.

Events will be Eco-Friendly. Local community will adopt some sustainable practices with incorporating green initiatives at their events, ranging from small-scale, easy-to-implement changes such as serving tap water - to reduce plastic bottled water; engagement of local producers; digital event planning and without single-use plastic.

Tourism development strategy for Karst edge – OSP (Outdoor Sport Park)

Last year Municipality of Koper started with the participatory process for the preparation of the strategy for the tourism and sport development of the Karst edge. Around the Karst edge are numerous small villages with the typical Istrian architecture and local monuments. From those villages led many cycling and walking paths. In the villages Osp is the world famous climbing wall. Karst Edge is running from Slovenia to Italy in the protected area Val Rosandra. The area has many opportunities for tourism development. This year the process of preparation of the strategy continued. The working group consist of the representatives from the Municipality and from young people from those villages.

Municipality of Koper has a tourism development strategy mainly for the urban area, but not for the hinterland. Its villages, nature, monuments and cultural heritage are in the tourist offer but investments in hinterland are low. There are poor (and not so frequent) connections of public transport with rural areas; tourism seasonality (summer season); low number of accommodations and incentives for it in rural areas; knowledge and low level of cooperation and conflicts management.

Cultural monuments in the villages have different owners – municipality, state - institute for culture, agrarian community, church and every owner has its own view on the development and management of the monuments. In such environment with many stakeholders is difficult to manage tourism offer and such situation causes some challenges and problems.

In the hinterland of Slovenian Istria is a lack of accommodation. Despite the fact that the area receives more and more visitors each year, the development of accommodation is very limited.

Hrastovlje

Experience Hrastovlje (2013 – 2015)

Project **Experience Hrastovlje**, was developed by the Tourist Organization of the Municipality of Koper in cooperation with local providers from Hrastovlje. To visitors was offered a single ticket for the whole tourism offer in the village. Part of the money from the sold tickets went directly to the local community. The other part of the sold tickets sold was used for the development and promotion of the project. Price of a joint ticket, which was available at the Tourist Information Point in Hrastovlje, was 7.50 euros for adults and 4 euros for children. Due to the conflicts between inhabitants, local community and other actors involved in the project, there was no will to run the project also in the future.

Local inhabitants in Hrastovlje want that the tourism in the village is sustainable and that support local gastronomy, tradition and cultural identity. Offer in the village consist of the famous Holly Trinity church; museum from the 1st and 2nd world war; Gallery of Jože Pohlen, two restaurants and a store

with local meat products and Hrastovlje Park of indigenous plants and animals. In addition to this the village is also know by some traditional events for example collecting wine – visitors are going from house to house and taste local wine and local food.

Owner of one restaurant that is located in the centre of the village is buying local products from local farmers and is also very active in the field of organizing event that are connected with the area. For example pick nick of the trout from Rižana River.

Jože Pohlen's Galery

In Hrastovlje some active local inhabitants are aware of the importance of the village but every year there are less people active. In the centre of the village stands private gallery of the famous painter and sculptor Jože Pohlen who was born in Hrastovlje. Although he left his greatest mark as a sculptor of small sculptures, he also painted. In 1949, he discovered frescos of Danse Macabre, or Dance of Death in the Church of the Holy Trinity in Hrastovlje. In 1990, on the occasion of the 500th anniversary of the frescoes, he erected a statue of a Šavrinka (Šavrinkas were women who carried local products to Trieste in baskets on their heads and exchanged them for things they needed at home). He chose wetpoint drawing as his favourite drawing technique. He often chose a woman or an animal for his characters. Jože Pohlen was an artist who deeply influenced 20th century Slovenian art. He said of his art: "My art is Mediterranean, far from being continental, yet purely and only Istrian; I would like it to be only Hrastovlje." He died in 2005 and is buried in the cemetery of St. Mark above Hrastovlje. His artistic legacy is now on display in the gallery in the centre of the village.

Today owner of the Jože Pohlen paintings don't want to be sill involved in this and wants to hand over the care of the paintings and the gallery to the association or local committee. Despite the fact that Jože Pohlen was very important for the Istria and for Hrastovlje they don't find solution on how to manage and to keep the gallery open.

The Guest House

Municipality of Koper years ago build guest house which is now closed. Local inhabitants are trying to make an agreement with the Municipality to acquire in management or lease.

Kubed

In Slovenian Istria and also in Kubed the number of private accommodation is very low but the number is growing year by year. In their opinion the best option for the hinterland is organisation of the widespread network of accommodation. Cultural, sport and tourist associations are trying to promote village by organising events. In Kubed local inhabitants see great potential for tourism development for example lately renovated residence of the Istrian writer and priest Alojz Kocjančič.

Municipality of Koper is involved in tourism development of the village with financial support for the project as it was the renovation of the residence of Alojz Kocjančič and with financial support for the events. .

Change

Hrasovlje

Jože Pohlen's Galery

Local enthusiast want to raise people awareness about the famous Istrian painter and sculptor Jože Pohlen and to keep the gallery open to public and as an element of Hrastovlje tourists offer. They are planning to raise awareness of the importance of the Jože Pohlen with the preparation of the video contents; with some events for example "Open days" with clay workshops etc.

Kubed

Hostel - in Kubed exist an old mill which is now place where cultural association gather to meet and socialize and for organisation of different events. Also musical groups from Kubed and neighbouring villages have place to play. Cultural association Skala Kubed is planning to renovate the building – old mill and to establish a hostel.

Widespread network of accommodation

Both Kubed and Hrastovlje are part of the area under the Kars Edge. The idea of widespread hotel - initiatives to link accommodation owners and to create of a widespread network of accommodation is every day more popular and active. The idea starts the cooperative Bržanija. Within the Cooperative Bržanija they also applied the project of the widespread hotel to the Local Action Group Istria call.

Farming

In Kubed local inhabitants wants to increase local production of food and to have more events and thematic paths for walking and cycling. The main role in development tourism has municipality.

Culture and identity

Upgrading offer of the birth house of Alojz Kocjančič with presentational leaflets about his life and importance for the territory and for Istria for the local and regional identity; video presentations etc.

Foreseen actions

Hrastovlje

Preparation of the material about Jože Pohlen life, work and to complement the exhibition with unpublished works and paintings.

Kubed

For the establishment of the **hostel in Kubed**, local community present the idea to Municipality of Koper and started with the preparation of the project documentation.

Working on **promotional activities** for visitors about the territory and its people.

Hrastovlje & Kubed

Widespread hotel – initiatives started with the cooperative Bržanija. In the widespread hotel will be gathered owners of the accommodation under the Karst Edge (also with villages in the pilot area Hrastovlje and Kubed). Preparation of the business plan, market analysis and checking the willingness of the accommodation owners to cooperate in the widespread hotel.

Events: Covid-19 pandemic causes some changes in organization of evens. Municipality of Koper has taken some measures to mitigate the impact of the crisis on tourism in villages and will try them to help with financial support and with the equipment. In the hinterland in Hrastovlje and in Kubed are many appropriate open areas for organizing cultural and touristic events, but they lack of the necessary representation equipment.

Pilot Actions

Hrastovlje

Creating a short **video** content about Jože Pohlen. Preparation of the concept and final product.

Kubed

Hostel: Preparation of the project documentation with the financial plan.

Preparation of the **material for the promotional activities** / digital activities – video presentation, electronic leaflets; guided tours.

Hrastovlje and Kubed

Widespread network of accommodation: first action is to gather owners of the private accommodation and to present them the idea and services of the widespread hotel and to check their willingness to be part of the widespread hotel.

Events: Preparation of the documentation and implementation of the call for tenders for the purchase of equipment – multifunctional stage.

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Municipality of Koper

In Koper is seat of the Local action group (LAG) which covers 4 municipalities. LAG Istra is a public-private partnership, established with the aim of representing common interests focused on the implementation of strategies for local development of rural area. The objective of LAG Istra is to increase interest in the project activities through the organization of animation workshops, its presence on the territory and a continuous interaction with their inhabitants. Applicants to calls for proposals thus receive the necessary support for the preparation of new projects. There are 4 thematic groups within LAG Istra: The thematic group of Tourism: agriculture; fisheries and aquafarming, as well as natural and cultural heritage and identity. The thematic groups have been formed with the aim of establishing a continuous and effective communication between the members of LAG Istra with an interest in the individual themes.

Weakness of the Local Action Group is that for the inhabitants from the rural areas those that want to apply for call are very complex. Management of the project and administration is very strict and comprehensive. Those who apply must first take a loan at the bank and then on the basis of the financial reports asked for the reimbursement.

Rural agricultural - tourist cooperative Bržanija is a social enterprise that gather people from villages who want to take an active part in it, also from the villages that are identified as pilot area. They are planning to established a local brand Kars Edge and gather all local producers of olive oil, wine, typical fruit and vegetables, sweets and to offer those products to visitors of the villages. They also aware of the intangible cultural heritage such as oral traditions, performing arts, social practices, rituals (harvesting; carnival;); festive events (wedding; Saint Martin; "šagre" – events in the each village) , knowledge and practices concerning nature (in agriculture) or the knowledge and skills to produce traditional crafts (weaving baskets; making a broom…) and are trying to preserved all this.
Their plans are also to spread knowledge from local inhabitants about the typical production of wine and brandies; picking up of wild plants and making some typical Istrian dishes, tea etc. and local customs.

Main problem of the social enterprise is that involved people are working of the voluntary basis, they don't have regular income and as a result, they have difficulty applying for tenders.

Hrastovlje

Handicraft – local enthusiast is planning to organise clay workshops for young people from the village.

Agriculture – in the village are producers of typical Istrian wine Malvasia and Refosco. Traditional Know –how is transmitted from generation to generation.

At the local farm Trček **traditional family business** is transmitted to younger generation. This is also a reason why younger generation remain in the village.

Agriculture gardens: family Trček took part in the EU project BioDiNet where with the cooperation with other associations and university established park with the indigenous animals for example Istrian cattle, Istrian sheep (pramenka); goats, Istrian donkey, Mediterranean trees for example olives, figs, almonds and herb garden and wild growing plants of the area. There is also an apiary with the Carniola bee – Slovenian beekeeper. The park can be visited by prior arrangement.

Kubed

In Kubed at the moment there no any workshops or craftworks. They have for now one painting workshop.

Agriculture and Agri-food

In the village is a **Tourist farm Jakomin** which twice a year they opened their door for eight days. During this eight days they are offering their local food, local wine and dishes that are typical in Istria. The event is called “osmica”.

According to written sources, the right to sell wine dates back to the old days of the German Emperor Charlemagne. This right was preserved even later during the reigns of Empress Maria Theresa and Emperor Joseph II of Austria. In 1784, a decree was issued allowing wine-growers to sell their wine for eight days. Place where farmer sold his wine which was tax-free, was named “osmica”. To indicate that “osmica” is open they used in the past and also today a bunch of ivy called 'fraska'. It was attached to the front door or by the roads.

The tradition of the event; old recipes in food preparation is now transmitted to younger generation.

Change

Hrastovlje

In the Hrastovlje village are trying to involve in the village life all inhabitants and to facilitate the intergenerational exchange in knowhow but willingness to participate and to work is every year lower. Social cohesion in the village is weak.

Foreseen actions

Kubed

Establishment of the cultural association will maybe foster the activation also of other group of people and opportunities to develop project that will go towards hospitable community.

Pilot Actions

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Public Institution for the development of the Međimurje County REDEA - CROATIA

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Public Institution for the development of the Međimurje County REDEA – PP4

Municipality of Nedelišće

Region: Međimurje County

Country: Croatia

General information of the Municipality of Nedelišće

The Municipality of Nedelišće is located in the central part of Međimurje County. With its more than 10.000 inhbitants and surface of 58,33 m^2, it is the biggest municipality in Međimurje. Nedelišće is surrounded by the river Drava from the South and gentle wine growing hills on the North. Toward the Northeast the Minicipality lies between the two rivers – Mura and Drava and toward the West is the border with Slovenia. Nedelišće is the part of the important international routes (road and railway) and connects the Central Europe to the Croatian hinterland and Croatian coast.

The municipality was first mentioned in 13th century by the king Bela IV. In the Middle Ages Nedelišće was an important trading center, hosting many crafts. From those days Nedelišće keeps the tradition of organizing big fairs (crafts, agriculture, wine production, etc.) in the premises of MESAP[2]. Still today we can find here many active entrepreneurs and craftsmen (over 200).

Furthermore, the municipality was historically considered as one of the important cultural centres of Međimurje (for example, it hosts one of the oldest book print shops in Croatia). Today it has a rich cultural heritage with abundance of cultural associations who are keeping alive the traditional songs,

[2] http://www.mesap.hr/

clothes, dances, etc. Together with the cultural heritage, Nedelišće is rich in natural heritage, starting from the collection of Croatian, European and tropical fauna belonging to Andrija Lesinger (1929-2010), a renowned zoologists and conservator but also beautiful fish ponds, waterfalls, nature strolls etc.
The municipality of Nedelišće has 11 settlements (Črečan, Dunjkovec, Gornji Hrašćan, Macinec, Nedelišće, Parag, Pretetinec, Pušćine, Slakovec, Trnovec), each with their own specific natural and cultural heritage.

Stakeholders' impressions of their village

As an exercise and an icebreaker at the first workshop for the elaboration of the Local Action Plan, participants had to map their impressions of the Municipality of Nedelišće. The list of things, places, events and feelings painted such a diverse picture of the municipality and uncovered the humble, warm and hard-working people and the abundance of cultural and natural resources, which could be used for the further development of the municipality and increasing the quality of life of its citizens.

Some impressions that were also a basis for LAP development were:

- Traditional Međimurje songs
- Excellent honey
- Eco-village (traditional houses)
- Traditional basket ("*Ceker*")
- Young families
- Rich water resources– river, lake, fishponds
- Excellent communal infrastructure
- Lack of community spaces for all groups of citizens
- Healthy food, healthy living
- Abundant fauna including horses, frogs, birds, fish, otters, and other animals
- Events and fairs
- Citizens care about their Municipality and keep it clean and tidy
- Unused tourist potentials
- Entrepreneurship
- Large number of active NGOs
- Agriculture.

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

The municipality of Nedelišće is proud to have a vibrant civil society and hosts the biggest number of NGOs among the Međimurje municipalities (81 in total, as registered in July 2021 in the Central NGO registry in the Ministry of administration and justice, out of which 79 are fully active). The areas of activities are diverse: from the promotion of sustainable development and sustainable agriculture (LAG Međimurski doli i bregi), to active women's associations, cultural activities, sports, firefighting, and the care for vulnerable groups (people with disabilities, elderly, children with autism, etc.), an area where the municipality of Nedelišće is especially proud of.

Overview of the number of NGOs per types of activity:

- voluntary firefighting associations – 8,
- cultural and art associations – 2,
- hunting and fishing associations – 3,
- sport clubs – 19,
- other associations including women's associations – 47.

The municipality is especially proud to have a cultural-art association "Seljačka sloga" with its activities originating from 1937. It promotes theatre/drama activities, folklore dancing, wind orchestra, "*tambura*" orchestra and children's folklore group.

Civil society occupies an important position in the development dialogue as it provides opportunities to bring communities together for collective action and mobilization of society to articulate demands and voice concerns at local, and regional level (sometimes even national or transnational). Civil society organizations build bridges between citizens and authorities and play a major role in democratization and development processes by promoting inclusive processes and inclusive economic development. Civil society is one of the key actors for developing a strategic vision for the municipality or the wider region, with their ability to advocate and promote local solutions to local challenges, and to work jointly with governments, authorities and other institutions while also holding them to account.

From the perspective of social capital, it is to be emphasised that some of the activities stand out and are to be emphasised. Those activities are aimed at:

- **Blind people** (or with severe sight disorders) – there is an **Association of blind people of Međimurje** which provides the "seeing" assistants to the blind people in the cases they need medical support, go on the trips (also organized by the Association) etc.
- **Elderly people** – there are active clubs for senior citizens which allow them to socialize and spend quality time. Many workshops are led by the Social workers and are free of charge and the clubs are led by the Centre for the help at home and ACT group.

- **Children with autism** – there is an association of parents of the children with some kind of disorder in the autism spectre. They are very active in the field of social inclusion of those children in the education system, provide personal assistants to those children and provide support to their parents.

Given the above, it could indeed be concluded that the social and relational capital of the municipality of Nedelišće is above average. Nevertheless, there is still some room for improvement, especially in the activities aimed at young people (especially teenagers) and also in promoting the inter-generation solidarity. In addition to the above one of the more horizontal challenges is the efficient coordination of the activities of NGOs and efficient use of rather limited sources (knowledge on one hand and physical space for their activities, on the other hand).

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities and threats related to the Topic 1.

STRENGTHS	WEAKNESSES
Hardworking people willing to work, especially in agriculture	Lack of financial resources for co-financing different projects (insufficient and not well distributed finances)
Availability of quality social infrastructure with free capacities for the development of new contents	There is not enough cooperation between different stakeholders in resolving issues of common interest
Preserved nature that makes this area pleasant to live	Weak integration of Roma population in the community life (also their unsatisfactory participation in the education)
Preserved tradition and intangible cultural heritage as a basis for tourism development	Lack of adequate space for cultural events
Very active NGOs	Lack of institutional care for the elderly people
Active community life (people care about their village and municipality)	Lack of resources (space and finance) for the NGOs who are promoting the community activities for different age groups
	Young families struggle in finding adequate housing solutons
	Lack of nurseries (for children aged 0 – 3 years)
OPPORTUNITIES	**THREATS**

Opportunities brought by the ethnic diversity (culture of the minorities)	Due to COVID-19 pandemics there is a significant decrease of tourist and entrepreneurship activities (local budgets are constrained)
Trend in returning to nature for heathier living, healthier food, reducing stress and exercising	
Re-shifting focus from global back to local	

Current projects

The Municipality in cooperation with other partners have implemented numerous projects. It shows the strengths in preparation and management of different projects aimed at different stakeholder groups.

Below we provide the list of the most important projects implemented in the period 2019-2020:

Project	Source	Value
2020 "Wish" – programme for employment of women, phase II **The project employs 20 women who have difficulties entering the labour market, with the focus on employing Roma women thus reducing the risk of their poverty and social exclusion and increasing their competitiveness on the labour market. The project significantly improves the quality of life of both the employed women but also final beneficiaries – elderly people and other disadvantaged persons as they are receiving all the necessary physical and psychological support, despite the fact they often live in the remote and depopulated areas which are difficult to reach. The support is in the form of hygienic supplies and other house supplies for the 12-month period.**	EU funds (European social fund)	1.857.300,00 kn
2020 Playground for children "Dolić"	EU funds (European fund for agriculture and rural development) + own funding	450.775,00 kn

2020.MESAP fair	Municipality Nedelišće	124.000,00 kn
2020 Additional works on the Kindergarten „Zvončić“	Municipality Nedelišće	168.297,64 kn
2020 Churches – monuments of culture	Municipality Nedelišće	30.000,00 kn
2020. Cultural events (Međimurska popevka,Christmas concert)	Municipality Nedelišće	2.800,00 kn
2020. Construction of stadium	Municipality Nedelišće	789.211,13 kn
2020. Reconstruction of the Republic Square	Municipality Nedelišće	153.793,62 kn
2020. Construction of grass sport terrain for children in Parag	Municipality Nedelišće	172.450,00 kn
2020. Construction of multifunctional sport playground in Parag	Municipality Nedelišće	203.870,95 kn
2020. Energy efficiency improvement project of sport hall Trnovec	Municipality Nedelišće	8.189,05 kn
2019 WIFI4EU	EU funds (European fund for regional development)	15.000,00 €
2019 Basic infrastructure of the Business zone Goričica	EU funds (European fund for regional development) + own funding	5.780.876,26 kn
2019 Energy efficiency improvement project for the sport hall Macinec	EU funds (European fund for regional development) + own funding	1.271.537,26 kn
2019 Energy efficiency improvement project for the sport hall slakovec	EU funds (European fund for regional development) + own funding	790.405,28 kn
2019 Energy efficiency improvement project for the Municipality building	EU funds (European fund for regional development) + own funding	1.175.052,31 kn
2019 “I smetje vredi” (“Waste is also valuable”)	EU funds (European fund for regional development) + own funding	369.751,82 kn

2019 Energy efficiency improvement project for kindergarten "Zvončić"	EU funds (European fund for regional development) + own funding	1.146.732,18 kn

It is to be noted that despite the mix of different topics and beneficiaries, the majority of projects were of infrastructural nature. The main reasons for this could be the following:

- Given the requirement for own co-financing in the EU projects, the available EU funds were used to solve the most important infrastructural issues in the municipalities;
- The promotors of "soft" project still lack the sufficient resources – for the preparation and management of EU-funded projects, as well as financial resources needed to sustain the positive cash flow during the project implementation (especially for non-profit activities).

Main actors

Below we are listing some of the most important NGOs which are the key component of SOCIAL AND RELATIONAL CAPITAL at the Municipality of Nedelišće (list below is not exhaustive):

- Cultural NGOs:
    - Udruga Maxenca
    - Udruga Kultivator
    - Udruga „Zlatna korita" Gornji Kuršanec
    - Udruga „Seljačka sloga" Nedelišće
    - Udruga „Međimurska gruda" Dunjkovec
    - choir "Josip Vrhovski" Nedelišće
    - Mažoretkinje Nedelišće (Cheerleading club Nedelišče)

- NGOs dealing with nature:
    - Udruga „Labud"
    - Udruga „Platana" Nedelišće

- Women's associations:
    - Udruga žena Slakovec
    - Udruga žena Gornji Hrašćan
    - Udruga žena Gornji Kuršanec
    - Udruga žena Nedelišće

- Udruga žena Pretetinec
- Udruga žena Pušćine
- Udruga žena Trnovec
- Udruga žena Črečan
- Udruga žena Dunjkovec

- Roma associations:
  - Udruga “Zajednica mladih Roma Međimurske županije”
  - KUD “Črne strele”

- Sports associations and clubs
  - Sport fishing association “Amur”
  - Hunting association “Fazan” -Nedelišće, “Srnjak” - Macinec
  - Association “Hrastinka” Pretetinec – Dunjkovec
  - Sport za sve” Pušćine
  - Društvo športske rekreacije Grabanice

- Other:
  - Wine-lovers - „Klub vinoljub“ Nedelišće
  - Association of small animals breeders
  - LAG Međimurski doli i bregi
  - pensioners - Udruga umirovljenika Gornji Hrašćan; Marica umirovljenika Međimurske županija – podružnica Nedelišće (Association of the pensioners of Međimurje county – branch Nedelišće)
  - Autism - Udruga za autizam “Pogled”
  - Children - “Čuvari djece – reach out”
  - Horses - Centar za uzgoj i zaštitu međimurskog konja – Cujzek; Hrvatska konjička akademija
  - Diabetics - Udruge dijabetičara Nedelišće
  - War-veternas - Association of volunteers and veterans of the Homeland war Nedelišće

Change

Considering citizens' positive impressions, strengths and opportunities, municipality of Nedelišće has all the preconditions for becoming an Authentic Village. LAP will build on the strengths of the municipality, including hardworking nature of people willing to work and very active participation in the community activities supported by the numerous NGOs.

LAP will also focus on strengthening its weaknesses - strengthening the collaboration between citizens and Local Authorities in activities of common interest with a special focus on building bridges between the elderly and the youth and providing needed services to both the elderly and young families. With many authentic features (traditional houses and number of events nurturing the traditional activities such as dance, songs, crafts etc.) they are well positioned to further excel as a tourist destination that could attract visitors all over Europe. LAP will not only be focused on the further tourism promotion but also on the activities that are directly related to the quality of life of the citizens of the Municipality of Nedelišće. Happy and hospitable community, enjoying living in the municipality, would for sure attract not only tourists but also new residents.

As described by stakeholders, key challenges that need to be addressed by the LAP are the following:

1. **Young families struggle with adequate housing and child care (before they reach the sufficient age for the kindergarten) – there is a need to ensure alternative child care support;**
2. **Despite the recently realized availability of day-care and related activities for the elderly, they still lack systematic care and sufficient programmes and activities to decrease their dependency on the family support – there is a need for further inclusion of elderly people in the community actions;**
3. **Lack of connection between elderly and the youth in the municipality in terms of intergenerational cooperation and exchange of knowledge, especially in the culture, tradition and recreation.**

Below we provide an outline of the strategic framework addressing the abovementioned three key challenges (development needs):

Objectives	Measures	Expected results	Indicators of achievement
1. Provide support to young families	1.1. Promotion of the alternative services of NGOs for providing support to families 1.2. Inclusion of the elderly population in the child care support services 1.3. Co-financing the cost of child care outside the nursery	1.1. i 1.2. Increased options for providing support to young families especially in terms to child care services	Min 20 children ageed 0-3, not in nursery, are in the care outside their families, not in the nursery Positive demographic trends

		1.3. Increase of number of children aged 0-3 years with ensured care outside their family	
2. Increse opportunities for elderly population to recieve daily care and participate in the activities	2.1. Using municipality space as an additional multifunctional-type of care centres for the elderly 2.2. Promote different activities of NGOs dealing with the elderly 2.3. Increase the availablity of careers for the elderly („geronto-caregivers“)	2.1. Ensured daily care for the elderly 2.2. Available diverse activities for the elderly 2.3. All elderly people living alone have access to geronto-caregivers	1 additional daily care center open Min 2x weekly activities for the elderly Increased number of geronto-caregivers by 20%
3. Increase the number of activities in culture and recreation, which bring together all generations	3.1. Support the NGOs active in the field of cultural activities and recreation 3.2. Promote intergenerational solidarity through joint activities for the elderly and children	3.1. Increased offer of cultural and recreational activities in the municipality 3.2. Increased awareness of young people and children about the needs of the elderly, improved position of the elderly in the community	Min 1x weekly organized cultural and recreational activities Min 4x yearly organized activities in which both children and the elderly participate (reading, storytelling, board games, learning traditional dialects, crafts, etc.)

Target groups

- Elderly
- Young people and families
- NGOs
- Municipality of Nedelišće

Foreseen actions

Based on the identified needs and intensive stakeholder discussions and prioritisation of foreseen activities (using the criteria of innovative/standard and realistic/no realistic), the list of activities has been identified and classified on the basis of their innovativeness and feasibility:

Innovative:

1. Trips for the elderly in which young people act as their guides and support
2. Organization of thematic events in the community (cultural, sports, dance) for all the generations

Realistic:

3. Inter-village competitions (for all generations)
4. Organized joint activities for the elderly and children in the daily care centres for the elderly (from elementary school or kindergarten) such as book reading, storytelling, learning about traditional myths and legends or local dialects
5. Include the elderly population in providing daiy-care for children, as an alternative option for young families without access to proper child-care
6. Regular recreational tours (walks, thematic tours) for the elderly
7. „Living room in the open“ – outdoor daily center with different games and activities promoting the health (physical and mental vitality and wellbeing)
8. Activate more vital elderly persons to act as event organizers and organize different activities in the elderly daily care centres

Long-term actions:

9. Ensure regular help and number of services for the elderly and other marginalized groups of citizens, including young families in need
10. Construction of homes for the elderly (for full-time stay of the elderly population) with all the neccessary services

Pilot Actions

The pilot action selected was the **Daily care for the elderly with active participation of children from kindergarten and elementary schools.** The implementation of joint activities such as reading, painting, making decorations, learning about community, learning the traditional dialects, traditional crafts and games, joint visits to other attractions in the municipality (e.g. “Honey garden”) would promote sensitivity of the younger population about the needs and status of elderly and consequently significantly contribute to the intergenerational solidarity.

The second pilot action proposed is to **establish a system of activating the older persons in the childcare for the children not enrolled in nurseries or kindergarten.** This activity would also bring dual benefits: the older persons would become more active and with increased sense of

“purpose” and “usefulness”; for the young families this would provide a safe solution for the childcare, especially if an institutional care is not possible for them, offering them also the possibility to be more active on the labour market and increase their income.

However, due to the epidemiological measures related to COVID-19 during the time of the preparation of LAP for the municipality of Nedelišće, group activities between the elderly population and children might not be possible.

Therefore, there is a third example of a pilot action which is supported by the majority of local stakeholders – to organize few times a year a **“living room in the open”** which would include a temporary outdoor daily center with different games and activities for all generations but especially targeted at the elderly population and children. This could be also adapted for the people with dissabilities. The activities would be designed toward promoting physical and mental vitality and wellbeing with a combination of physical activities (excercises), mental games as well as social interactions between different parts groups within a community.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Međimurje County is a small area where 22 municipalities are strongly influenced by the regional policy. Considering this, most of the measures, projects of bigger interest are implemented at the level of the entire County.

Demographic situation in Međimurje County

Number of children from 0 to 14 years, according to the data from 2019, was 17.632, or 16,14% of the total population of Međimurje County (109.232) while the number of young people from 15 to 29 years was 19.211, or 17,59% of the total population.

The number of pensioners in January 2021 in the area of Međimurje County was 24.560. In the period 2008-2017 there was a decline in the number of inhabitants (-2,4% or 2.749 persons). Also, there was a decline in the number of elementary school children (- 11,6%). Total migration saldo was -2.120 persons.

Participation of the youth in the community life

There is a Youth Council acting whose role is to participate in the preparation, adoption and implementation of decisions and other documents of interest to young people. The Council's scope of work includes different activities for young people – from workshops to help young people solve their problems, to thematic forums and workshops to better inform them and encourage cooperation with young people in Croatia and abroad.

Municipality of Nedelišće

The municipality has two kindergartens and two elementary schools (Macinec and Nedelišće) with three branch schools in Dunjkovec, Gornji Hrašćan and Pušćine. On the northern entrance to the municipality there is a bit fair hall MESAP, sports hall for the gymnastics ATON with large multifunctional hall and specialized gymnastics hall. Beside there are tennis courts, football court and the supporting facilities of the Football club Nedelišće as well as the sport park Trate. All these facilities offer activities for the young people and promote sport and recreation as the way of enriching the community life, socializing, and exchanging the ideas.

Municipality regularly supports the activities related to sports and recreation by co-financing NGOs active in this field.

Community information is disseminated through the Municipality Bulletin, web and Facebook pages, as well as periodic TV shows aimed at informing the young people about the opportunities in the municipality and promoting their active participation in the community life.

In Februrary 2021 there were only 319 registered unemployed persons (out of the population of 12.028 persons – less than 3%). In addition, the municipality of Nedelišće is also proud of its number of 360 university students. All of this represents the strengths in terms of using a potential of young people.

One of the biggest challenges is the slow integration of Roma population which represent more than 10% of the population in the municipality.

The list of all relevant project in the municipality of Nedelišće have been provided in the Topic 1. and below we are outlining the most important projects in relation to the activities of the youth:

2020 Playground for children "Dolić"- to promote socialization of children and young people, the Municipality has invested in the playground with modern equipment for recreation and volleyball court (funded by EU funds + own funding - 450.775,00 kn)

2019 WIFI4EU – promotion of internet connectivity in local communities and providing opportunities for young people to stay connected with uninterrupted internet connection (funded by EU funds - 15.000,00 €)

2019 Energy efficiency improvement project for the sport hall Macinec – to ensure more pleasant stay and more frequent gathering of youth in sports (funded by EU funds + own funding - 1.271.537,26 kn)

Municipality offers many opportunities for the participation of young people in the community life and supports those activities that address their needs. Nevertheless, despite those opportunities and the large number of NGOs active in working with young people, there is still room for further improvement young people's participation and engagement in the community.

For example, the municipality of Nedelišće, like many other Međimurje municipalities has a Youth council but according to the information from key stakeholders, it has been dormant for some years and needs to be revived.

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities, and threats related to the Topic 2.

STRENGTHS	**WEAKNESSES**
Orientation toward the life-long learning	Decrease in the number of elementary school children
Strong preschool and school education, tradition of teaching	Funding instability and lack of funding for projects

Low unemployment and strong self-employment initiatives	Lack of leisure activities for young people (social activities, entertainment etc.) especially for ages 13-17
Active association and civil society supported by the Municipality	Lack of interest of young people in recreational and other activities (mostly sitting at home in front of computers)
Large number of NGOs are important for the preparation and management of different EU projects	Lack of proactive policy related to solving the housing problems for the young people
Students return from high school and university to the municipality of Nedelišće	Many NGOs but too little space for their activities
ATON - excellent multifunctional facility with many opportunities for young people	Too little NGOs working with young people (inactive Youth Council)
Change in the perceptive- many young people are returning to agriculture and farming	Lack of sufficient capacities of NGOs to prepare and manage EU projects
	Too little space for young people (also outdoors)
	Lack of nurseries for children aged 0-3 years
	Insufficient capacities of the elementary schools
	Roma minority struggles with integration in the community life
	Insufficient support for young families with many children
OPPORTUNITIES	**THREATS**
MESAP offers new opportunities for start-up companies (supporting the young people to start an entrepreneurial adventure)	Very centralized country – politics on the higher level rarely have sensitivity and understanding of the local specific development needs
Financing and co-funding of residential housing especially for the young families and students; municipality measures for purchasing land and houses	Prolongation of COVID-19 might result in a decrease of jobs and distortion on the labour market
Engaging in viticulture / winemaking	
Finding new jobs in tourism and agriculture	

Change

One of the greatest challenges for the municipality is a decreasing number of young people every year, including a decreasing number of children in the kindergarten and schools. Main underlying reasons are migrations of families to other municipalities / cities or countries in search of work (to a lesser extent), as well as the negative births/deaths ratio (to a bigger extent). Therefore, this topic is focusing primarily on the youth as a future of the village and ways to attract young people to stay or return to the municipality of Nedelišće. It is also focusing on further raising their awareness of an important and proactive role that they can have in the community life and through their participation contribute to the municipality's life that can be also crafted towards their needs and aspirations.

It becomes evident that this Topic 2. related to the young people is very much connected to the Topic 1. as the young people represent one of the key fabrics for the social and relational capital of the municipality.

As described by stakeholders, key challenges that need to be addressed by the LAP are the following:

1. **Lack of activities for young people, lack of NGOs that are attracting young people;**
2. **Lack of professional orientation support for young people;**
3. **Insufficient capacities and working space for the large number of NGOs in the municipality.**

Below we provide an outline of the strategic framework addressing the abovementioned three key challenges (development needs):

Objectives	Measures	Expected results	Indicators of achievement
1. Offer ensure higher quality of social and creative life for the young people	1.1. Activating the association of young people who would be active in co-creating development projects in the municipality 1.2. Promote the participation of young people in the civil society through volunteering and activities implemented in schools (and in cooperation with schools)	Association(s) of young people active Increased participation of young people in NGOs leads to higher satisfaction with their lives Ensured space for NGO activities, especially those working with young people	Young people actively participate in the identification and co-design of development projects in the municipality of Nedelišće Increase of participation of young people in NGOs by 20% Min 200 additional square meters of space for NGOs e

	1.3. Ensure the space for NGO activities, especially for young people		
2. Promote self-employment in agriculture, recreation, tourism, IT/creative industry, etc.	2.1. Ensure availability of career counseling services for young people (at least on an ad-hoc basis or through cooperation with larger centres) 2.2. Ensure the availability of education for young people related to entrepreneurial skills 2.3. Promote self-employment in the sectors important for the municipality (agriculture, food production, tourism etc) 2.4. Financial and promotional support to young entrepreneurs and farmers	Available support to young people in chosing own educational and professional path (in cooperation with other municipalities or city of Čakovec) Increased interest in entrepreneurship Increased number of start-ups Increased social reputation of young entrepreneurs and farmers	Career center for counseling fully functional 10% more young people are self-employed 10% increase in the number of start-ups Annual awards for young entrepreneurs and farmers
3. Increase the availability of space for the activities of NGOs and promote their cooperation which will strengthen and multiply their capacities	3.1. Promote cooperation between NGOs to increase their capacity for preparation and management of donor funded projects 3.2. Capacity building of NGOs for international cooperation (partnership building, networking, communication and information, etc.)	Increased funding for NGOs via Eu funds NGOs have bigger number of joint projects, also with other county, national or internationals NGOs	Min 3 projects/year co-financed by donor funds Min 5 projects/year with joint participation of multiple NGOs Active role of municipality in coordination of NGO activities

Target groups:

- Young people (preschool / school children) and their families
- Kindergarten and primary school
- NGOs/ youth associations
- Other indirect stakeholders (Municipality of Nedelišće, Međimurje County, County Development Agency REDEA, etc.)

Foreseen actions

Based on the stakeholders' brainstorming and prioritisation of foreseen activities (using the criteria of innovative/standard and realistic/no realistic), the most innovative and/or realistic actions were the following:

Innovative:

1. NGOs lead sports and recreational activities in the Municipality and include young people
2. NGOs with young people are responsible for creating and guiding the thematic tours through the Municipality for its citizens and tourists
3. Award procedure and competitions for young entrepreneurs and farmers

Realistic:

4. Active participation of young people in the creation of development strategy of the municipality via the Youth Council
5. Organize study trips for young entrepreneurs and farmers to see other successful examples abroad or elsewhere in Croatia[3]
6. NGOs design and lead the extracurricular activities for the school children (sports, computers and programming, photo workshops, dance, etc.)
7. Establishment of an Info-centre for the NGOs (managed by the Municipality) with the purpose of coordinating NGOs in the municipality and ensuring adequate space for their activities

Longer-term actions:

[3] It could be one of the activities of business support centre planned in MESAP, see Topic 5.

9. Re-designing of MESAP as an incubator for start-ups, offering all relevant business support services and trainings

Pilot Actions

There was a consensus among key stakeholders that the biggest impact on the youth participation would be the **to promote active participation of young people through the Association of youth or establishment of an umbrella NGO linking all the NGOs dealing with youth-related topics.** Such organization would engage young people in co-creating and promoting the development projects linked to the specific needs of the municipality based on the interest of young people. Furthermore, it would create meaningful activities for the leisure time of young people and it would be active in cooperating with other NGOs in creating better offer of extracurricular activities in schools.

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

The Municipality of Nedelišće is located in the central part of Međimurje municipality, between the two cities of Northwest Croatia – Varaždin and Čakovec. On the West it borders Slovenia and on the South, there is a river Drava and artificial lake (HE Dubrava).

Is suffers from relatively heavy traffic as it is located at the junction between Central Europe and Adriatic Sea and most of the intra-county roads pass through it.

Municipality of Nedelišće is a part of Regional Park Mura-Drava[4] (protected nature), which is characterized by extremely high biodiversity as those two rivers are among the rare valley rivers with still their natural flow (no human interventions on the flow).

Despite these natural resources, the municipality also faces two other distinct threats:

- uncontrolled agriculture and other activities which could jeopardize still high quality of the underground water, and
- separating and recycling communal waste is still at a very low (unsatisfactory) level.

Current projects

There are several relevant projects implemented by the Municipality which are aiming at solving the above mentioned issues:
Business zone Goričica – road construction, wastewater drainage, pedestrian and cycling paths constructed, public lightning

Construction of pedestrian and cycling paths – construction and reconstruction of several streets

Sustainable waste management – supply of containers for separate collection of waste, construction of recycling facility

Energy efficiency in the public objects – reconstruction of public buildings to be more energy efficient and LED-oriented public lighting

[4] Protected area covering 5 Croatian counties, which still allows for economic activities and use of natural resources if they don't significantly affect its function and characteristics

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities and threats related to the Topic 3.

STRENGTH	**WEAKNESSES**
Own communal company in charge of management of green spaces	Insufficient care about own water sources
Own water-supply	Insufficient use of renewable energy sources
Increased awareness on the need for waste separation	Illegal construction in the protected areas
NATURA 2000 site	Lack of respect toward the environment
Web-shop for local agricultural products	Heavy transit traffic
	Lack of knowledge on the consequences of uncontrolled economic activities (e.g. agriculture) on the environment
OPPORTUNITIES	**THREATS**
Ecological, bio-dynamic, and organic farming	Pollution of water sources
"Farm to fork" concept	Natural disasters
Possibility to introduce the scheme for eco-fruits and vegetables in schools	COVID-19 negatively impacts the economic activities in the Municipality
Eco-rural tourism	
Branding of local products	
Energy communities	
e-government, e-services	

Main actors:

Apart from the Municipality of Nedelišće and its own communal company, there are other relevant actors:

1. **Međimurska priroda (Nature of Međimurje) – Public Institution for Environment Protection** was founded according to the Nature Protection Act. The institution is responsible for protecting, maintaining, and promoting the protected area in the Međimurje County to protect and preserve the authentic environment, as well as to ensure natural processes proceed undisturbed and to enable sustainable use of natural resources.

Related to the issue of Mineral Raw Materials, Renewable Energy Sources and Energy Efficiency, it is worth mentioning that currently in the area of Međimurje County there are 11 active exploitation fields for sand and gravel, 5 hydrocarbon exploitation fields, Draškovec geothermal water exploitation fields and 3 exploitation fields of geothermal water. In schools and public buildings owned by County and local government unit, energy and water consumption is monitored through the Energy Management Information System.

2. **Međimurje Energy Agency Ltd. (MENEA)** took care of renewable energy sources in Međimurje County. The mail goal of MENEA is sustainable development in accordance with actual needs in the area of the County of Međimurje while focusing on enhancement of the use of Renewable Energy Sources (RES) and Energy Efficiency (EE).

One of the most important strategic determinants of the development of Međimurje is certainly the high quality of life. When we talk about waste management, Međimurje County is by far the most efficient county in the territory of the Republic of Croatia in the separation of collected municipal waste. All local government units have developed a Waste Management Plan. Organized municipal waste collection includes the whole county that dispose of waste at one official landfill in the area of Međimurje County (Totovec), except for three municipalities' which dispose waste outside the Međimurje County.

3. There are three waste collection companies operating in the County (**ČAKOM Ltd. GKP PRE-KOM Ltd. and Murs-ekom Ltd**.) which also carry out various projects and educational activities.

Thanks to the tidiness and high standard of bicycle paths marked by traffic signals, bike rest areas with info panels and self-service stations, Međimurje is a part of the Cyclist Welcome Network. In the area of Međimurje County there are several official bicycle routes that can be found on the official website of Međimurje-bike (https://www.medimurje-bike.com/).

Change

The construction of communal infrastructure and waste management in the county is one of the best in Croatia. However, according to the defined challenges, it is still necessary to increase the awareness of residents, starting with the youngest but also the farmers, about the importance of protecting biological and landscape resources (with special focus on water resources) and diversity through education and implementation of programs and projects on environmental protection, energy efficiency and the use of natural resources for energy. Precisely for this reason, municipalities are obliged to ensure the annual implementation of educational and informative activities related to waste management in their area.

In addition to the above, it is necessary to ensure that the protected nature and environment as well as healthy food are enjoyed by both the citizens but also the visitors in the Municipality of Nedelišće. Therefore, the municipality should ensure availability of local healthy food for its citizens via short supply chains ("from farm to fork"), promoting the web-shops and schemes such as local fruits and vegetable in local schools and kindergartens.

As described by stakeholders, key challenges that need to be addressed by the LAP are the following:

1. **Lack of care for the protection of water sources;**
2. **Insufficient use of renewable energy sources;**
3. **Insufficient awareness on the importance of nature and environmental protection among all age groups in the community.**

Below we provide an outline of the strategic framework addressing the abovementioned three key challenges (development needs):

Objectives	Measures	Expected results	Indicators of achievement
1. Fight harmful practices, which are endangering the quality of environment	1.1. Promotion of organic, ecological and bio-dynamic food production 1.2. Awareness raising campaings on the importance of environmental protection (incl. waste separation) 1.3. Promotion of the consumption of locally grown food (short supply chains for the reduction of the carbon footprint) 1.4. Prevention of uncontrolled reduction of forest areas and illegal construction in protected areas through increased inspections and control (through formal control measures but also through "neighbourhood watch")	Gradual reduction of harmful practices in agriculture which are polluting environment Increased share of separated and recycled waste Increased awareness on the benefits of local food consumption Higher availability of local food to citizens and visitors Installed good forest management practices	Increase of agricultural land for ecological and organic production by 5% Maintained high quality of drinking water Increased comsumption of local products by citizens (in schools, kindergartens, care centres etc.) Increase of users of local products from local farmers by 25% Decrease in the quantity of timber theft

2. Increase the share of renewable energy sources (RES) for private and public use	2.1. Promotional activities related to the use of RES 2.2. Support of the municipality for the preparation of project documentation for future RES projects	Increased share of renewable energy sources (RES) for private and public use	Increased share of renewable energy sources (RES) by 5%
3. Promote environmentally friendly activities	3.1. Promotion of eco-tourism 3.2. Promotion of sustainable mobility 3.3. Implementing the educational activities related to environmental and nature protection for all generations (cooperation with NGOs)	Increased quality of environment due to decreased pollution via traffic, inproper waste management etc. Increased share of separated and recycled waste Raised awareness of the citizens on the importance of environment protection thorugh implemented promotional campaigns	Min 5 projects related to eco-tourism Share of separated and recycled waste increased by 10% Min 2 campaigns/year implemented and targeted toward environmental protection

Target groups:

- All citizens through targeted activities
- Farmers

- Kindergarten and schools
- NGOs especially environmental and nature-oriented
- Other indirect stakeholders (Municipality of Nedelišće, Međimurje County, County Development Agency REDEA, etc.)

Foreseen actions

Based on the stakeholders' brainstorming and prioritisation of foreseen activities (using the criteria of innovative/standard and realistic/no realistic), the most innovative and/or realistic actions were the following:

Innovative:

1. Development of smart applications for different topics related to environment – finding illegal waste disposal sites, finding protected plants and animals, etc.
2. Creation and use of video-games for education on environmental protection ("edutainment"), e.g. against the single-use plastic, benefits of eating local food etc.

Realistic:

3. Content development to include in the future smart applications for touristic promotion of the Municipality, networks of municipalities and Međimurje county
4. Include local fruits and vegetables in schools and other public institutions
5. Implementation of system of e-bicycles for the citizens and visitors
6. Further improvement of web applications for the promotion and sale of local products

Longer term actions:

7. Awareness raising and other activities related to the prevention of illegal construction (e.g. strengthening of inspection services)

Pilot Actions

Relatively easily implementable and low-cost action with high impact would be to organize **entertaining educational activities on the topic of environmental and nature protection** for all generations, but especially for the children. It could be in a form of:

- knowledge competitions (or “pub-quizzes”)
- interactive theatre shows
- competitions in storytelling, drawing comics or writing poems on the topic of environmental or nature protection
- elderly people explaining examples of “resource efficiency” from the times they were young; telling stories how the “recycling” and “zero-waste” approach was implemented by our grandparents – to show the younger generations how environmentally friendly life has been in the rural areas.

This activity could be in the future further expanded to **the development of content for different types of smart applications** (tailored for all generations) related to environment and nature. They would include for example locating illegal waste disposals or other environmental hot-spots, finding protected plant and animal species, educational games related to environment and nature protection, etc. Such smart applications (including Augmented reality or Virtual reality) could also be used to promote eco-trails, interpret nature and cultural heritage etc.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

The tourism in the Municipality of Nedelišće is still under-developed, it has only 5 accommodation objects (1 pansion, 1 hostel and few apartments):

ACCOMMODATION	LOCATION	NUMBER OF BEDS
Apartments	Gornji Kuršanec	8+2
	Nedelišće	6+2
	Slakovec	8
Hostel	Nedelišće	29+9
Pansion	Pušćine	24+4

Traditional gathering of local citizens in cafe bars is the heart of social life of citizens. Visiting cafe bars is a daily ritual for elderlies which represent them memories and images on some long past times. Total amount of cafe bars in Municipality of Nedelišće is 15, there are two restaurants and five bistros/pizzerias.

Cultural heritage

Even though the tourism in the municipality is still underdeveloped, there is no doubt that the municipality has plenty to offer in terms of cultural or historic heritage, throughout all of its 11 villages. The most interesting localities are the following:

- Old printing press – replica of old printing press in Pušćine,
- Birth place of Josip Štolcer Slavenski, Črečan – renowned music pedagogist, composer and conductor,
- Birth place of Ivan Novak - renowned reformer of Međimurje,
- Zoological collection of Andrija Lesinger – impressive private collection of stuffed animals,
- First railway connecting Budapest, Vienna and Trieste – there is a historic collection about the life of people working on railway,
- First printing service in Međimurje and one of the first in Croatia,
- Authentic houses in Črečan,
- “Čiga” in Slakovec (water well with water extracting wooden tool)

- Monument of Nikola Zrinski
- Sculpture Smoligar in Dunjkovec – production of broom from birch branches, making of traditional baskets (“cekeri”), sale of “smoliga” (woods for fire)
- Church of Saint Trinity
- Church of Blessed Virgin Mary Procession,
- Horvat blacksmith workshop in Gornji Hrašćan.

The municipality of Nedelišće is also famous for numerous events and manifestations, such as:

- Festival of Međimurje songs (“međimurske popevke”) which is on the list of intangible Croatian cultural heritage from 2013, it is held for already 49 years.
- Thanksgiving Day – a fair offering local products with NGOs promoting traditional activities, customs and crafts. The fair is also rich in the cultural programme.
- Christmas concert – best known concert “brand” in the Northwest Croatia, staged as theatre with rich scenography and programme.

Furthermore, it is to be emphasised that the municipality also offers many activities such as bicycle tours, sport events, horse-back riding, hunting, fishing, bowling, flying with ultra-light aircrafts. It also has one of the most modern sport halls in the county.

Traditional crafts are preserved by many craftsmen and NGOs (in total 16 working on products attractive for tourists).

The municipality of Nedelišće is famous for its women associations which nurture the tradition and cultural heritage.

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities and threats related to the Topic 4.

STRENGTHS	**WEAKNESSES**
Availability of quality social infrastructure with capacities for the development of new contents	Insufficient co-financing of projects
Preserved nature that makes this area pleasant to live (water, forests, meadows, bees, horses, etc.)	Insufficient domestic products in the tourist offer (insufficient and inappropriate offer of gastronomy)
Richness in cultural and historical heritage	Lack of quality accommodation and tourist offer
Tradition in events, manifestations, fairs	Insufficient promotion of local tourist product and attractions

Rich in cultural associations (choirs, dances, traditional crafts, etc.)	Lack of quality, local tourist guides/ interpreters
	Ignoring the richness of the culture of Roma minority
OPPORTUNITIES	**THREATS**
Better positioning at the national level	Inadequate representation and promotion of continental tourism
EU funded projects that will help develop cultural tourism but also integrated tourism based on natural and cultural heritage	Inadequate education after formal education in terms of life-long learning programmes/skills development related to tourism
Branding of local products	Aggressive agriculture (improper use of pesticides) jeopardizes the nature
Preserving the authenticity of villages	Forest devastation (improper forest management)
Promotion of the heritage of minorities (e.g. Roma and other ethnic groups)	Repurposing of land (from agriculture to construction)
Digital nomads	
Offering authentic tourist accommodation (sleeping "in the stall", camping/glamping, etc.)	
Green infrastructure in settlements	

Current projects

Project	Value
Establishment of tourist office – **to professionalize the tourist development of the municipality, coordinate tourist activities and provide support to the further development of tourist offer and increasing the quality of tourist services of the municipality of Nedelišće**	Funded annually – in total 101.241,64 HRK per year
Development of cultural activities: promotion of Međimurje songs ("Međimurkse popevke"), Christmas concert – **promotion and branding of these most renown and valuable events and supporting the local entrepreneurs to benefit from the increased tourist offer**	Funded annually, total amount is not known

Change

Although tourism in the municipality is developing fairly well, more investments are needed in special forms of tourism (weekend tourism, eno-gastro tourism, cycling tourism and cultural tourism) as well as additional investment in marketing and expansion of accommodation capacities. The offer of tourism in the municipality is scattered and it is difficult to find the information on all the attractions (which are plenty!) on one place. Also, many tourist service providers are not educated enough for provision of high-quality tourist services.

Additionally, tourist attractions especially those related to e.g. traditional crafts, local food and storytellying (local stories, legends and mythology) are not yet ready for international markets and are still fairly localized thus need to be better developed, interpreted and promoted – "packaged".

One of the key challenges recognized by stakeholders was related to a lack of networking and cooperation among tourism stakeholders, as well as to a lack of further opportunities for lifelong learning to increase skills and capacities in the area of tourism, interpretation, guiding, management, marketing and other related areas. Thus, main objective for the change within Topic 4. was to increase the tourist offering and branding (recognisability) of the whole destination, including the branding of different local products, and also strengthen integrated tourist management. Furthermore, the needs lie in the networking and skills building capacities of tourism stakeholders through different educational and certification programmes in cooperation with other partners in Međimurje and broader. One area that also needs additional strengthening is destination management and creation of integrated tourist products with an added value. The municipality of Nedelišće has all the ingredients for a successful and attractive tourist destination but needs more attention to promotion and branding of its attractions.

As described by stakeholders, key challenges that need to be addressed by the LAP are the following:

1. **Insufficient promotion of the destination (lack of brands);**
2. **Lack of integrated and recognizable tourist offer;**
3. **Insufficient accommodation facilities (especially for larger groups).**

Below we provide an outline of the strategic framework addressing the abovementioned three key challenges (development needs):**Objectives**

Objectives	Measures	Expected results	Indicators of achievement
1. Develop recognizable destination	1.1 Developent of gastro offer 1.2. Support event which contribute to the recognizability of the destinaton 1.3. Use of cultural association for intergrated promotion of the destination 1.4. Promote the cultural heritage of Roma minority (to demonstrate the cultural richness and diversity but also to contribute to the intergration of Roma into community)	Increased recognizability (brand) of the destination through its cultural, gastro historic and natural heritage Increase of tourist arrivals and their longer stay in the municipality	Designed brend (logo) for all or groups of local products Number of visitors increased by 15%, spending per visitor increased by 20%
2. Structured and integrated management of tourist offer (tourism development) of the municipality of Nedelišće	2.1. Elaboration of integrated Strategy for Tourism development 2.2. Development of thematic routes through the municipality for all ages and interests (using the potential of Honey Garde, Horses, fishponds, blacksmith shop, „Mamica“, „čiga“, etc.) 2.3. Provision of education and advisory services in tourism	Existence of integrated Strategy for Tourism development, with Action plan and pipeline of feasible projects Designed and promoted thematic routes	Adoption of integrated Strategy for Tourism development i, with Action plan and pipeline of feasible projects Min 3 thematic routes designed and promoted (e.g. via interactive smart applications)
3. Improved accommodation offer	3.1. Promotion of cooperation between smaller tourist service providers and creation of joint offers 3.2. Support in the development of eco-tourism	Improved offer of accomodation units through cooperation beween tourist service providers Increased number of eco-tourism locations Good connection between tourist attractions in the whole	Joint tourist offers increased by 20% 3 new eco-tourism locations developed Min 3 types of organized/public transport services available to connect the tourist attractions

	3.3. Ensure good connectivity (sustainable mobility) between tourist attractions and accomodation facilities.	municipality (posibility to use organized/public transport services)	

Target groups:

- Tourist guides and tourist stakeholders
- Young people – a potential for their employment and staying in the municipality
- Visitors (new and returned)
- Indirect stakeholders and destination management-support organisations (Tourist Association, Tourist office, Municipality of Nedelišće, LAG Međimurski doli i bregi, Međimurje County Tourist Board, County Development Agency REDEA, etc.)

Foreseen actions

Based on the stakeholders' brainstorming and prioritisation of foreseen activities (using the criteria of innovative/standard and realistic/no realistic), the most innovative and/or realistic actions were the following:

Innovative:

1. Development of smart IT applications for connecting tourist attractions and interpretation of cultural and natural heritage

Realistic:

2. Festivals for promotion of specific local products or skills in the Municipality, including the promotion of the heritage of Roma minority
3. Better connection with other attractions in the neighbouring municipalities - creating of joint promotion, joint thematic tours etc.
4. Connect the municipality with international bicycle routes and develop services along the routes

5. Establishment of attraction routs (e.g. Črečan route) – richness of offer in one or several villages (e.g. fishpond, Honey Garden, Horses, čiga, waterfall, etc.)
6. Inter-village competitions - sports games, quizzes on history, traditional dialects and heritage, traditional skills, etc. in which the visitors/tourist could compete
7. Include local NGOs in creation of cultural and creative activities and offer of the municipality of Nedelišće

Longer term:

8. Construction of new/bigger accommodation facilities
9. Integrated tourism management in the municipality of Nedelišće but also in Međimurje county

Pilot Actions

Relatively easily implementable and low-cost action with high impact would be **the development of thematic (or cross-thematic attractions) routes through the municipality** for all ages and interest groups (exploiting the potential of Honey Garden, horses, fishpond, blacksmiths workshop, "Čarolija", "Mamica", dr.Ivan Novak, "čiga", historic print shop etc. It can be accompanied by the development of smart applications for the interpretations of the cultural, historical and natural heritage (also using augmented or virtual reality features). Along the routes it should be possible to buy local products.

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

According to the data of the Chamber of Crafts from February 2021 the municipality has 161 active craft (11% of the whole Međimurje): 23 production crafts, 91 service crafts, 12 catering and tourism crafts, 14 construction crafts, 11 transport crafts, 2 in agriculture and 8 for personal services. Međimurje was always famous for its small businesses.

In addition to the economic activities, local population is proud of old craftsmen (nurturing traditional crafts). For example, in the centre of village Dunjkovec there is a sculpture "Smoligar" from the fossil oak. Also, not to forget that the municipality of Nedelišće is very famous for its traditional baskets ("*cekeri*") made of corn shells.

There are 337 registered family farms (7,2% of total number of family farms in Međimurje). Their geographical distribution is the following:

Name of the village	No. family farms
Črečan	19
Dunjkovec	10
Gornji Hrašćan	68
Gornji Kuršanec	9
Macinec	30
Nedelišće	87
Pretetinec	14
Pušćine	48
Slakovec	16
Trnovec	36

In the Middle Ages the municipality of Nedelišće was an important trading center, hosting many crafts. From those days the municipality keeps the tradition of organizing big fairs (crafts, agriculture, wine production, etc.) in the premises of MESAP[5]. Still today we can find here many active entrepreneurs and craftsmen (over 200).

[5] http://www.mesap.hr/

The municipality is determined to promote the entrepreneurship and productive “Know-how”. In its development Strategy 2011-2020 it was emphasised that the municipality has put special focus on:

- The promotion of traditional crafts and skills;
- Development of tourism, establishment of souvenir shops and info points;
- Development of “Road of Tradition” – tourist zone Prlekije and Međimurje includes the municipality of Nedelišće but so far the tourist offer along the road is not yet sufficiently developed

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities and threats related to the Topic 5.

STRENGTHS	WEAKNESSES
Long tradition of crafts and small businesses	Tourism is underdeveloped – municipality is not recognized as tourist destination
Knitting from corn shells originates from Nedelišće (*cekeri*)	Insufficient knowledge on the tourist services and selective tourism offers
Hard-working and hospitable local population	Relative passive attitude of young people toward community activities
Large number of active NGOs	Lack of initiatives for the improved use of space (especially MESAP)
Large number of family farms (337)	Lack of interpretation of heritage of the municipality
Existing workshops for transfer of knowledge, especially on traditional crafts (but need to be intensified)	Inactive Association of entrepreneurs of Nedelišće (could be reactivated)
MESAP – long tradition of fairs and also gathering space for entrepreneurs and community (big potential not fully used yet)	
OPPORTUNITIES	**THREATS**
Placement and promotion for tourist purposes – tourist products and services	Depopulation and emigration of young people
EU projects	Transit (closeness of the two bigger cities – Varaždin and Čakovec) - heavy traffic but also migration of services/entrepreneurial activities to bigger cities

Ecological, organic and bio-dynamic agriculture	Depopulation, emigration of young population
Digital nomads	Restrictive legislative framework for solving locally specific development needs
ATON gymnastics centre could be better used for the promotion of destination and also linking different services to it	

There are no current projects on this topic but one of the planned projects is the **Revitalization of an authentic house for ethno-collection** – old printing shop, traditional crafts, garden of healthy food.

Main actors

1. **LAG Međimurski doli i bregi –** connecting citizens, local government, NGOs, private organizations and others with the purpose of promoting sustainable rural development. One of the most relevant activities implemented so far is **official recognition of "ceker" as intangible cultural heritage –** in the municipality there are over 60 knitters of ceker using corn shells and it represents the big potential in economic and touristic sense. LAG also promotes this skills of making "cekers".
2. **NGO Maxenca Macinec –** active in the promotion of culture, sports, arts, nature and environment protection, implementing activities with children and elderly, preservation of ethno-heritage.
3. **NGO Hrastinka –** active in awareness raising on the ecological issues, promotion or recreation and sports, contributing to the development and promotion of villages Dunjkovec and Pretetinec.
4. **Association of women Slakovec, Gornji Kuršanec, Nedelišće, Pušćine, Pretetinec. Trnovec, Črečan, Dunjkovec, Gornji Hrašćan**
5. **NGO Kultivator –** active in the promotion of cultural heritage, tradition and arts
6. **"Winelovers Club" Nedelišće –** association of wine growers and vine producers.

Change

The municipality of Nedelišće could be recognized as a small attractive tourist destination but it needs to be further branded and effectively positioned in the market, with an emphasis on the valorisation of its cultural heritage, healthy food, and traditional crafts. Most initiatives for tourism development

are still fragmented and led by individuals. It is thus necessary to make the entire local population aware of the potential of tourism, especially if approached in a coordinated and integrated way so it is thought of not only as an additional source of income but also as a way to improve the quality of life of the citizens of the municipality of Nedelišće.

Given the long tradition in crafts and small businesses the Municipality should identify innovative ways to use the premises of MESAP in order to promote innovative ways of doing business, such as ecological and organic or bio-dynamic farming, promotion of cultural and creative industries, IT, etc.

In this sense, the position on the main route from Central Europe toward the south (and Adriatic sea) as well as being located within the Mura-Drava Regional park should be further exploited to promote the destination and its specific products (e.g. “ceker”, honey, etc.)

As described by stakeholders, key challenges that need to be addressed by the LAP are the following:

7. **Insufficient use of MESAP;**
8. **Insufficient awareness of the importance and value for ecological, organic or bio-dynamic farming;**
9. **Lack of attractive and well-paid jobs for young people.**

Below we provide an outline of the strategic framework addressing the abovementioned three key challenges (development needs):

Objectives	Measures	Expected results	Indicators of achievement

1. MESAP as an entrepreneurial centre offering space and services for start-ups, as a digital hub, offering space for NGOs, promotion of IT and creative industries, centre for new technologies for sustainable development - which can support the branding and promotion of cultural and natural heritage of wider area	1.1 Increase the functionality and use of MESAP space 1.2. Elaborate long-term business plan for MESAP 1.3. Attract NGOs and young entrepreneurs to use the space and services of MESAP 1.4. Promotion of entrepreneurship in mid and high-tech sectors (offering support services, mentorships etc.)	MESAP is functional throughout the year and serves and business support institution and hub for NGOs	Min 10 programmes/services in MESAP Long-term business plan adopted Use of space is at minimum 90% - used by entrepreneurs, NGOs and citizens
2. Increase the knowledge and interest in ecological, organic and bio-dynamic farming	2.1. Promote the transfer from conventional to ecolocical, organic or bio-dynamic agriculture through education, provision of advisory services (on technology and access to market, access to financing), subsidies, study tours, 2.2. Establishment of a demonstration centre or demonstration gardens for novel agricultural practices 2.3. Brand, promote and provide awards for products from ecological, organic or bio-dynamic agriculture	Agriculture is a source of healthy and high quality food based on the principles of sustainable development, which makes the municipality recognizable	Increase of ecolocical, organic or bio-dynamic farmers by +10 Increased offer of ecological, organic or bio-dynamic products by 20%
3. Promotion of traditional crafts as part of the community identity	3.1. Organization of short-term workshops or longer-term training programmes (individual or group) to learn the skills of traditional crafts and explore the materials traditionally used and novel materials which could also be used 3.2. Involve the NGOs in the promotion of traditional crafts through their cultural, recreational, social, etc. activities	Traditional crafts still provide significant source of jobs and income for the local population. Traditional crafts are used to brand the whole destination.	Organization of min 4 workshops per year on the skills for the traditional crafts Number of craftsmen is not decreasing over the years.

	3.3. Promote linkages between traditional crafts and other sectors (tourism, agriculture, IT, etc.) in the creation of joint offers or using traditional crafts for branding and promotion of „modern“ products 3.4. Provide financial and advisory support, study tours and scholarships for traditional crafts to make it attractive for the young people and help the survival of traditional craftsmanship		Minimum 5 novel products branded using certain aspects of traditional crafts

Target groups:

- Young people
- Elderly, especially traditional craft-makers
- NGOs
- MESAP
- Tourist stakeholders
- Indirect stakeholders (Municipality of Nedelišće, Međimurje County, County Development Agency REDEA, etc.)

Foreseen actions

Based on the stakeholders' brainstorming and prioritisation of foreseen activities (using the criteria of innovative/standard and realistic/no realistic), the most innovative and/or realistic actions were the following:

Innovative:

1. MESAP as a digital hub – supporting the digitization of industry and creating better conditions for the digital industrial transformation in Međimurje county
2. Fairs and promotion of ecological, organic and bio-dynamic farming and products
3. Establishment of demonstration gardens for the innovative solutions in agriculture and farming
4. Promote linkages between traditional crafts and other sectors (tourism, agriculture, IT, etc.) and creation of joint offers or using traditional crafts for branding and promotion of „modern“ products, example of “*ceker*” as the recognizable municipality brand

Realistic:

5. Creation of system of mentoring for young entrepreneurs and farmers
6. Promotion of traditional crafts – fairs, events, using traditional motives in promotional activities and branding of the municipality and specific destinations
7. Municipality and NGOs are using the traditional crafts (or certain aspects of it) for the visual identity of their other activities (cultural, educational, environmental, social etc.) - examples are “ceker” in the logo of municipality activities, NGOs using “*ceker*” for their activities with children or other vulnerable groups, etc.

Longer-term:

8. MESAP as an incubator and business support centre for the IT industry (including production of video games)

9. MESAP as an educational and demonstration centre for ecological, organic and bio-dynamic farming – offering training programmes, advisory support to farmers, exchange of knowledge and experience, presentation and promotion of products, promoting international cooperation.

Pilot Actions

Pilot action selected by the main stakeholders to be implemented within the scope of this LAP was on **using “*ceker*” as the motive for integrated promotion of municipality –** production of souvenirs, t-shirts, skirts, hoodies, hats, etc. with the motive of “*ceker*” for different events and manifestations, including the Festival of “međimurske popovke “ and the Cristmas concert. Using the motives of “*ceker*” for the festival of lights (projections of “cekers” in different motives on the public spaces), experimenting with 3-D printing of “ceker”, using this motive for packaging of local products.

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: PI REDEA – PP4

Municipality of Štrigova

Region - Međimurje County

Country - Croatia

General information of the Municipality of Štrigova

The Municipality of Štrigova is a part of Međimurje County located in the north of Croatia, on the border with Slovenia. According to geographical features, it belongs to the northern part of upper Međimurje and has all the features of that area. The basic recognizable characteristic of the municipality is the relief. The relief is dominated by gentle slopes and plateaus in the north-eastern part of the municipality towards Sv. Martin na Muri, while the rest of the municipality is hilly, like other parts of upper Međimurje. Municipality of Štrigova has well developed road infrastructure and is well positioned. It is 31 km away from the A3 Zagreb-Goričan motorway and 21 km from the motorway in the Republic of Slovenia (near Lendava). It is connected by public transport with the surrounding villages and with the county centre, the town of Čakovec.

According to Municipality', there are 2766 inhabitants in the municipality of Štrigova, which represents 2.43% of the total population of Međimurje County, or 0.06% of the total population of the Republic of Croatia. Of the total population, the number of men is 1356, while the number of women is 1410. The population density is 62 inhabitants per km2. From 1981 until today, there has been a continuous decline in population, i.e. in a period of 30 years the population has decreased by 937 and 25%, respectively. By ethnicity, 93.75% are Croats, 4.19% Slovenes, and of the permanent nationalities, Roma, Albanians, Hungarians, Russians, and Serbs are represented. According to religious affiliation, Catholics have the largest share with 96.17%, while the rest are declared as Orthodox, Protestants, Muslims, agnostics, atheists or do not declare themselves. Although in Štrigova, 65% of the population is of working age the structure of the dependent population (young people under 14 and the old population aged 65+) shows lower than favourable characteristics, meaning that the share of the contingent of young people who are potential future labour force is smaller than the elderly

population. Additionally, the aging index from 2011. census indicates an increased aging of the population at intervals of 10 years and a higher share of the old population than the young population compared to the national average.

Participants' impressions of their village

As an exercise and an icebreaker at the first workshop, participants had to map their impressions of Štrigova. Their lively impressions had painted very positive picture of Štrigova with its picturesque hills and vineyards, hardworking people, and rich cultural and natural resources that present tourism and entrepreneurship opportunities for all, especially young people. They even created a slogan: "Which place first comes to mind as an authentic village of Međimurje? - Štrigova".

Some impressions that were also a basis for LAP development were:

- Tourist pearl of Međimurje
- Beautiful views, hills and vineyards
- Bregi (hills), rest for body and soul
- Hospitality
- Wine (Muscat yellow)
- Grabrovnik trail sculpture
- Cycling tourism
- Other types of tourism – religious (St. Jerome), cultural, outdoor tourism
- Crafts, trades, tradition
- Culture
- Mađerkin breg (the most beautiful vine-lovers destination overlooking five countries)
- Cultural heritage and events:
    - Stridonne KUD Sv. Jerome (Art and cultural association and a singing choir)
    - Štrigovo's speech
    - Štrigovo nights (a popular event in July with variety of concerts, exhibitions and film projections).
    - Martinje
    - Urbanovo

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Current situation

Considering newly adapted Cultural centre, Municipality open to cooperation and a strong and active civil society, the Municipality of Štrigova has all elements to develop as an Authentic Village and a Hospitable Community. It especially has a basis for developing social and relations capital that will be could also serve as a base for further skills and economic development.

Social infrastructure

The social infrastructure of the municipality consists of a newly adapted modern Cultural and community centre, a primary school, a fire station and various public areas such as a sports park near the primary school. Although the Cultural centre is adapted to the modern needs of the local population, especially elderly and people with disabilities, there is a lack of accessibility to the centre of Štrigova because of its hilly and remote terrain and lack of frequent public transport services. According to the opinion of key stakeholders, social and public infrastructure needs to be further adapted for easier access to persons with reduced mobility (elderly and people with disabilities), although the Cultural centre is well equipped and accessible for wheelchairs/strollers.

Civil sector organizations

Within each community, civil society is an important aspect of social life because it allows residents to be actively involved in all areas of social action. According to the data from the Register of Associations of the Republic of Croatia, there are 17 registered associations and clubs in the Municipality. Among the significant ones there are: Stanetinec Women's Association, KUD Sv. Jeronim, the Hortus Croatiae Association, the Stanetinec Youth Association and the Štrigova Pensioners' Association. It is important to mention Štrigova Pensioners' Association that is very active in organizing different activities for their 300 members. They will be an important resource for the implementation of actions within this Topic.

Associations are mostly financed from the municipal budget, membership fees, as well as from various sponsorships and donations. Members of the association usually gather in local cultural facilities (depending on the settlement). The most significant organisations and initiatives that will be also important for the implementation of LAP are the following:

- **Local action group LAG Međimurski doli i bregi** connects NGOs and encourages the development initiatives of its members (from the civil, economic and public sectors). It also promotes sustainable rural development with a goal to raise the quality of life in the LAG area, using the funds from EU programmes and other donors.

- Within the Household Help Centre of Međimurje County, there is also an initiative named **"Clubs for the elderly"** in which the elderly can socialize and spend quality time. Although ther is no such club in Štrigova, elderly can also join numerous workshops led by social workers in the nearby villages of Nedelišće, Prelog and Donja Dubrava. They can also be engaged in the Štrigova Pensioners' Association. Workshops are free for the club members, and they can socialize, educate, inform and activate. "Clubs for the Elderly" is a program that is continuously supported by the Ministry of Demography, Family, Youth and Social Policy, implemented by the Međimurje County Household Help Centre with the Municipality of Nedelišće and ACT Group as partners.
- **Association for the Blind of Međimurje County** is very active and one of the advantages for their members is providing a "seeing" companion or a personal assistant. Blind people use this help when they need to go to the doctor, on trips organized by the Association and to help them walk in public. The service of a seeing companion allows greater independence in performing daily tasks and using free time. The "More Challenging" ("Izazovnije") project is funded by the European Union from the European Social Fund.
- **Association for Autism "POGLED"** is one of the founders of Savez "Prvi korak" (Alliance "First step") along with MURID (Association for Early Childhood Intervention) and the Association for the Blind. Main activity of the Alliance is the inclusion of children with disabilities in kindergartens. Funds are provided according to the model of 50% County and 50% cities and municipalities. All children with disabilities from the area of the Međimurje County are included and they all get a personal assistant. More than 50% of children are members of the association POGLED. This is a first such project in the Republic of Croatia and a step towards a systematic solution.

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities and threats related to the Topic 1.

STRENGTHS	WEAKNESSES
Hardworking people willing to work, especially in agriculture	Lack of financial resources for co-financing different projects
Availability of quality social infrastructure with free capacities for the development of new content and activities	There is not enough cooperation between different stakeholders in resolving issues of common interest and in organizing different activities
Preserved nature that makes this area very pleasant to live	Contrary to people from the South of Croatia, people in Međimurje and Štrigova need a bit more time to accept new people and cultures
Preserved tradition and intangible cultural heritage as a basis for tourism development	
Social facilities are adapted for people with disabilities	
There are initiatives that connect the younger and older generation with cultural associations	

Active cultural and social life	
Many support measures for the youth	
OPPORTUNITIES	**THREATS**
Legislative flexibility	COVID-19 pandemic
Digitization	Inadequacy of legal regulations related to sale of souvenirs (products of vulnerable groups) by the Tourist Board
Focus from global to local (domestic tourism, food, self-sustainability, scalability)	
Active associations and social/cultural infrastructure create many opportunities for collaboration, inclusion of elderly and promoting healthy ageing and lifestyle	
Nature as a basis for different activities for elderly and for encouraging intergenerational cooperation (walking, hiking, biking, travel etc.).	

Current projects

The Municipality in cooperation with other partners like the Međimurje County, Local Action Group Međimurski doli i bregi and others have implemented the following projects:

Project	Source	Value
2019 Cycleseeing Attractour (CSA) Vidikovac - viewpoint	EU funds	247.640,00 €
2019 9. Cultural colony Štrigova 2019	Međimurje County	933,00 € - MC
2019 Bike rest point	EU funds, LAG Međimurski doli i bregi	40.000,00 €
2018 Reconstruction of cultural facility Štrigova	Paying Agency in Agriculture, Fisheries and Rural Development	1.326.637,00 € – total 936.995,00 € - Agency
2018 Project documentation for CSA	EU funds	37.450,00 €
2018 „8. Cultural colony Štrigova 2018“	Međimurje County	5.333,00 € – total

		4.533,00 € – Municipality
2018 Project documentation for Educational centre St. Jerome	MRRFEU	32.167,00 € – total 14.833,00 € – Municipality

Main actors

Besides the above associations there are also other active associations in SOCIAL AND RELATIONAL CAPITAL at the Municipality of Štrigova:

- Women's associations:
  - Udruga žena Stanetinec
  - Choir - „Stridonne“ Štrigova
- Cultural associations:
  - KUD „Sveti Jeronim“ Štrigova
  - Štrigovski parklini
- Other:
  - Wine - „Hortus Croatiae“ Štrigova
  - Young people - Udruga mladih Stanetinec
  - Štrigova Pensioners' Association
  - LAG Međimurski doli i bregi

Change

Describe, on the basis of the guidelines of the Transnational Action Plan, the objectives of change to be aimed for

Considering citizens' positive impressions, strengths and opportunities, municipality of Štrigova is well positioned to become an Authentic Village. LAP will build on the strengths of Štrigova, including hardworking nature of people willing to work, collaborative Municipality, availability of quality social infrastructure including the newly adapted Cultural centre open for all residents and all ages in addition to support measures for the youth and vibrant and active civil society organisations, especially Štrigova Pensioners Association. It will also focus on strengthening its weaknesses - strengthening the collaboration between citizens and Local Authorities in activities of common interest with a special focus on building the bridges between the elderly and the youth and providing needed services to the elderly. With a direct border with Slovenia and well preserved natural and cultural resources, sloping hills and excellent wine and food, Štrigova is also well positioned to further excel as a tourist destination that could attract visitors all over Europe. Although people are incredibly hospitable, participants pointed out to a characteristic nature of the Štrigova people - contrary to people from the South

of Croatia, they tend to take time to accept newcomers and new cultures but once they open, they are great and hospitable hosts, which makes them an ideal Hospitable Community.

As described by stakeholders, key challenges that needs to be addressed are the following:

- Poor public transport (mobility), especially in the summer months for elderly people
- People need more time to open up towards something new (new people, new food, new cultures) but still show great hospitability
- Lack of intergenerational cooperation and exchange of knowledge between the elderly and the youth in the municipality
- Lack of public participation in the Municipality's life

Objectives:

1. To create Municipality of Štrigova as a hospitable community capable of caring for its most vulnerable people including the elderly and people with disabilities
2. To create more opportunities for interactions with new people and cultures
3. To increase citizen participation

Measures:

1.1. To co-create adequate services for the elderly that would enable their mobility and inclusion, as well as intergenerational cooperation
1.2. Increase awareness about inclusion of the elderly and people with disabilities in the community's activities
2.1. Organize different activities that will encourage more openness towards new people and cultures
3.1. Boost democratic participation and decision making at the Municipality level

Expected results

1.1.1. Improved inclusion and mobility of the elderly (at least 20 people included in new activities)

1.1.2. Improved activities and services for the elderly (at least 2 new activities organized; at least 2 activities per week organized for the elderly)

2.1.1. Improved openness towards new people and cultures (at least 2 new activities organized in a year and at least 30 people involved)

3.1.1. Improved public participation especially in transparent budget spending and the Youth Council's work (improvement for at least 20%)

Target groups

- Elderly
- Young people and families
- Associations especially Štrigova Pensioners' Association but also others
- Municipality of Štrigova
- Red Cross (their services for the elderly)
- Organisations and associations in the Međimurje county - Local action group LAG Međimurski doli i bregi; “Clubs for the elderly”; Association for the Blind of Međimurje County and the Association for Autism "POGLED"

Foreseen actions

On the basis of the objectives and results of Change, please describe the interventions you intend to carry out (listed by priority)

Based on the stakeholders’ brainstorming and prioritisation of foreseen activities (using the criteria of innovative/standard and realistic/not realistic), the most innovative and/or realistic actions were the following:

Innovative:

1. SOS button – security sensor for elderly people
2. “Get to know different cultures” – organize different thematic community events that will create opportunities to learn about different cultures, food, traditions etc (e.g. Flamenco or Tango nights, American BBQ and square dancing; cooking courses for Thai, Mexican, Japanese and other ethnic foods etc.). It could be focused on the elderly but also on intergenerational cooperation.
3. Two times a week organize transport for the elderly to the centre of Štrigova or to run errands in Čakovec and Varaždin (Medical centres, hospitals, pharmacies, bank, Cultural centre, social activities etc.). One option that would boost intergenerational cooperation and volunteerism is to motivate young people to drive or accompany the elderly.

Realistic:

4. Support to the Štrigova Pensioners Association to better coordinate activities for their members (over 300 members) for example, organisation of one-day activities, social gatherings and trips adopted for the elderly and other target groups
5. Mobile service for marginalized groups (in connection with Lower Međimurje and other counties)
6. Tourism for the elderly – develop and coordinate different tours (walking and biking, heritage, bird watching etc.)

7. “Clubs for the elderly” (example of similar clubs in Nedelišće) to organize different activities for the elderly (from fun to recreation and potential occasional jobs). Also organize intermunicipal exchanges, competitions, and other events. This will build onto the activities that are already organized by the Štrigova Pensioners Association (needs more coordination and organisational capacity strengthening).
8. “A Mayor for a day” action to increase citizen awareness of the Municipality’s role and responsibilities and increase their participation the future community projects.
9. “Be different” – Organize different workshops that will boost creativity and open-mindedness of the local community (fun interactive events) and where they have to “walk in somebody else’s shoes”)

Longer-term actions:

10. Create a “HELP SERVICE” for the elderly and other marginalized groups that would provide different services on a more continuous basis (retired people could volunteer as a help-line). This could be also connected with the Red Cross programme for the elderly. More long-term action is to organize a purchase or rental of the vehicle (van, adjusted school bus etc.)
11. “Retire in Štrigova and not in Florida” – a full package for the elderly from abroad (promote healthy, assisted living in a beautiful nature and environment of Štrigova

Pilot Actions

Describe the actions that local government and citizens believe can immediately start visible and shared change.

There were several pilot actions selected:

1. **SOS button – security sensor for the elderly** – this is a more innovative action that requires co-creation with IT experts in terms of developing a sensory button/bracelet that will be connected to the elderly person’s network of family members, relatives, neighbours and medical centres/doctors. In case of an emergency, there will be an immediate signal informing those people that something has happened and that they need to react.

2. **Organized transport for the elderly** to the center of Štrigova or nearby cities of Čakovec and Varaždin to run different errands (Medical centres, hospitals, pharmacies, bank, Cultural centre, social activities etc.). One option that would boost intergenerational cooperation and volunteerism is to motivate young people/drivers to drive or accompany the elderly. More long term there could be an option to purchase or restore an old vehicle.

3. “**Be different**” - Organize different workshops that will boost creativity and open-mindedness of the local community (fun interactive events).

4. “**A Mayor for a day**” action to increase citizen awareness of the Municipality’s role and responsibilities and increase their participation the future community projects.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Međimurje County is a small area where 22 municipalities are strongly influenced by the regional policy. Considering this, most of the measures, projects of bigger interest are implemented at the level of the entire County. That is why this section starts with the information about Međimurje County, with further detailed analysis of the Municipality of Štrigova.

Demographic situation in Međimurje County

The number of children from 0 to 14 years, according to the data from 2019, was 17.632, or 16,14% of the total population of Međimurje County (109.232) while the number of young people from 15 to 29 years was 19.211, or 17,59% of total population.

The number of pensioners in January 2021 in the area of Međimurje County was 24.560.

In all three areas, including the Municipality of Štrigova, there is a Youth Council whose role is to participate in the preparation, adoption and implementation of decisions and other documents of interest to young people. Among other activities, the Council is focusing on involving young people in solving their problems. They also organize thematic forums and workshops to better inform young people and increase their cooperate with the youth in Croatia and abroad.

Municipality of Štrigova

Preschool education services in the area are available in a private kindergarten "Kockice". There are 45 children in the kindergarten, 9 of them in the nursery (data from September 2015). The premises of the kindergarten are satisfactory, but due to the reduction in the number of children, its capacities are not filled. In the municipality there is also a primary school with a sports hall (built in 2005), with three regional schools in Prekopa, Železna Gora and Stanetinec, with a total of 186 students. One-shift classes are organized in all schools.

There is also a primary school “Štrigova” with three regional schools in Prekopa, Stanetinec and Železna Gora with a total of 187 students (data from September 2015), of which 82 students from 1-4. grade (9 grade classes) and 105 students from 5th-8th grade. class (6 classes). Head school in Štrigova is attended by 157 students (of which 52 students from 1st to 4th grade, and 105 students from 5th to 8th grade).

Locals are informed through local papers, Web and Facebook page of the Tourism Board of Štrigova and periodical TV shows. Young people are continuously informed about all current events in the Municipality which allows them to actively participate in Štrigova community activities.

There are 17 registered associations and clubs in the Municipality. The Municipality of Štrigova provides continuous support for the development of sports and recreation by co-financing sports associations and other associations.

Unemployment situation in the Municipality (February, 2021) was 39 people unemployed, which is 1,7% of total unemployed people in the County (2.408). Number of students enrolled in colleges in the year 2018/2019, coming from the area of Štrigova, was 72.

According to the latest analysis conducted within the Development Strategy of Human Resources of Međimurje County, below are highlighted some of the major strengths and weaknesses as well as opportunities and solutions that will improve the situation through future projects and actions:

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities and threats related to the Topic 2.

STRENGTHS	**WEAKNESSES**
Strong pro-natal policies and support to young families	Students studying in Zagreb or elsewhere rarely return to work in the County
Hardworking people oriented towards family	Funding instability and lack of funding for projects
Municipality's support to young people and young families through financing transport; scholarships, co-funding for the construction of house or a reconstruction of the apartment etc.	Lack of leisure activities for young people (social activities, entertainment etc.) especially for ages 13-17
Active association and civil society supported by the Municipality	Lack of interest of young people in recreational and other activities (mostly sitting at home in front of computers)
Cultural centre as a gathering place for young people	The proximity of the borders results in young people looking for jobs outside the Republic of Croatia
Viticulture / winemaking - interest among young farmers	
A package of measures for young people to stay in the municipality	
Establishment of the Cultural center to engage young people (content)	
Package of measures "from marriage to the birth of a child"	
Free kindergarten / nursery and meals	
Financing of housing construction, and land	
OPPORTUNITIES	**THREATS**

Wider possibility for youth mobility with the opening of Schengen	Closed borders due to the COVID-19 pandemic
Financing and co-funding of residential housing especially for the young families and students; municipality measures for purchasing land and houses	
Engaging in viticulture / winemaking	
Finding new jobs in tourism and agriculture	

Current projects

Project	Source	Value
Adaptation of the Cultural center Štrigova – the facility for various events, gatherings of associations and youth	Municipality of Štrigova EU funds	HRK 15.000.000
"I want education and work" ("Želim obrazovanje i posao") – goal is to employ vulnerable groups, including young people	Municipality of Štrigova, project partner	HRK 1.550.997,92

Change

One of the greatest challenges for Štrigova, as it is in all of Croatia especially in the bordering municipalities is a decreasing number of young people every year, including a decreasing number of children in kindergarten and schools but also high school children and students who study in Slovenia or Zagreb, and usually do not come back to Štrigova. Reasons also include migrations of families to other municipalities / cities or countries in search of work, as well as the negative natural increase. Therefore, this topic is focusing primarily on the youth as a future of the village and ways to attract young people to stay or return to Štrigova. Štrigova can build on its strengths including their hardworking mentality and willingness to work, as well as the availability of quality social infrastructure with capacities to provide new activities especially for the youth. It can also build on the strong pro-natal policies and packages of measures to support young people and young families through scholarships, transport funding and the co-funding of construction of houses and reconstruction of apartments. One weakness is insufficient transport connections with the County centre and inadequate public transport. Although with the Cultural centre there will be an adequate space for different cultural and other activities for all age groups, there is a lack of facilities for sport and recreation, as well as a need for a more permanent coordinator.

As described by stakeholders, key challenges are the following:

- Lack of leisure activities for young people (social activities, entertainment etc.)
- Lack of interest of young people in sport and recreation but also in many other activities that are offered in Štrigova (different sports, social and cultural activities) as they are spending too much time inside and in front of computers and mobile phones

Objectives:

1. To increase young people's motivation and engagement in the life of the community and take them away from "technology" (computers, mobile phones etc.)
2. To strengthen cooperation among key stakeholders including educational institutions, civil society organisations, youth associations and others to co-create programmes with and for the youth

Measures:

1.1. Provide opportunities for co-designing/co-creating different activities (sport and recreation, culture, social activities etc.) with and for young people that will take them away from the "technology"
1.2. Increase youth participation and their engagement in the community life and boost their self-confidence in close cooperation with families
1.3. Strengthen the capacity of the Youth Council
2.1. Increase cooperation and capacity of associations and other organisations/schools/kindergarten especially those working with the youth
2.2. Increase intergenerational cooperation

Expected results:

1.1.1. More young people interested in different activities offered in Štrigova (at least 10 young people involved; at least one activity per week is for the young people)
1.1.2. Increased self-confidence and participation of the youth in the communities' projects (at least 10 young people involved and 20% increased participation)
1.1.3. Improved activities of the Youth Council at the municipality and county levels (at least 10 young people involved and 20% increased participation)
2.1.1. Improved cooperation of association and other stakeholders in different joint actions and events (cooperation improved for at least 20%)
2.1.2. Improved intergenerational cooperation (cooperation improved for at least 20%)

Target groups:

- young people (preschool / school children) and their families
- Kindergarten “Kockice” and primary school “Štrigova”
- Civil society organisations/ youth associations
- Other indirect stakeholders (Municipality of Štrigova, LAG Međimurski doli i bregi, Međimurje County Tourist Board, County Development Agency REDEA)

Foreseen actions

Based on the stakeholders’ brainstorming and prioritisation of foreseen activities (using the criteria of innovative/standard and realistic/no realistic), the most innovative and/or realistic actions were the following:

Innovative:

1. Strengthen capacity of the Youth association at the level of the Municipality but also on the level of the County to organize activities for the youth and increase their participation
2. Creative workshops also aimed at boosting creativity and self-employability/ entrepreneurship/social entrepreneurship
3. Networking events in the community to help strengthen the trust and cooperation among young people but also on the community level
4. Resolve a problem of a lack of event coordinator/manager in the Cultural centre. This could be resolved by engaging elderly or youth coordinators who could rotate and coordinate different activities. Youth coordinators could than more easily motivate their peers to be involved. Cooperation with the elderly coordinators could also improve intergenerational cooperation and elderly could “mentor” younger colleagues.

Realistic:

5. Youth involvement in the firefighter association, activities including firefighters and school children; competitions, camps etc.
6. Youth involvement in different sport tournaments and competitions, youth soccer, chess, volleyball, karate, theatre, creative workshops
7. Organize youth camps to boost their confidence and skills (Hills of Štrigova) – biking, hiking, camping, “survival”, team building etc.
8. Connecting the youth with the pensioners’ association
9. Cooperation with the Municipality Razkrižje in Slovenia (youth events)

Longer-term actions:

10. Improvement of the children playground (above the kindergarten) with new facilities and functions
11. Ensuring new community spaces for the youth (social games like table-tennis and others)
12. Build a bike pump-track (bike park for the youth, like the one that will be built in Hungary through the INTERREG CBC project). It can be a basis for different events, concerts and competitions and can generate interest from locals but also international visitors.

Pilot Actions

Describe the actions that local government and citizens believe can immediately initiate visible and shared change.

1. One of the most immediate needs is to develop a continuous programme for Štrigova's newly adapted modern Cultural centre that will provide different activities for the youth but also all residents and visitors of Štrigova. The Centre does not have a permanent, full time coordinator of the programmes so the entire coordination effort falls on the Municipality and the Tourist Board. One idea discussed at the workshops was to engage on a voluntary basis retired people to coordinate some activities or to engage local NGOs/sport clubs to offer different activities especially targeting children and the youth. Some activities that were selected were e.g. film programme, concerts, dance nights and workshops for children and youth.

   This could be resolved by engaging besides the retired people also youth coordinators who could rotate and coordinate different activities. Youth coordinators could than more easily motivate their peers to be involved. Cooperation with the elderly coordinators could also improve intergenerational cooperation and elderly could "mentor" younger colleagues.

2. Strengthen the capacity of the Youth association at the Municipality level of that could be also involved in the organisation of different activities.

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

The Municipality of Štrigova is a part of the Regional Park Mura-Drava. The regional park is a category of protection in which economic and other activities are allowed, as well as the use of natural resources that do not endanger its essential features and role. The Park itself stretches over the territory of five Croatian counties, from Međimurje to Kopački rit Nature Park. The Mura and Drava belong among the last lowland rivers with a near-natural course in central Europe and they are characterized by a high level of biodiversity. Also, in the municipality there is a monument of park architecture - two plane trees in Sveti Urban, located on the property of the Lovrec family.

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities and threats related to the Topic 3.

STRENGTH	WEAKNESSES
Electric bicycles available at the premises of the Cultural centre	No sewage – release of septic tanks into streams
Cultural heritage and cultural tourism	There are no water purifiers
Nature; streams and springs, green hills and valleys	Lack of continuous maintenance of land
Thermal water (for domestic heating)	There are no guides for cycling, hiking
Gas field	Insufficient educational programmes for local population (agriculture, tourism etc.)
Natural spring of Sv. Jeronim – ecologically clean water and a local legend that needs to be protected for locals and as an interesting tourist point	
OPPORTUNITIES	**THREAT**
E-scooters and e-bikes	Emigration of people
Dr Rudolf Steiner Centre, institution for the promotion and application of the teachings of Dr Rudolf Steiner in all aspects of his work, particularly in the area of biodynamic agriculture. Although based in Donji Kraljevec, it also has a significant value for Štrigova.	COVID-19 pandemic
Migrations of new people that bring new culture, values and skills	Deforestation and forest cutting

Optical network activation	Pesticides-groundwater pollution
Wind farms, solar collectors	
Jobs related to garden and landscape maintenance and architecture	
Use of renewable energy sources (solar) for lighting attractive points in the village	
Sustainable green building	

To resolve the mentioned problems and weaknesses, the Municipality of Štrigova has implemented or is still implementing projects listed below:

Project	**Source**	**Value**
CYCLE IN A NETWORK 2.0; Improved cycling connections of South-Zala and Međimurje across space and time	INTERREG Hungary-Croatia	
CycleSeeing Attractour	INTERREG Hungary-Croatia	
Bike rest point	implemented within the Local Action Group	
Landslide remediation of Sv. Urban	Public company Hrvatske vode (Croatian waters)	
Garbage disposal project	Partnership with the City of Čakovec	
Project for the construction of broadband internet	Municipality of Štrigova	
Project for the construction of public lighting and water supply system	Municipality of Štrigova	
Project for the modernization of unclassified roads	Municipality of Štrigova	

Main actors:

4. **Međimurska priroda (Nature of Medjimurje) – Public Institution for Environment Protection** was founded according to the Nature Protection Act. The institution is responsible for protecting, maintaining and promoting the protected area in the Međimurje County to protect and preserve the authentic environment, as well as to ensure natural processes proceed undisturbed and to enable sustainable use of natural resources.

Related to the issue of Mineral Raw Materials, Renewable Energy Sources and Energy Efficiency, it is worth mentioning that currently in the area of Međimurje County there are 11 active exploitation fields for sand and gravel, 5 hydrocarbon exploitation fields, Draškovec geothermal water exploitation fields and 3 exploitation fields of geothermal water. In schools and public buildings owned by County and local government unit, energy and water consumption is monitored through the Energy Management Information System.

5. **Međimurje Energy Agency Ltd. (MENEA)** took care of renewable energy sources in Međimurje County. The mail goal of MENEA is sustainable development in accordance with actual needs in the area of the County of Međimurje while focusing on enhancement of the use of Renewable Energy Sources (RES) and Energy Efficiency (EE).

One of the most important strategic determinants of the development of Međimurje is certainly the high quality of life. When we talk about waste management, Međimurje County is by far the most efficient county in the territory of the Republic of Croatia in the separation of collected municipal waste. All local government units have developed a Waste Management Plan. Organized municipal waste collection includes the whole county that dispose of waste at one official landfill in the area of Međimurje County (Totovec), except for three municipalities' which dispose waste outside the Međimurje County.

6. There are three waste collection companies operating in the County (**ČAKOM Ltd. GKP PRE-KOM Ltd. and Murs-ekom Ltd**.) which also carry out various projects and educational activities.

Thanks to the tidiness and high standard of bicycle paths marked by traffic signals, bike rest areas with info panels and self-service stations, Međimurje is a part of the Cyclist Welcome Network. In the area of Međimurje County there are several official bicycle routes that can be found on the official website of Međimurje-bike (https://www.medimurje-bike.com/).

Change

Describe, on the basis of the guidelines of the Transnational Action Plan, the objectives of change to be aimed for

The construction of communal infrastructure and waste management in the county is one of the best in Croatia. However, it is still necessary to increase residents' awareness, starting with the youngest, about the importance of protecting biological and landscape diversity through education and implementation of programs and projects on environmental protection, energy efficiency and sustainable natural resource use. Precisely for this reason,

regular trainings are for example conducted in Local Government Units, which are obliged to ensure the annual implementation of educational and informative activities related to waste management in their area.

As defined at the SWOT analysis some of the main problems and weaknesses of Štrigova are a lack of sewerage; reduced traffic safety due to inadequate pedestrian and bicycle paths; the low collection rate of separate municipal waste (below 30%); lack of environmental awareness among the Štrigova residents; inadequately built drainage system.

Thanks to the high standard of bicycle paths marked by traffic signals, bike rest areas with info panels and self-service stations, Međimurje is a part of the Cyclist Welcome Network. In the area of Međimurje County there are several official bicycle routes that can be found on the official website of Međimurje-bike (https://www.medimurje-bike.com/). However, there are no guides for cycling, and hiking and there is a lack of educational (life-long learning) programmes for local population in the areas of agriculture/eco agriculture, tourism, interpretation of cultural heritage etc.).

As described by stakeholders, key challenges are the following:

- Lack of sewerage, release of septic tanks into nature without water purifiers; insufficient waste separation, lack of awareness about environmental protection, use of plastic etc.
- Lack of awareness of local community about activities that promote healthy lifestyle and more use of bikes/e-bikes, walking, eating healthy etc.

Objectives:

1. To raise the awareness of residents about the importance of protecting environment and natural resources, especially in the areas of waste separation and less use of plastic
2. To improve the quality of life of the local community through activities that promote active and healthy lifestyle (bikes/e-bikes, walking etc.)

Measures

2.1. Increase awareness of local community about waste separation and less use of plastic
2.2. Organize activities that support more waste separation and reuse of waste as well as less use of plastic (e.g. mobile apps)
2.1. Increase awareness of people about benefits of walking and using bike and e-bike/e-scooter and improving healthy habits in general
2.2. Improve bike/e-bike/e-scooter infrastructure and opportunities for bike guiding as well as other services

Expected results:

1.1.1. Improved recycling habits among the residents of Štrigova (improvement for at least 20% and 40% in three years – the goal should be 70%; at least two eco-actions organized per year)

1.1.2. Improved awareness of people about less use of plastic (improvement for at least 20% in the first year and 40% in three years – the goal should be 70%; at least two eco-actions organized per year)

2.1.1. Improved use of hiking and biking trails (improvement of at least 20% in the number of users and improved trails)

2.1.2. Improved capacity and awareness of people about the nature protection and benefits of riding bikes/e-bikes (improvement of at least 20% of users)

Target groups:

- All residents through targeted activities
- Young people and their families
- Kindergarten and schools
- Elderly, especially women 50+
- Associations especially environmental and women associations
- Other indirect stakeholders (Municipality of Štrigova, LAG Međimurski doli i bregi, Međimurje County Tourist Board, County Development Agency REDEA)

Foreseen actions

Based on the stakeholders' brainstorming and prioritisation of foreseen activities (using the criteria of innovative/standard and realistic/no realistic), the most innovative and/or realistic actions were the following:

Innovative:

1. Thematic guiding e-biking tours using the existing trails like "Pušipelova trail"
2. Using solar energy for lighting different areas/points of the village
3. Mobile application for waste separation and other eco-actions
4. Mobile and other games for young people to increase their awareness and participation in waste separation, use of plastic etc.

Realistic:

1. “Štrigova with no plastic” campaign (#zero plastic campaign especially in the local market and stores but also café bars and restaurants)
2. “Zero waste” – campaigns and activities that promote better waste separation and reuse of waste among the local people; communities that reach the goal receive the green certificate
3. “Little environmentalist”- eco clubs and groups in kindergarten and schools – different workshops, educational and eco walks and cycling tours to promote nature and raise awareness about climate change
4. “Walk and bike” - Promotional campaigns on the use of bicycles and e-bikes/e-scooters and on more healthy lifestyle (better eating habits, less stress, more exercise etc.)

Longer term actions

5. Investments and support measures in bikes/e-bikes and bike stops/services; bike friendly accommodations and rest houses etc.
6. Improvement of sewerage and water purifier
7. More use of renewable energy sources in the households and public institutions

Pilot Actions

1. Mobile application for waste separation and other eco actions
2. Organisation of different campaigns: “Leave no trace eco campaigns”; “Štrigova with no plastic” or “Zero waste” campaign

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Municipality of Štrigova is located in far north part of Croatia, borders with Slovenia, altitude 202 m. It is recognizable as wine road.

Štrigova with his surrounded villages has 13 accommodation units, all of them are apartments.

ACCOMMODATION	LOCATION	NUMBER OF BEDS
Apartments	Štrigova	2+2
	Grabrovnik	23+4
	Robadje	4+1
	Sveti Urban	6
	Železna Gora	16+1
Rooms	Železna Gora	8

Traditional gathering of local citizens in cafe bars is the heart of social life of citizens. Visiting cafe bars is a daily ritual especially for the elderly where they can socialize and remember the old times. Total amount of cafe bars in Municipality of Štrigova is 7, there is one restaurant and two bistro/pizzeria.

There are also many handicrafts and associations in Štrigova. Most of them are women associations who nurture and protect tradition and culture heritage, like "Štrigovski parklini" – promotion of tradition mask and suit of Štrigovski parklin and culture, Association of Winegrowers and Winemakers of Međimurje „Hortus Croatiae"– very strong association for vineyards and wine production of Međimurje.

Wines of Međimurje can be tasted in wine tasting houses and cellars placed on Međimurje wine road. Permanent, with specific taste, colour and smell. Award-winning examples of celebrated wine from this region are the white brands such as sauvignon, chardonnay, rhenish riesling, white and pinot gris, traminer, sylvaner, yellos muscat. Red wine lovers can choose from a list of black pinot and cabernet sauvignon, and there is also rosé wines.

The event that brings together both wine makers and wine/gastro lovers is Urbanovo, a multi-day event, which has been organized in the second half of May since 2000. Uniting the Pušipela Festival (in 2016 it was held for the 7th time in a row), Open Cellar Days and the celebration of St. Urbana, it is a recognized platform for the culture of wine drinking, as well as the establishment of the original pushipel (white wine). It traditionally brings together

winemakers from Croatia, Slovenia, Hungary and Austria. Four years ago, in the three days of the fair part of the Festival, about 2,500 people passed through the hall. As part of the Open Cellars Day, it is estimated that the cellars will be visited by about 10,000 visitors in two days. In 2015, a total of 56 different events related to Urbanovo were organized.

It is also important to mention Međimurska vinska cesta (wine road), which is located in Gornje Medjimurje (Upper Medjimurje), which includes an itinerary about 30 km long through about 1,000 ha of vineyards, and extends through Štrigova, Železna Gora and Sveti Urban.

Below table lists all the recognized wine tasting houses and locations:

WINE TASTING HOUSE	PLACE
Basement and wine tasting house Belović	Železna Gora
Wine house Cmrečnjak	Sveti Urban
DGA Pjenušci	Banfi
Wine tasting house Dvanajšćak Kozol	Dragoslavec
Wine house tasting family Dvanjšćak	Jurovčak
OPG Hažić	Jurovčak
Basement family Horvat	Sveti Urban
Wine tasting house family Jakopić	Železna Gora
Wine tasting house Kerman	Sveti Urban

Viticulture and enology Kocijan	Štrigova
Wine house Kojter	Sveti Urban
Viticulture and enology family Kossi	Štrigova
Viticulture and enology Knehtl Medenjak	Sveti Urban
Wine house Kunčić	Banfi
Basement family Lebar	Železna Gora
Wine Lovrec	Sveti Urban
Wine Alojz Novak	Sveti Urban
Wine tasting house Novak	Banfi
Viticulture and enology family Petković	Dragoslavec Breg
Viticulture and enology family Štampar	Sveti Urban
Agromeđimurje d.d.	Štrigova
Viticulture and enology Tomšić	Železna Gora
Viticulture and enology Turk	Vučetinec

Viticulture and enology family Židov	Železna Gora

Cultural heritage

There are several cultural heritage monuments on the territory of the municipality, most of which are in the settlement of Štrigova. In the whole area there are monuments of more modest characteristics, mostly of a sacral character (smaller chapels, gifts and crucifixes) and several smaller country mansions and castles (Fodroci, Banfi, Tkalec, Terbotz). The potentials of cultural heritage have not been sufficiently used for tourist and similar purposes, except for the Zichi-Terbotz mansion where the catering facility is located. In addition to these sites, there are several other archaeological finds in the municipality that have not been sufficiently explored, and some of them are not exactly located and need to be further explored more specifically, some older buildings that were found in the foundations of the chapel of St. Jerome in Štrigova, paleontological finds in the area of the settlement of Robadje and in the area of Ciganjščak, and the remains of a Roman road near the settlement of Železna Gora.

Interesting and historic places, which should be visited:

- Church of St. Jerome – specific two bell towers and frescoes from 18. century
- Castle Banfi – baroque building from 18. century
- Castle Fodroczy – Dunay – in ruined condition, built in classicism style in bidermayer era
- Castle Tkalec – built in 18. century in old baroque style

As a special local attraction, it is important to mention Mađerka's hill – a small hill located in Robađe, overlooking 4 countries – Austria, Slovenia, Hungary and Slovakia. It is natural observation check where vineyards on terraces are placed, you can join in in quiet, peace, bird song, smell of grapes. It is inspiration for photographers. Some concerts and art exhibitions are held there. The name ultimately is derived from Emilija Krauthaker, famous as „Mađerka". There is also a story of Mađerka that could be further interpreted for tourst purposes. Mađerka was born in 1889. on date of holiday of St. Maria Magdalena 22. July in Budapest. Emilija Krauthake arrived in this area in 1940. with her husband Albin who was Hungarian soldier. Albins sister and her family lived on one part of the hill Mađerka and Emilija lived on other part of the same hill. Because of nationalization they lost big part of the hill, only 10 hectares were left used as vineyard. Poverty was increasing, so Emilija could not pay her workers in vineyard, so everything failed. After her death, descendants inherited this hill and finally sell to family Cmrečnjak and Štampar who nurture this area as vineyards.

Destination management

Tourist Association of Štrigova is the key destination management stakeholder whose role is to organize different events and implement the tourism strategy, and actively works on the promotion and branding of Štrigova as an attractive destination. Beside the Tourist association, the key stakeholders in the tourist development of the destination are also the Municipality of Štrigova, Association of winegrowers and winemakers HortusCroatiae - development of wine tourism; LAG Međimurski doli i bregi – promotion of the tourist offer of the destination, education of local stakeholders for tourism,

and from 2018 through a public call awards small grants to local organizations and family farms, the Međimurje County Tourist Board - as a regional DMO - actively working on the implementation of the Međimurje County Tourism Development Master Plan until 2020, in which the area, and the Međimurje County and the County Development Agency REDEA – who are providing consulting support in the implementation of EU projects and low-value support to tourism businesses.

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities and threats related to the Topic 4.

STRENGTHS	WEAKNESSES
Availability of quality social infrastructure with capacities for the development of new contents	Insufficient co-financing of projects
Preserved nature that makes this area pleasant to live	Insufficient domestic products in the tourist offer (insufficient and inappropriate offer of gastronomy)
Church of St. Jerome as a monument of zero category, preserved tradition and intangible cultural heritage as a basis for tourism	Lack of quality accommodation and tourist offer
Recognition of Štrigova as a brand in oenology and viticulture	Lack of quality activities for the local population
Known tradition and quality of oenology and viticulture, existence and recognizability of wine roads	Lack of DMC-s
Increased number of tourists in recent years	Lack of promotion of tourist product and attractions
Recognition of tourist events and manifestations Urbanovo	Lack of quality accommodations and tourist offering
Projects that will increase infrastructure and recognition of Štrigova (Interpretation centre Pušipel, bike and cycling - related infrastructure and services, cycling application within the “CSA-CycleSeeingActractor” project	Lack of quality, local tourist guides/ interpreters
OPPORTUNITIES	**THREATS**
Better positioning and branding at the national and international levels	Inadequate representation and promotion of continental tourism

EU funded projects that will help develop and promote cyclotourism and cultural tourism but also integrated tourism based on natural and cultural heritage	Inadequate education after formal education in terms of life-long learning programmes/skills development
Taylor-made deals and tourism packages	Legislation at the national level
Opportunities for integrated tourism connecting cultural and natural heritage but also local food and excellent wine.	Schengen border
Opportunities for innovative tourism products that will promote local lifestyle to tourists interested in gaining a full local experience	Country-specific visas
Local manifestations that could be further developed as a recognizable national and international events	Mass tourism
Job opportunities for young people in the area of nature-based/outdoor, cultural and creative tourism as well as in other types of tourism	Inadequate certification programmes for tourist guides

CURRENT PROJECTS

Project	Source	Value
BIKE REST POINT **-** Bike rest point is located in special space in the Cultural centre in Štrigova where you can find 15 electric bikes.	Municipality of Štrigova	328.655,63 HRK
CYCLESEEING ATTRACTOUR VIDIKOVAC - New sustainable and environmental – responsible tourism attractions: bike info centre with lookout tower (CRO) and eco visitor centre with bike pump track (HU), improve inter regional area as destination image, signposting new attractions and cycle routs – EuroVelo 13, eco – labelling scheme ETIS, mobile app for measuring environmental footprint, raised awareness on the role of tourism attractions in strengthening attractiveness of the inter-regional area and on the importance of nurturing natural/cultural values (cycle seeing tours, workshops, bike events for target group)	INTERREG project V-A Hungary – Croatia Co-operation Programme 2014.-2020. Project duration: 1.9.2020.- 30.4.2022.	1.698.36,46 HRK

Change

Although tourism in the municipality is developing on a consistent basis, especially because of the vicinity of the neighbouring Slovenia, more investments are needed in special forms of tourism (weekend tourism, eno-gastro tourism, outdoor, especially cycling tourism and cultural/creative tourism) as well as additional investment in marketing and expansion of accommodation capacities. The offer of tourism in the municipality most often relies on the offer of winegrowers and the Međimurje Wine Road, but the winegrowers themselves are not educated to provide services in tourism. Part of the younger generations of winegrowers have been educated to provide services in tourism, but it is necessary to introduce a standardized service, by encouraging the synergy of the public and private sectors that will increase tourist traffic. Additionally, tourist attractions especially those related to e.g. traditional crafts, local food and storytelling (local stories, legends and mythology) are not yet ready for more international market and are still fairly localized thus need to be better developed, interpreted and promoted – "packaged".

One of the key challenges recognized by stakeholders was related to a lack of networking and cooperation among tourism stakeholders, as well as a lack of further opportunities for lifelong learning to increase skills and capacities in tourism, interpretation, guiding, management, marketing and other related areas. Thus, main objective for the change within Topic 4. was to increase networking and skills building capacities of tourism stakeholders through different educational and certification programmes in cooperation with other partners in Međimurje and broader (e.g. Interpret Europe; Istria Inspirit and others who are providing certification programmes in cultural heritage interpretation for tourist guides as well as others in the area of integrated tourist product development, development of cultural and natural routes, marketing and branding etc.). One area that also needs additional strengthening is destination management and creation of integrated tourist products with the added value. Štrigova has all the ingredients for a successful and attractive tourist destination but needs more attention in promoting and branding its attractions.

As described by key stakeholders, key challenges are the following:

- Lack of networking and cooperation among tourism stakeholders
- Lack of integrated tourist offer and promotion of the destination (brand)
- Lack of recreational and other activities that would brand the Municipality of Štrigova as a healthy and happy community

Objective:

1. To strengthen cooperation and skills/capacity building of tourism stakeholders for branding and destination management of Štrigova
2. To develop an integrated approach to tourism product development based on natural and cultural resources
3. To brand Štrigova as a "happy and healthy and environmentally conscious – hospitable community"

Measures:

1.1. Provide support in networking and collaboration among the tourist stakeholders and improve destination management
1.2. Provide educational and certification programmes for tourist and other guides (hike/bike, cultural heritage guides etc.)
2.1. Improve local tourist offering based on local cultural and nature-based attractions (selected tourism – eno and gastro tourism, outdoor tourism, cultural and religious tourism etc.)
2.2. Develop thematic cultural and other tours based on the typical offering (food, wine, cultural/archeological heritage, traditional crafts, spring of the St. Jeronim etc.)
3.1. Improve promotion of Štrigova as a happy healthy and environmentally conscious – hospitable community

Expected results:

1.1.1. Improved destination management of Štrigova at the broader market (developed brand (logo) for all or key tourist products; increased number of visitors for 15%; spending is increased for 20% and number of nights spent in Štrigova for 15%

1.1.2. Improved certification programmes for bike/e-bike guides (at least one new education and certification programme offered in a year; at least 10 people received the certificate in a year and 30 in three years)

2.1.1. Improved tourist offering and packages (at least two new products developed and promoted based on natural and cultural heritage, manifestations, and authentic offering; increased number of visitors for 15%; spending is increased for 20% and number of nights spent in Štrigova for 15%

2.1.2. Created and promoted new thematic tours (at least two new thematic tours created; increased number of visitors for 15%; spending is increased for 20% and number of nights spent in Štrigova for 15%

3.1.1. Improved promotion of Štrigova through social media and other promotional channels as an attractive destination and a healthy and happy community (improvement for at least 10% in the first year and 30% in three years)

Target groups:

- Tourist guides and tourist stakeholders
- Young people – a potential for their employment and staying in Štrigova
- Visitors (new and returned)
- Indirect stakeholders and destination management-support organisations (Tourist Association of Štrigova, Municipality of Štrigova, LAG Međimurski doli i bregi, Međimurje County Tourist Board, County Development Agency REDEA)

Foreseen actions

Based on the stakeholders' brainstorming and prioritisation of foreseen activities (using the criteria of innovative/standard and realistic/no realistic), the most innovative and/or realistic actions were the following:

Innovative:

1. Adaptation and design of bicycle and walking (educational) trails for young and marginalized groups (elderly, people with disabilities) – use of the existing trails like Pušipel and Terra Historica
2. Gastro & eno workshops (tour of family farms, grocery shopping, joint cooking,
3. Organization of different hiking and biking tours that connect cultural and natural heritage sites (Bike heritage tours; Terra Historica trail)
4. Makerspace project in Štrigova (there is already a space with machines and tools) that could be further equipped and could be promoted to tourists to try their skills in traditional craftsmanship like blacksmithing, pottery, coopery. They could also create souvenirs for themselves.

Realistic:

5. Organization of picnics (Piknika)
6. Education of local tourist guides (INTERPRET EUROPE and Lynx & Fox tour guides in the nature, https://www.lynxandfox.com)
7. "#LifeinŠtrigova" - creation of authentic and unique experiences for tourists where they can live like locals (e.g. produce and try local wine; cook local food; live in traditional houses, try traditional craftsmanship etc.)
8. Organization of Outdoor festival and other similar events ("Mađerka's hill wine and run" or "wine and bike trail races" etc) – example of the Ludbreg outdoor festival and other events in Hvar, Istria etc.
9. Spring of St. Jeronim – development and branding of the story of St. Jeronim as well as creation of new products and souvenirs
10. "Happiness festival" with different activities such as
    - "Laughing competition" or a rural stand-up comedy competition
    - "*Štrukle*" tournament (*štrukli* are a popular traditional Croatian dish prepared of dough and cottage cheese which can be either boiled or baked)
    - "Happiness detector" – a survey, which is indicating a level of "happiness" and a related "therapy" – a fun activity that could be promoted in this village as a tourist attraction
    - Social games tournaments and a potluck party

Longer term:

11. Start an association or a cooperative of family farms (OPG) that will also provide tourist packages and local offerings (local food, cooking workshops, volunteering actions of picking fruit and vegetables – voluntourism etc.)

Pilot Actions

1. **Piknika** - There were many actions proposed by the participants including a combination of biking and walking tours in combination with the visits to cultural heritage sites and gastro-eno degustation. One action that was very innovative was connected to the initiative piknika.hr (https://piknika.hr/), an online platform where it is possible to pre-order your picnic basket with local produce. Piknika is also available in Štrigova and includes local family farm products. The other connected action is to organize tours to family farms where visitors can buy local produce, and then jointly cook meals in the Cultural centre of Štrigova to promote local community spirit, integration of visitors with locals and also enable locals to become more openminded towards new cultures and people.
2. **Happiness festival** - Although there were many activities proposed as pilot actions, one that was voted as the most relevant was a combination of sport and recreation activities with a food fair and other fun activities that will promote local community spirit and active lifestyle. Municipality already has several e-bikes that are available for the use by its citizens. What is needed is a coordination of various activities, e.g. rental of e-bikes/e-scooters, organisation and guiding of Nordic walking/e-bike tours for women and an organisation of a Happiness Festival with fun activities like a “Happiness detector” – a survey, which is indicating a level of “happiness” and a related “therapy” – a fun activity that could be promoted in this village as a tourist attraction, as well as local food and vine; social games and tournaments etc.

This could be also connected to the Štrigova Outdoor festival with a variety of outdoor trail running, biking races, hiking tours etc. for all ages. If connected to the Mađerka’s hill and their well-known wine it could also become an internationally known event.

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

In the Municipality of Štrigova in February, 2021, there are 37 craft businesses registered, which presents a total share of 3% in Međimurje (1.409), according to statistical report of the Chamber of Commerce. Number of craft business by categories are production trades 11, service trades17, catering and tourism 5, trade 1, agriculture 2 and personal services 1. The most common types of crafts in the municipality are viticulture, winemaking, trade and catering, which is expected given the winemaking region. Identified traditional crafts are also:

- blacksmithing, Štrigova
- pottery, Terracotta Stanetinec
- carpentry, Čestijanec
- cooperage, Prekopa

In agricultural field in Municipality there are 252 family farms registered, which is a total share of 6% in Međimurje (4.367). The table below shows the number of agricultural holdings per villages. The Association of Winegrowers and Winemakers Hortus Croatiae gathers the most famous Štrigova winegrowers, presents local wines on the wider market, organizes professional lectures and excursions and promotes the wine brand Pušipel (white wine). Within other agricultural branches, there are several beekeepers and lavender producers in Jalšovac and Železna Gora. There is also a trend of planting blueberries and chokeberries, so there are several producers in the area who also process fruits into jams, juices, various liqueurs and the like.

Name of the village	No. family farms
Banfi	28
Grabrovnik	21
Jalšovec	7
Leskovec	14
Prekopa	12
Robadje	23
Stanetinec	24
Sveti Urban	64
Štrigova	18
Železna Gora	41
Total:	252

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities and threats related to the Topic 5.

STRENGTHS	**WEAKNESSES**
A small, harmonious community	Lack of short supply chain
Authentic culinary offer	Insufficient interest of young people to participate in workshops
A variety of traditional crafts	Lack of promotion of traditional crafts
Organization of creative workshops - knowledge transfer	There are no cooperatives of traditional crafts
Arranged wine routes and tradition of wine production	There is no knowledge incubator
Strong tradition of agricultural production	Lack of cooperation between sectors of tourism and agriculture (tourist stakeholders and family farms)
Religious tourism	
Bicycle roads/trails and infrastructure	
New and multifunctional public space/Cultural centre	
OPPORTUNITIES	**THREATS**
Placement and promotion for tourist purposes – tourist products and services	Depopulation and emigration of young people
EU projects	Landslides
Cross-border cooperation	Weather conditions (hail, frost)
Rural hubs	
The story of St. Jeronim as a tourist product	

There are no current projects on this topic but below is the list of implemented projects:

Project	**Source**	**Value**

Reconstruction of cultural facility Štrigova from 2018	Agency in Agriculture, Fisheries and Rural Development	37.450,00 EUR
Project documentation for the Educational centre of St. Jerome, funded by the national fund	MRRFEU	5.333 €.

Main actors

1. ASSOCIATION OF VITICULTURISTS AND WINERS OF MEĐIMURJE "HORTUS CROATIAE" ŠTRIGOVA - presents local wines on the wider market, organizes professional lectures and excursions, and promotes the wine brand Pušipel (white wine).
2. STANETINEC WOMEN'S ASSOCIATION (improving the quality of life in the urban area, preservation and collection of ethno heritage, and preservation of folk customs, solving social issues, supporting the realization of cultural, educational and creative workshops and other workshops of interest to members of the association)
3. YOUTH ASSOCIATION STANETINEC

Change

Describe, on the basis of the guidelines of the Transnational Action Plan, the objectives of change to be aimed for

Štrigova is recognized as a small attractive tourist destination consisting of a harmonious mosaic of forest, vineyard and agricultural land. However, it needs to be further branded and effectively positioned in the market, with an emphasis on the international market. Most initiatives for tourism development are shown by private persons (mostly winegrowers), however, it is necessary to make the entire local population aware of the importance of tourism in the 21st century as one of the most profitable industries and the impact it can have in small communities Municipalities for further development of communal and social infrastructure to increase the quality of cultural and social facilities.[6]

Tourism Development Strategy of the Municipality of Štrigova defines a goal regarding "productive know-how":

Creating a stimulating social environment for tourism development of the Municipality – is in regard with the establishing preconditions for training small and medium entrepreneurs who are already investing or want to invest in tourism (caterers, family farms, etc.) and provide education on the importance

[6] Ibid, pg. 54

and ways of nurturing traditional local values (lifestyle and customs) and ways of presenting them. In essence, it is crucial for private entrepreneurs to develop a more significant tourist offer from a current almost hobby-like activity.

As described by stakeholders, key challenges are the following:

- Insufficient cooperation and organization for the placement of handicrafts and agricultural products for tourism purposes
- Lack of education and life-long learning opportunities in terms of further skills and capacity building, networking, certification programmes in tourism

Objective:

1. To strengthen cooperation and improve the organization of tourism stakeholders for the placement of handicrafts and agricultural products for tourism purposes
2. To improve intergenerational cooperation through exchange of knowledge and experience.

Measures:

1.1. Develop a platform and activities for further valorisation, interpretation and promotion/sales of quality tourist products based on local cultural and natural heritage and traditional crafts

1.2. Develop the most appropriate model of organisation for traditional craft-makers and artists (e.g. social cooperative or a social enterprise)

2.1. Develop a collaboration among different age groups to ensure exchange of knowledge and experience

2.2. Improve educational and certification programmes especially in tourism but also agriculture/organic agriculture

Expected results:

1.1.1. Increased tourist offering based on local cultural and natural heritage and traditional crafts (improvement for at least 10% in the first year and 20% in three years)

1.1.2. Improved production and promotion/sale of traditional products and crafts, as well as cooperation (improvement for at least 10% in the first year and 20% in three years)

2.1.1. Improved exchange of skills and knowledge among the elderly and the young (improvement for at least 10% in the first year and 20% in three years)

2.2.2. Improved educational and certification programmes and opportunities for job placement improvement for at least 10% in the first year and 20% in three years)

Target groups:

- Young people
- Elderly, especially traditional craft-makers in blacksmithing, pottery, coppery
- NGOs
- Tourist stakeholders
- Indirect stakeholders (Tourist Association of Štrigova, Municipality of Štrigova, LAG Međimurski doli i bregi, Međimurje County Tourist Board, County Development Agency REDEA and other support agencies and Faculties)

Foreseen actions

Based on the stakeholders' brainstorming and prioritisation of foreseen activities (using the criteria of innovative/standard and realistic/no realistic), the most innovative and/or realistic actions were the following:

Innovative:

- Maker space for the youth to improve their creative and entrepreneurial skills as well as improve the souvenir offering – this is also connected with the Topic 4. It could be connected with traditional craftsmanship of blacksmithing, coppery and pottery as well as IT skills and digital/modern interpretation
- Reactivation of the Rural hub project and adaptation to the community's needs and priorities
- Use of IT (mobile apps) in educational purposes (schools, kindergarten)

Realistic:

- Exchange of experience and skills between the elderly and the young people (different events and manifestations)
- Skills development in storytelling, living history, developing thematic tours and other techniques
- Skills development in entrepreneurship and social/cultural entrepreneurship
- Skills development in digital innovations and interpretation
- Promotion of traditional crafts and skills at the fairs, through various manifestations, use of traditional motifs in branding the destination

Long term actions:

- Workshops and certification programmes on the interpretation of cultural heritage (Interpret Europe and other programmes)
- Certification programmes on tourist and outdoor guiding

Pilot Actions

Although there were many actions proposed, one that has received the most votes was a one day event that would promote intergenerational cooperation through a one day event locally named:

Dedina i bakina škrinja; Dedek i babica idejo v školu; V školo z babicom i dedjom; Dedov krboč, babičina pogačica; Dedekova i babičina škola or Den krboča

The event would consist of different activities:

- Food fair with “pogačice”, traditional cakes and other traditional local food
- Drawing competition and other competitions (traditional games etc.) - grandparents' as judges
- Workshops - ceramics, traditional crafts, cooking and baking, learning the Strigovo language, etc.
- Sale of local products
    - o Krboč (traditional whip)
    - o Cakes
    - o Bread
    - o Ceramics
    - o Old games
    - o Traditional crafts that have disappeared

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Public institution for the development of the Međimurje County REDEA – PP4

Municipality of Sveta Marija

Region: Međimurje County

Country: Croatia

General information about the Municipality of Sveta Marija

Međimurje County is a small area where 22 municipalities are strongly influenced by the regional policy. Considering this, most of the measures, projects of bigger interest are implemented at the level of the entire County.

According to the Central Bureau of Statistics and the 2011 Census, the Municipality of Sveta Marija has 2,317 inhabitants, of which the settlement of Sveta Marija has 1,594, while Donji Mihaljevec has 723 inhabitants. There are 1,149 men (49.6%) and 1,168 women (50.4%). The population of the municipality of Sveta Marija is 2.04% of the total population of Međimurje County (113,804), while the share in the total population of the Republic of Croatia is 0.054%. The population density is 99.02 inhabitants per km². The number of inhabitants at the municipal level in the period from 1981 to 2011 decreased by 17%, more precisely 477 inhabitants.

In terms of ethnicity, Croats make up 98.83% of the municipality's population, while other nationalities make up 1.17%, of which Albanians and Slovenes have the largest share with shares of 0.22%. Other represented nationalities are Hungarians, Germans, Russians, Slovenes and Serbs. When observing religious affiliation, the largest share, 97.84%, are Catholics, while the rest declare themselves as Orthodox, Protestants, Muslims, other Christians, atheists or do not declare themselves.

The largest number of inhabitants belongs to the group of 50-59 years, more precisely 370 inhabitants, of which 168 women and 202 men, which is a share of 15.97% of the total population of the municipality. Based on this, it can be concluded that the largest share is the elderly population, indicating an unfavourable age structure. According to the Central Bureau of Statistics, the average age for the municipality is 41.9, which is slightly higher than the level of Međimurje County (40 years). According to the 2001 census, the aging index was 96, and according to the 2011 census, it was 111. As it

was indicated above, data show increased aging of the population at intervals of 10 years and a higher share of the old population than the young compared to the national average.

Participants' impressions of their village

As an exercise and an icebreaker at the first workshop, participants had to map their impressions of Sveta Marija. Some impressions that were also a basis for LAP development were:

- Good and hospitable people
- Drava river – swimming and boating, cycling and other types of activities on the river (fishing, boating, kanu and kayaking, swimming pool…)
- Ivan Mustač Kantor (KUD) – a cultural singing choir
- Svetomarska lace – an intangible heritage of Sveta Marija and besides the Drava river one of the focal points of Sveta Marija
- Black pestle ("Črna Pešta") and other traditional games
- Cultural heritage - Church of the Assumption of the Blessed Virgin Mary; traditional music and dance
- Active associations
- Revitalized and well-equipped public institutions – school, kindergarten, cultural centre
- Traditional crafts

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Current situation

Although small municipality with a total of 2371 residents (2011. census), Sveta Marija has all the ingredients to develop as an Authentic Village. It has an active Municipality ready to support and collaborate with the civil society association, hardworking people, solid social and cultural infrastructure that can be used for different community activities. It also has a rich cultural and natural resources that present a basis for both a healthy lifestyle and tourism development. According to the data from the Register of Associations of the Republic of Croatia (June 2021.), there are 16 registered associations and clubs in the Municipality, mostly women's and cultural associations, as well as sport and recreation ones. Associations are mostly financed from the municipal budget, membership fees, as well as from various sponsorships and donations. Members of the association usually gather in the local cultural centre that is well equipped and used for various activities (from workshops to events). Municipality's budget for associations is allocated for several programmes - program for the development of civil society, program for the development of sports and recreation, and the culture promotion program. Within the cultural associations, it is important to mention Kultural association (KUD) "Ivan Mustač-Kantor" that was founded in 1957 in Sveta Marija and is actively working on the preservation of old folklore customs.

One of the most significant attractions for Sveta Marija is Svetomarska lace, for many years a forgotten art of creating lace that was also an important basis for local economy for many families of Svetomarska krajina. The association Svetomarska lacemakers, founded in 2010. have worked very hard to preserve and promote their characteristic way of weaving a continuous thread with the help of wooden sticks. The Association 'Svetomarska čipka', has today about 40 members. With only ten experienced lacemakers and mostly elderly members, one of the biggest challenges is to attract young people with a more modern interpretation of lace but also continue this forgotten art of traditional lacemaking in the future.

One of the most important support organisations is the Local action group LAG Mura-Drava that connects and engages the development initiatives of its members (members are from the civil, private and public sectors). It also develops an eco-system in which they all operate with a goal to promote sustainable rural development and raise the quality of life in the LAG area, using the funds from EU programmes and other donors.

On the county level there are several active associations that are also implementing activities in Sveta Marija to mention the most important ones:

- **Association for the Blind of Međimurje County** that is providing their members a "seeing" companion. Blind people use this help when they need to go to the doctor, on trips organized by the Association and to help them walk in public. The service of a seeing companion allows greater independence in performing daily tasks and using free time. The "More Challenging" ("Izazovnije") project is funded by the European Union from the European Social Fund.
- **Association for Autism "POGLED"** is one of the founders of Savez "Prvi korak" (Alliance "First step") along with MURID (Association for Early Childhood Intervention) and the Association for the Blind. Main activity of the Alliance is the inclusion of children with disabilities in kindergartens.

Funds are provided according to the model of 50% County and 50% cities and municipalities. All children with disabilities from the area of the Međimurje County are included and they all get a personal assistant. More than 50% of children are members of the association POGLED. This is a first such project in the Republic of Croatia and a step towards a systematic solution.

As the elderly are a special target group within this topic, it is also important to mention Clubs for the elderly within the Household Help Centre of Međimurje County, where they can socialize, educate and inform themselves, and spend quality time – an important segment for building social and relation capital. Although there is no Club for elderly in Sveta Marija, elderly can join numerous workshops that are led by social workers at locations in Nedelišće, Prelog and Donja Dubrava. Workshops are free for the Club members. Clubs for the Elderly is a program that is continuously supported by the Ministry of Demography, Family, Youth and Social Policy, implemented by the Međimurje County Household Help Centre with the Municipality of Nedelišće and ACT Group as partners.

List of NGOs in Sveta Marija

1. Association “Svetomarska čipka¨ Sveta Marija
2. Voluntary fire society Sveta Marija
3. Voluntary fire society Donji Mihaljevec
4. Women's association Amalije Kranjec Sveta Marija
5. Women's association Donji Mihaljevec
6. Club of treated alcoholics ¨Healthy life¨¨ Sveta Marija
7. Cultural art society ¨Ivan Mustač-Kantor¨ Sveta Marija
8. Hunting society ¨Patka¨ Donji Vidovec-Sveta Marija
9. Football club ¨Mladost¨ Sveta Marija
10. Football club ¨Drava¨ Donji Mihaljevec
11. Sports fishing club "Klen" Sveta Marija
12. Sports fishing association ¨Drava¨ Donji Mihaljevec
13. Tennis club Sveta Marija
14. Table tennis club Sveta Marija
15. Chess club "Sveta Marija and Donji Mihaljevec"
16. Moto group miners

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities and threats related to the Topic 1.

STRENGTHS	**WEAKNESSES**
Hardworking people willing to work, especially in agriculture	Lack of financial resources for co-financing different projects
Availability of quality social infrastructure with free capacities for the development of new contents	Lack of cooperation between different stakeholders in resolving issues of common interest
Preserved nature that makes this area pleasant to live	Unresolved business model of the Svetomarska Lace Association (sale of lace, fees for workshops and presentations)
Preserved tradition and intangible cultural heritage as a basis for tourism development	Lack of accommodation for the elderly (at least an open space to use as a „social living room“)
Social facilities that are adapted for people with disabilities	
Iinitiatives that connect the younger and older generation with cultural associations	
Active cultural and social life	
Active Womens' associations	
Vibrant civil society	
Support programmes to civil society (Municipality funding programmes)	
Support organisations such as the LAG Mura-Drava and other active associations at the county level	
Clubs for the elderly	
OPPORTUNITIES	**THREATS**
Svetomarska lace – an intangible heritage that could both be an important segment for increasing social and relations capital and be an important tourism product	Elderly population (Abandoned houses)
Clubs for the elderly	Unused economic zone, lack of businesses

Intergenerational activities especially in promoting intangible heritage (Svetomarska lace, folk dancing and music) and other activities (traditional games, arts and crafts, family farming etc.)	
Drava river as a basis for many activities – from organizing different sport and recreation activities for the young people to providing and promoting tourism-oriented experience for all ages of locals and visitors (nature-based tourism, glamping, local food and vine, river festivals and other both cultural and outdoor events).	

Current projects

Project	Source	Value
2020 Equipment for cultural facility in Sveta Marija	EU funds, LAG Mura Drava	up to 40.000,00 € - EU
2020 Energy renovation of Municipality building	Municipality	95.201,00 €
2020 Civil society organization (CSO) donations	Municipality	822,00 €
2020 Donations for Sports organizations	Municipality	14.310,00 €
2020 Sports hall in Sveta Marija	Municipality	161,00 €
2020 Donations for Cultural organizations	Municipality	878,00 €
2020 Kindergartens	Municipality	62.347,00 €

Main actors

Active associations in SOCIAL AND RELATIONAL CAPITAL - Municipality of Sveta Marija:

- Women's associations:
  - Women’s society Donji Mihaljevec
  - Women’s society Amalija Kranjec
- Cultural associations:
  - Association “Svetomarska čipka”

    - KUD “Ivan Mustač-Kantor”
- Other:
    - AA club “Zdravi život”
    - LAG Mura Drava

Change

Describe, on the basis of the guidelines of the Transnational Action Plan, the objectives of change to be aimed for

Within each community, civil society is an important aspect of social life because it allows residents to be actively involved in all areas of social action. With that in mind, Sveta Marija has a solid base for developing as an Authentic village with 16 associations, active in various cultural, sports, tourist and other activities, and valuable social and cultural infrastructure. Although associations have already been supported and trained by the support organisations at the county level (e.g. LAG Mura- Drava), it is important to encourage further strengthening of skills and capacity of associations to become more successful in both project development/application to EU funds as well as project management. It is also important to further strengthen cooperation between the public and civil sector in all segments of their work to provide appropriate support to elderly and other marginalized groups, promote intergenerational cooperation and voluntarism. This will in return improve the quality of social and relations content in the area.

Key challenges that were described by the stakeholders are the following:

- Need for more inclusion of the elderly and other marginalized groups
- Need for promoting intergenerational cooperation especially when it comes to preservation and promotion of Svetomarska lace, intangible heritage of Sveta Marija

Objectives:

1. To provide more support to the elderly and other marginalized groups and include them in everyday community life
2. To promote intergenerational cooperation by including more young people in the activities related to the preservation and promotion of Svetomarska lace

Measures

1.1. Assess the needs of the elderly and jointly with them and other marginalized groups co-create different support and other programmes (social, recreational, cultural etc.)
1.2. Strengthen capacity of support associations through various training programmes
2.1. Organize various activities and programmes to enable mentoring of young people by the elderly (Svetomarska lace, traditional crafts and other activities)

2.2. Increase awareness of the youngest ones about the Svetomarska lace and other intangible cultural heritage of Sveta Marija

Expected results

1.1.1. Improved inclusion and activities for the elderly based on their needs and interest (#activities #participants – improvement for at least 5% in the first year and 10% in three years)

1.1.2. Improved work of the Club for the elderly (#activities #club members #participants – improvement for at least 5% in the first year and 10% in three years)

2.1.1. Increased interest and mentoring support for young people for Svetomarska lace (#young people #mentors #activities - improvement for at least 5% in the first year and 10% in three years)

2.1.2. Increased interest among the youngest ones about the cultural heritage of Sveta Marija (#children and families #activities - improvement for at least 5% in the first year and 10% in three years)

Foreseen actions

On the basis of the objectives and results of Change, please describe the interventions you intend to carry out (listed by priority)

Innovative

1. “Once upon a time”- Engage elderly people in storytelling activities for the youngest about their life in the village, traditional games (walking on stilts, black pestle, etc.), way of life in the village fifty plus years ago, etc. Encourage a cooperation between the local associations, primary school “Sveta Marija” and the kindergarten Kockavica.

Realistic

2. “Time to volunteer” – volunteering actions related to small actions and help for the elderly.
3. Healthy ageing – organized walking tours for the elderly where young people could act as guides or support team.
4. “Living room” for the elderly on the open (social games like chess or other simple exercise equipment in the nearby park). This could be adjusted to people with disabilities.

5. Workshops for the elderly and other marginalized groups on different topics (computer skills, healthy cooking, yoga for the elderly etc.). Need to map their needs and offer those workshops that are of interest for them. More active elderly could act as organizers or support team.
6. Picnic by the river Drava – events for all ages.
7. Storytelling and protected species of Mura-Drava park (content development for families with children together with the elderly who know the stories).

Long term actions

8. Develop a dictionary of phrases and proverbs of the Međimurje dialect of Sv. Marija (Collaboration with prof. Anđela Frančić professor of Croatian studies at the Faculty of Philosophy).

Target groups

- Elderly- primary focus of the small actions is on the elderly people
- Other marginalized groups (people with disabilities, Roma etc.)
- Families
- Associations that work on social inclusion especially with the elderly but also with other target groups
- Municipality and other support organisations at the county level

Pilot Actions

"Once upon a time"- Engage elderly in storytelling activities for the youngest about their life in the village, traditional games, way of life in the village etc. Encourage a cooperation between the local associations, primary school "Sveta Marija" and the kindergarten Kockavica.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

In the Municipality of Sveta Marija as in other municipalities and in the Međimurje county as a whole, data on natural increase (difference between the number of live births and the number of deaths) for 2001, 2011 and 2014 indicate an increase in negative natural increase. The natural increase was 0 in 2001, -2 in 2011, and -5 in 2014. The data show that the number of deaths in both settlements within the municipality is higher than the number of births, i.e. the natural increase is negative and in 2014 it was -5, when 20 people died in the municipality and 15 people were born.

In the Municipality there is a primary school “Sveta Marija” with 139 pupils and one kindergarten "Kockavica" which is attended by 15 older - preschool and 47 younger children (data from July 2021). The nursery although needed in the municipality is missing due to insufficient space. The kindergarten runs regular programs, preschool education and foreign language learning programs.

Students in high school usually travel to Čakovec or Prelog, while most students go to Zagreb but also to Čakovec and Varaždin. The Municipality awards scholarships to full-time students. The municipality also finances the transport of students from 5th to 8th grade who travel from Donji Mihaljevac to Sveta Marija (distance 2 km). Young people who are studying in Zagreb and other cities tend to stay there or even move outside from Croatia, which means that there is a rapid decrease of young population, one of the biggest challenges for the municipality.

The construction of a school sports hall has started, and it will be completed in the next two years. Besides 16 active associations, there is also a Youth Council whose role is to participate in the preparation, adoption and implementation of decisions and other documents of interest to young people. Within the Council’s scope of work is involving young people in solving their problems as well as the local community, organizing thematic forums and workshops to better inform young people and cooperate with young people in Croatia and abroad.

Locals are informed through Local papers, Web and Facebook page of the Municipality of Sveta Marija and periodical TV shows. Young people are continuously informed about all current events in the Municipality which allows them to participate actively.

According to the latest analysis conducted within the Development Strategy of Human Resources of Međimurje County, below we highlight some of the major strengths and weaknesses as well as solutions within the strategic framework through the future projects that will improve the situation:

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities and threats related to the Topic 2.

STRENGTHS	WEAKNESSES

Hardworking people oriented towards family	The declining trend in the number of pupils in primary schools.
Municipality's support to young people through financing transport; scholarships etc	No nursery group in the kindergarten
Active association and civil society supported by the Municipality	Insufficient primary school capacity
Youth council active in preparing and adopting decisions for young people	Youth council needs to be more active and needs to increase its capacity
Infrastructure for active tourism but also for sport and recreation in place (swimming pool, activities on the river like rafting - the old stream of Drava, winter rafting, kanu, hunting, fishing)	Frequent employee changes; unattractiveness of occupations in the field of civil society
Cultural centre as a gathering place for young people	Funding instability and lack of funding for projects
	Insufficient cooperation between associations
	Lack of interest of young people for social events in the Municipality
	No broadband Internet
OPPORTUNITIES	THREATS
Involvement of young people in project preparation and implementation	Old population, emigration
Increasing capacity of associations, especially those working with young people	Environmental devastation
Education of students (in school) and outside school	Decrease in the active population
Providing additional activities for young people (fun, leisure, education…)	The economic structure of the region will continue to have a significant impact on wage growth, and the pressure of labor shortages in certain industries will continue to grow - "Lack of interested candidates" for lower paid and less attractive jobs
Organization of activities in associations by young people	
Municipality / school subsidy (renting space for foreign language schools)	
Organization of events on the Drava river	

Increasing capacity of the Youth council, which could serve as a body for more active inclusion of young people in the municipality's life (organization of events for young people, decision making etc.)	

Current projects

Project	Source	Value
Construction and equipment for the school sports hall - young people will have the opportunity to be active in various activities	Municipality of Sveta Marija	1.500.000,00 €
Renovation of the Cultural facility – the location will provide more pleasant gathering place for young people, mostly those who are engaged in sports and cultural activities	Municipality of Sveta Marija	40.000,00 €

Change

Describe, on the basis of the guidelines of the Transnational Action Plan, the objectives of change to be aimed for

Although faced with challenges such as the ageing population and brain drain of young people who are staying in Zagreb, Čakovec and Varaždin after they finish studies or leaving the village altogether, Municipality of Sveta Marija is trying its best to provide a continuous support to young people in terms of scholarships or financing a transport to and from school. The Municipality is also providing a support for the development of sports and recreation by co-financing sports associations and other associations.

The goal for the near future of the Municipality or their vision is to be recognized for its tradition, high quality of life, stimulating business environment, sustainable agriculture, and a community of active young people, suitable for everyone. With the social and cultural infrastructure in place including the Cultural centre and sports hall in development, the Municipality is well positioned to focus on quality programmes for children and youth that would

boost their creativity, but also on the initiatives that would attract young people back to the village (housing, jobs, incentives for young families etc.). This LAP has focused primarily on the small actions to encourage this youthful creativity, especially directed towards the traditional sectors of lacemaking and traditional and artistic crafts and design, reuse of material etc. but also on recreational, fun and leisure activities especially on the river Drava. Although primarily focused on increasing self-confidence through art and culture or sport and recreation, those activities could through time also become a basis for potential jobs and self-entrepreneurship initiatives among the youth. To enable this, it is also important to provide other support activities and training programmes that would increase young people's self-confidence and "presentability" at a potential job market.

As described by stakeholders, key challenge is the following:

- Lack of interesting activities that would encourage the creativity and more participation of young people
- Lack of participation of young people in the life and initiative of the municipality

Objective:

1. To boost a creativity of young people and helped by "old" knowledge, stories and memories encourage their integration into the future project of communities especially those related to preservation and promotion of lacemaking but also others
2. To increase youth participation and increase their self-confidence, leadership, entrepreneurial and other skills

Measures:

1.2. Assess interest among the children and the youth, and organize various activities in coordination with the Municipality, associations, and other stakeholders

2.1. To strengthen capacity of the Youth council as a body that in cooperation with the Municipality and other Youth councils on the county level creates new opportunities for the youth

Expected results:

1.2.1. More young people interested in community projects (#of projects; #of young people involved – improvement for at least 5% in the first year and 10% in three years)

1.2.2. More young people are involved in the lacemaking projects (#of new members of the lacemaking clubs; #of activities and joint projects- improvement for at least 5% in the first year and 10% in three years)

2.1.1. Youth council becomes an active representative body of the young population (#of activities; #of members - improvement for at least 5% in the first year and 10% in three years)

Target groups:

- Children and their families
- Young people (primary focus on the 15-25 years old)
- Primary school “Sveta Marija”
- Youth council
- Associations especially those working with the youth
- Municipality and other support organisations at the county level

Foreseen actions

On the basis of the objectives and results of Change, please describe the interventions you intend to carry out (listed by priority)

Based on the stakeholders’ brainstorming and prioritisation of foreseen activities (using the criteria of innovative/standard and realistic/no realistic), the most innovative and/or realistic actions were the following:

Innovative:

1. Creative workshops using Design Thinking and other methodologies aimed at boosting creativity and self-employability/self-entrepreneurship especially related to the sector of lacemaking and new ways of lace presentation (design, textile production, IT, marketing and branding etc.) but also other sectors
2. Networking events at the local level, in the community to help strengthen the creation of relations, trust relationships and joint actions between young people

Realistic:

3. Training programmes aimed at boosting young people's confidence and empowerment towards the creation of businesses (resume writing, presentation skills, job search etc.)

4. “Lace club” - Activation of the lace group in the school and related activities that will promote lacemaking and lace as intangible heritage among the youth (exploring modern interpretation of lace and lacemaking with new partners)
5. Exhibition of lace with interesting video projections, etc. on the history of lace in the Cultural centre
6. “Kids for clean Drava” - Eco cleaning actions of the Drava River
7. “My view of Sveta Marija” - photo and video competitions related to cultural and natural heritage of Sveta Marija and Međimurje aiming at older children and teens
8. “Get up and go out” – organisation of fun games, events and workshops to get children and the youth from the computers, e.g., art and design workshops (e.g. creating an educational picture books etc.)
9. Different workshops and lectures (e.g., foreign language schools)

Longer-term actions:

10. Creation of co-working spaces for young people
11. Certification programmes for river guides and incentives for boosting jobs and self-entrepreneurship among young people

Pilot Actions

Describe the actions that local government and citizens believe can immediately initiate visible and shared change.

“Lace club” - Activation of the lace group in the school and related activities that will promote lacemaking and lace as intangible heritage among the youth - exploring modern interpretation of lace and lacemaking with new partners in design, fashion, textile, household items, digital interpretation of stories and lace patterns etc.

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

The Municipality of Sveta Marija is located in the eastern, lower Međimurje County and is one of the smallest municipalities. The existing traffic system in the Municipality of Sveta Marija is part of the main road network of Međimurje. The state road Varaždin - Nedelišće – Čakovec – Prelog – Donja Dubrava – Đelekovec - Drnje passes through the Municipality. This is a road that connects the Municipality with the county centre and two counties – Međimurje County and Koprivnica Križevci County. Parallel to the lake and the drainage canal of HE Dubrava is a local road that is gaining in importance. The railway line Budapest - Kotoriba - Čakovec - Varaždin – Zagreb passes through the Municipality. This is a railway of the first order which records large passenger traffic (domestic and international). The Municipality is also part of Regional Park Mura-Drava. The regional park is a category of protection in which economic and other activities are allowed, as well as the use of natural resources that do not endanger its essential features and role, and the realization of certain spatial uses planned by spatial planning documents depend on the nature protection legislation and on the legislation of other sectors. The Park itself stretches over the territory of five Croatian counties, from Međimurje to Kopački rit Nature Park. The Mura and Drava belong among the last lowland rivers with a near-natural course in central Europe and they are characterized by a high level of biodiversity. The Municipality of Sv. Marija has well developed system of waste separation and sorting. The rate of separate waste collection in Sveta Marija is above 50% which is a goal according to the Waste Framework Directive.

The maintenance and promotion of protected natural values in the entire area of Međimurje County is performed by Međimurska priroda - Public institution for the management of protected natural values. The public institution also supervises the implementation of conditions and measures for nature protection in the areas it manages. The area of the municipality of Sveta Marija belongs to the protected part of nature in the Mura-Drava Regional Park (Figure 1). The total area of the Mura-Drava Regional Park is 87,680.52 ha, of which 17,007.11 ha (23.3% of the park area) is located in the area of Međimurje County. The park in Međimurje County covers the area of three cities (Prelog, Mursko Središće, Čakovec) and 13 municipalities (Štrigova, Sveti Martin na Muri, Podturen, Dekanovec, Domašinec, Goričan, Kotoriba, Donja Dubrava, Donji Vidovec, Sveta Marija, Donji Kraljevec, Orehovica , Nedelišće). Mura and Drava are among the last natural streams of lowland rivers in Central Europe, and they are characterized by a high level of biological diversity and the area of the municipality of Sveta Marija, located between these rivers, is included in the ecological network Natura 2000. The ecological network of the Republic of Croatia (Natura 2000 network) consists of conservation areas important for birds - POP and conservation areas important for species and habitat types - POVS, and on the territory of the municipality these two areas overlap.

According to the Waste Management Plan of the Municipality of Sveta Marija for the period from 2016 to 2021, there are two unrehabilitated landfills for municipal waste in the municipality: "Parag" in the settlement of Donji Mihaljevec and "Segetec" in the settlement of Sveta Marija.

The Prelog water pumping station is used for the water supply of the settlements in the municipality, and the area of the municipality belongs to IV. Water supply zone of Međimurje. In the area of the municipality of Sveta Marija, there is a reserve pumping station "Sveta Marija" with a capacity of 22 l / sec. The water supply system is pressurized. A distribution water supply network has also been built in all settlements. 86% of households are connected to the water supply system, and as can be seen from the table below, more households are connected to the system in the settlement of Donji Mihaljevec than in Sveta Marija. Sewerage is not built in the municipality.

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities and threats related to the Topic 3.

STRENGTH	**WEAKNESSES**
Waste collection and separation (more than 50% of separated waste)	Unresolved drainage of rain water
Active population (sports, energy saving, less pollution, clean air)	Unresolved irrigation
Rail connection (ecological transport)	Lack of walking and bike paths
Active associations (transfer of knowledge and experience)	Unreliable and slow internet
Self-sufficiency in terms of nutrition	Excessive field spraying
Natural resources (the area of the Mura-Drava Regional Park is characterized by a high level of biodiversity)	
OPPORTUNITIES	**THREAT**
Part of the Mura-Drava Regional Park	Too little environment for larger utility projects
Great potential for nature education and research	Natural disasters
Potential for tourism development (hiking and biking trails; river tourism etc.)	Malfunction, low maintenance of the hydroelectric power plant
Sustainable waste management policies	Emigrations of residents (due to work, better opportunities)
	Unresolved ownership relations (real estate)

To resolve the mentioned problems and weaknesses, the Municipality of Sveta Marija has implemented or is still implementing projects listed below:

Project	Source	Value
Spatial planning and improvement of public and social buildings - reduction of energy costs (LED lighting)	Municipality of Sveta Marija	
Development and management of water supply and drainage system - construction of sewerage	Municipality of Sveta Marija	
Environmental protection - waste management	Municipality of Sveta Marija	
Construction of precipitation drainage system and reconstruction of roads after construction of sanitary drainage system in the Municipality of Sveta Marija	Municipality of Sveta Marija	
Setup of the hiking and bike trail system of Sveta Maria	Municipality of Sveta Marija	

Main actors:

Međimurska priroda (Nature of Medjimurje) – Public Institution for Environment Protection was founded according to the Nature Protection Act. The institution is responsible for protecting, maintaining and promoting the protected area in the Međimurje County to protect and preserve the authentic environment, as well as to ensure natural processes proceed undisturbed and to enable sustainable use of natural resources.

When we talk about Mineral Raw Materials, Renewable Energy Sources and Energy Efficiency, it is worth mentioning that currently in the area of Međimurje County there are 11 active exploitation fields for sand and gravel, 5 hydrocarbon exploitation fields, Draškovec geothermal water exploitation fields and 3 exploitation fields of geothermal water. In schools and public buildings owned by County and local government unit, energy and water consumption is monitored through the Energy Management Information System.

Međimurje Energy Agency Ltd. (MENEA) took care of renewable energy sources in Međimurje County. The mail goal of MENEA is sustainable development in accordance with actual needs in the area of the County of Međimurje while focusing on enhancement of the use of Renewable Energy Sources (RES) and Energy Efficiency (EE).

One of the most important strategic determinants of the development of Međimurje is certainly the high quality of life. When we talk about waste management, Međimurje County is by far the most efficient county in the territory of the Republic of Croatia in the separation of collected municipal waste. All local government units have developed a Waste Management Plan. Organized municipal waste collection includes the whole County that dispose of waste at one official landfill in the area of Međimurje County (Totovec), except for three municipalities' which dispose waste outside the Međimurje County.

The construction of communal infrastructure and waste management in the County is one of the best in the Country.

In addition, it is necessary to influence the awareness of residents, starting with the youngest, about the importance of protecting biological and landscape diversity, education and implementation of programs and projects on environmental protection, energy efficiency and the use of natural resources for energy. Precisely for this reason, regular trainings are conducted in the area of Local Government Units, which are obliged to ensure the annual implementation of educational and informative activities related to waste management in their area.

There are three waste collection companies operating in the County (ČAKOM d.o.o., GKP PRE-KOM d.o.o., Murs-ekom d.o.o.) which also carry out various projects and educational activities.

Thanks to the tidiness and high standard of bicycle paths marked by traffic signals, bike rest areas with info panels and self-service stations, Međimurje County is part of the Cyclist Welcome Network. In the area of Međimurje County there are several official bicycle routes that can be found on the official website of Međimurje-bike (https://www.medimurje-bike.com/).

Change

Nature and environmental protection in the municipality is important for the preservation of ecosystems of the entire Međimurje County, since the municipality belongs to the protected part of nature Regional Park Mura-Drava and Natura 2000. To preserve the environment, the Municipality has established all the conditions for sustainable waste management, such as the rehabilitation of municipal waste landfills provided for in the Waste Management Plan of the Municipality of Sveta Marija for the period from 2016 to 2021. However, the biggest threats and weaknesses of Municipality in terms of infrastructure are water drainage and unclassified roads, as well as a lack of hiking and biking trails. The Municipality is now in the process of developing hiking and biking trails, which will become an additional attraction for both local people and visitors. With rich natural resources and policies in place for sustainable waste management, environmental protection and sustainable tourism, Municipality of Sveta Marija is well placed to become a “Smart Small Community” model of low-cost settlement with a reduced environmental impact that can also make a positive impact on the market for sustainable and quality tourism. What is needed in the future are investments in the infrastructure, as well as in awareness raising activities on preserving the environment and natural resources. It is also necessary to take measures to preserve and protect the indigenous species of the platypus plant and the habitats of many animal species in order to prevent their extinction and to strengthen the promotion of the area for tourism purposes (e-g- bird watching as a tourist offering).The end result could be a “laboratory” of sustainable innovation in which Municipality in cooperation with the community could experiment with different more energy efficient and sustainable solutions, ideas and projects.

As described by stakeholders, key challenges are the following:

- Lack of hiking and biking paths and related activities
- Lack of citizens’ awareness about the protection of nature

Objectives:

1. Building on the Municipalities planned projects in creating the network of hiking and biking trails, to promote citizens' active and healthy lifestyle
2. To increase awareness of the importance of nature and its potential related to tourism, ecology, education etc.

Measures:

1.1. Invest resources in educational and eco-friendly activities related to the network of hiking and biking trails
1.2. Increase awareness of local people about the importance of using hiking and biking trails

2.1. Organize campaigns and other activities related to improved waste management and recycling, nature protection etc.

2.2. Increase awareness and support for building attractive rest houses/tree houses near the river Drava and promoting glamping/river tourism

Expected results:

1.1.1. Improved use of hiking and biking trails (#of users – improvement for at least 5% in the first year and 10% in three years)

1.1.2. Improved capacity and awareness of people about the nature protection and benefits of riding bikes/e-bikes (#of campaigns; #of people involved; #of bike users – improvement for at least 5% in the first year and 10% in three years)

2.1.1. Improved recycling habits among the residents of Sveta Marija (#of campaigns; #recycled waste – improvement for at least 5% in the first year and 10% in three years)

2.1.2. Improved awareness of people about the use of traditional material for building rest/tree houses near the river Drava (#of campaigns; #of people involved # of houses #of visitors– improvement for at least 5% in the first year and 10% in three years)

Target groups:

- Younger generations (parents and children)
- School and kindergarten
- Tourist stakeholders (Tourist agencies, Tourist associations etc.)

- Visitors (domestic and foreign)
- Associations (especially eco NGOs and sport clubs in the Municipality and broader
- Municipality and other support organisations at the county level

Foreseen actions

On the basis of the objectives and results of Change, please describe the interventions you intend to carry out (listed by priority)

Based on the stakeholders' brainstorming and prioritisation of foreseen activities (using the criteria of innovative/standard and realistic/no realistic), the most innovative and/or realistic actions were the following.

Innovative:

1. "Leave no trace campaign" – a popular campaign that is increasing awareness among both locals and visitors to leave no trace in the nature (in terms of garbage but also footprints – to stay within the marked trails and roads)
2. Promotion and support for the design and building of innovative rest/tree houses at the river Drava using local material and involving designers as well as local people as builders. The idea is to promote innovative forms of tourism like glamping and river tourism and offer a full experience to visitors with local food and vine.

Realistic:

3. Workshops, educational and eco walks and trails, cycling (active tourism but also educational activities)
4. Eco cleaning actions and campaigns; eco club in the school (#zero plastic campaign; "Sveta Marija with no plastic campaign")
5. "Let's celebrate Drava river" – river festival to celebrate and promote the Drava river through various river-related activities (picnic, fishing and BBQs, canoeing and canoe races, bike and hike, games etc.) – motivate community to gather together at different river events and promote the Drava river (protection and promotion)
6. Promotional campaigns on the use of bicycles and e-bikes

Long term actions:

7. Investments and support measures in bikes/e-bikes and bike stops/services; bike friendly accommodations and rest houses etc.

Pilot Actions

Describe the actions that local government and citizens believe can immediately initiate visible and shared change.

Eco cleaning action and campaign (#zero plastic campaign; Sveta Marija with no plastic campaign) and activities related to the protection and promotion of Drava river (e.g. a multi-day river festival).

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Municipality of Sveta Marija is located in Donje Međimurje which is plain area.

Sveta Marija with its surrounded village Donji Mihaljevec is only Municipality in Međimurje where accommodation units doesn't exist. But the nearby area in Donji Vidovec has hostel and pension and in Donji Kraljevec there is a hotel with 28 beds.

ACCOMMODATION	LOCATION	NUMBER OF BEDS
Hotel	Donji Vidovec	67
	Donji Kraljevec	28
Hostel	Donji Vidovec	14

Traditional gathering of local citizens in cafe bars is the heart of social life of citizens. Visiting cafe bars is a daily ritual for all both younger and older people. Municipality of Sveta Marija is a very small municipality and have 3 cafe bars where people gather and socialize on a daily basis.

There are four active associations in the field of tourism. Most famous associations are Associations of Svetomarska lace whose goal is promotion, protection and education about traditional lacemaking and Women association Amalija Kranjec whose role is to promote and bring women together through different activities and to preserve cultural heritage.

Interesting and historic places which should be visited:

- Church of Holy Mary – statue of Holy Mary which is miraculous
- Drava river – for various sport, recreational and other social activities

Most famous manifestations in Sveta Marija are a holiday of Blessed Holy Mary and Summer of fish on Drava river – touristic, sports and cultural event, fishing competition, fish soup cooking competition and exhibition of arts and crafts from the Women associations.

Like most municipalities in Međimurje, the municipality of Sveta Marija is known for its numerous chapels, churches and other tangible cultural heritage that forms a basis for the development of tourism, along with other cultural heritage sights.

The architectural heritage consists for the most part of sacral buildings. Protected and recorded architectural heritage consists of:

- Parish Church of the Assumption of Mary - a longitudinal, late Baroque church, built in the late 18th century on the site of an old medieval church, demolished in 1779.
- The manor of the parish court - built in the middle of the 19th century northeast of the church in the tradition of late Baroque, ie Classicist architecture.
- Pil Bogorodice - is located in a park located south of the church. The year 1822 is mentioned in the sources
- Old school - a quality and rare example of a preserved multi-storey building of urban character created at the end of the 19th century within the rural environment of a typical village of lower Međimurje.
- Gift of St. Križa - located along the main road in the eastern part of St. Mary.
- Chapel of St. Pavle Pustinjak (today the chapel of St. Florian) - a miniature chapel created in connection with public plastic.
- Pil of the Mother of God - placed in 1995 in a prominent place, inside a green area opposite the main entrance to the parish church.
- Crucifix in the cemetery - a stone crucifix, erected around 1900 and located in the middle of the cemetery.
- Gift of the Mother of God (Donji Mihaljevec) - located at the northern intersection in the village, near the road to Čukovec.
- Gift of the Sad Christ (Donji Mihaljevec) - located at the eastern intersection in the village.

There are rare examples of traditional residential architecture in the municipality. Changes in the lifestyle of the local population in recent decades have affected the design and appearance of rural residential architecture. New houses are often high-rise buildings that are built without a sense of scale, without modern construction techniques that would ensure energy efficiency and the use of renewable energy sources for households, and generally do not fit into the proportions of a traditional Međimurje village. The same applies to public facilities (kindergarten, cultural centre, fire station, municipal premises, morgue, etc.) that were built at a time when there were no building materials that would enable energy efficiency of these facilities Today, the maintenance of public facilities requires large financial resources.

The settlements of Sveta Marija and Donji Mihaljevec are known for the production of Svetomarska lace from a single thread whose beginnings date back to the middle of the 19th century. Until the 1940s, it was woven in almost every house and was the main source of income, especially in the winter months. A written trace of lace knitted by women in 1936 has been preserved and is in the Ethnographic Museum in Zagreb. The characteristics of Svetomarska lace are airiness, apparent simplicity and sophistication that has been preserved throughout history due to lower exposure to external influences. The tradition of lace experienced its rise again in 1995, thanks to women from Sveta Marija and Donji Mihaljevac who continue the long tradition of lace and pass on the art to younger generations.

In terms of manifestations, there is a competition of DVDs in carts that is organized every August in Sveta Marija, which every year attracts more and more guests from different European countries (Romania, Slovenia, Serbia, Hungary, Germany). The aim of such a competition is to show the younger generations how the community used to fight fires.

Summer of fish along the Drava is one of the most attractive events organized every year by members of the Sports Fishing Club "Klen". It is a tourist, sports, gastronomic and cultural event that is held in addition to the derivation canal HPP Dubrava. The event brings together members of various fishing societies and attracts more than a thousand people a year.

The Municipality of Sveta Marija does not have its own tourist board, but the management of tourism and the promotion of tourism in the municipality is the responsibility of the Tourist Board of Međimurje County. Visit Međimurje is the official website through which it is possible to find all the information about tourist facilities in the municipality. There are no accommodation facilities in the municipality of Sveta Marija, so tourist arrivals and data are mostly for one-day visitors.

Accommodation facilities are available in nearby Donji Vidovac, Donji Kraljevec and Prelog. Therefore, it is important to cooperate with neighboring municipalities in order to connect different tourism products through integrated tourism packages and thus offer higher quality, multi-sensory tourism products. Considering that the municipality is located on the territory of the Mura-Drava Regional Park, there is a great potential for the development of eco-tourism in the area of this municipality. The lack of education of the population about the importance of promoting and encouraging the development of tourism is one of the reasons for the insufficient use of the natural beauty of the park. Equally, the long tradition of making St. Mary's lace has not been sufficiently used for tourist purposes, which should certainly change in the coming years. A prerequisite for the preservation of this cultural treasure is the upgrade of the facility of the Cultural centre. This will be realized under 1P1-M1, which would contain an exhibition space, workshops and cultural events where visitors can be informed in one place about the history and methods of lace making skills. and buy a souvenir. In addition to lace, there will be a presentation of other rich culture and traditions of the municipality. Additionally, the infrastructure for the activities of CSOs in culture would be provided, and the tourist offer of Donji Međimurje would be increased.

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities and threats related to the Topic 4.

STRENGTHS	WEAKNESSES
STRENGTHS	
Valuable people willing to contribute to the development of the local community	Lack of knowledge about project management
Implementation and promotion of active, nature-based tourism (rafting – Old Drava stream, winter rafting, fishing, swimming)	There is not enough workspace for Svetomarska čipka associations

Rich intangible cultural heritage of Svetomarska lace – intangible cultural heritage registered in the Register of Cultural Property of Republic of Croatia	Insufficient recognizability and visibility of St. Mary's lace
Good attendance at the local events (pilgrimage for the Blessed Holy Mary, Day of fish next to the river Drava etc.)	Lack of interest in transferring the knowledge of making Svetomarska lace to other villages in the Međimurje county
	Lack of hiking and bike paths
	No accommodation capacity
OPPORTUNITIES	**THREATS**
Good cooperation with the primary school	Depopulation
Greater involvement of people from all over Međimurje County and beyond	The art of making lace is slowly dying as a tradition
Establishment of a tourist board	
Projects from the EU	
Fish days - better market placement, promotion	
New forms of selective tourism - glamping along the Drava river, active, nature-based tourism, river tourism integrated with the cultural tourism	
Cycling	

CURRENT PROJECTS

Project	Source
Interior and exterior equipment for cultural facility in Sveta Marija where workshops and various leisure activities for locals are being held, is funded by the EU from Local action group Mura-Drava.	Municipality of Sveta Marija

Main Actors

1. Local Action Group Mura-Drava - (association based on the LEADER principles which connects citizens, local government, civil society organisations, private organisations and others organisations in order to promote a sustainable rural development, to establish a partnership between sectors and to connect all development projects on LAG area to implement a Local Development Strategy)
2. NGO "SVETOMARSKA LACE" SVETA MARIJA (Preservation, nurturing and promotion of cultural and artistic values of Sveta Marija lace, organizing workshop for “know-how” in producing/creating lace products)
3. AMALIJA KRANJEC WOMEN’S SOCIETY SVETA MARIJA (promoting and organizing socializing of women through various leisure activities; organization of children’s free time by involvement in sports and social activities; encouraging, developing and promoting culture; preservation of ethno heritage in the Municipality of Sveta Marija, Međimurje County and beyond; promoting and encouraging ecological preservation and arrangement of places; cooperation with other associations; promoting gender equality)
4. WOMEN'S SOCIETY DONJI MIHALJEVEC

Change

Describe, on the basis of the guidelines of the Transnational Action Plan, the objectives of change to be aimed for

“*The 'material and immaterial cultural heritage' passed down from generation to generation is constantly recreated by the community in relation to its environment, its interaction with nature and history, and gives the community a sense of identity and continuity*”. Sveta Marija has all the prerequisites to develop as an attractive tourist destination considering the rich tradition of lacemaking in Sveta Marija, the “story” behind it and the community that is devoted to its preservation and passing the tradition to new generations, in addition to rich natural and cultural heritage. Besides cultural and religious tourism and protection/promotion of cultural heritage, more particularly lacemaking tradition, the emphasis for the Municipality in the next period is on sports and recreation (rafting and other water sports, fishing, bird watching) – active tourism in the nature/outdoor tourism. It is also on strengthening a promotion of tourist offer in cooperation with the Tourist Association of the Međimurje County (fair, brochures, events) and developing an authentic souvenir (stronger promotion of Svetomarska lace).

As described by key stakeholders, key challenges are the following:

- Lack of integrated tourism approach to tourism development (integration of cultural and natural resources)
- Lack of adequate interpretation and promotion of Svetomarska lace at the broader market

Objective:

1. To create integrated tourism products (connection) and creation of an "economy of experience", i.e. creators of a new kind of hospitality capable of involving the visitor in the rhythm of local life for a sustainable development of tourism.
2. To valorise, interpret and promote Svetomarska lace at the broader market
3. To develop a recognizable brand of Svetomarska lace but also of the Municipality of Sveta Marija

Measures:

1.1. Assess and connect different tourism offerings into an integrated product/package (nature-based/river and cultural tourism as a main base)

1.2. Improve cooperation among the tourist stakeholders in the most broadest sense

2.1. Assess different interpretation options for lace production and promotion keeping in mind the traditional lacemaking

3.1. Develop a Tourist and marketing strategy of Municipality of Sveta Marija

3.2. Promote and brand Svetomarska lace at the broader market through social media and other channels (influencers, vloggers and bloggers etc.)

Expected results:

1.1.1. Improved tourist offering (#tourists; #new tourist products and packages – improvement for at least 5% in the first year and 10% in three years)

1.1.2. Improved cooperation and joint offering (#joint offers; #visitors – improvement for at least 5% in the first year and 10% in three years)

2.1.1. Improved lace products and offering (#new products; #new cooperations – improvement for at least 5% in the first year and 10% in three years)

2.1.2. Improved thematic tours integrating cultural and natural heritage (#new products; #new cooperations – improvement for at least 5% in the first year and 10% in three years)

3.1.1. Improved recognition of Svetomarska lace especially among the younger audience (#of visitors #younger people involved – improvement for at least 5% in the first year and 10% in three years; new logo and brand)

Target groups:

- Young people and families
- Tourist stakeholders (Tourist agencies, Tourist associations etc.)
- Educational institutions at the county level

- Visitors (domestic and foreign)
- Associations (especially women associations and sport clubs in the Municipality and broader)
- Municipality and other support organisations at the county level

Foreseen actions

Based on the stakeholders' brainstorming and prioritisation of foreseen activities (using the criteria of innovative/standard and realistic/no realistic), the most innovative and/or realistic actions were the following:

Innovative:

1. Creation of new integrated tourism products based on natural and cultural resources (hiking trails connected to cultural heritage sites, bike heritage tours etc.)
2. Promotion of river and bathing tourism through various activities on the river Drava (picnics and river festivals, kanu/kayaking/SUP rental and various kanu/kayaking schools etc.)
3. Development of a wake-park on the river Drava that could also become a local attraction
4. Creation of new souvenirs based on traditional lace using 3D technology

Realistic:

5. "Story of lacemaking" - storytelling workshops; educational and other activities for the local community and visitors
6. Cooperation with neighbouring municipalities in creating improved tourist offer (joint festivals and other events)
7. "How to live like a local" – tourist offering for visitors to live a "village life", take advantage of the available service opportunities, know and appreciate the tangible and intangible assets that make up the local landscapes and are an integral part of the community (e.g. cooking and lacemaking workshops, educational trails, cycling (active tourism) but also some light agriculture activities etc.
8. Organization of different eco-friendly events based on the active tourism in the nature/outdoor tourism: thematic walks etc.
9. Outdoor festival that could last few weeks or even few months especially in the off season: trail/trekking/bike/kayak/kanu and rafting races
10. Pilgrimage tourism - during the Assumption - multi-day festival

Longer term:

11. Development of the river and outdoor tourism

12. Encourage and support renovation or creation of rest or even tree houses and promotion of glamping or a full tourism experience (connect with local food and wine and active/cultural tourism in a full package).

Pilot Actions

“Story of lacemaking” - storytelling workshops; educational and other activities for the local community and visitors

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

According to data from the Chamber of Commerce in the Municipality of Sveta Marija in February, 2021 there are 26 registrated craft businesses, total share of 2% in Međimurje (1.409). In the agriculture field there are 107 registered family farms, that is the total share of 7.4% in Međimurje (1.437). The table below shows the number of agricultural holdings per villages. Number of craft business by categories are production trades 5, service trades 12, catering and tourism 1, trade 1, transport 2, agriculture 2 and personal services 8.

Name of the village	No. of family farms
Donji Mihaljevec	29
Sveta Marija	78
Total:	107

"*Handicrafts and agriculture are bearers of "social values" through their interaction with the economic and social actors of the territory, with the community and the surrounding environment*". Sveta Marija has a long tradition in both handicrafts – traditional lacemaking of so called Svetomarska lace and agriculture. They are known to produce lace from a single thread whose beginnings date back to the middle of the 19th century. Until the 1940s, it was woven in almost every house and was the main source of income, especially in the winter months. A written trace of lace knitted by women in 1936 has been preserved and is in the Ethnographic Museum in Zagreb. The characteristics of Svetomarska lace are airiness, apparent simplicity and sophistication that has been preserved throughout history due to lower exposure to external influences. The tradition of lace experienced its rise again in 1995, thanks to women from Sveta Marija and Donji Mihaljevac who continue the long tradition of lace and pass on the art to younger generations. Some of the most famous motives are *kartruža*, lamb, swallow, *kroglica u 5 cakni*, tree, grapevine and others. Today, there are only ten women in Sveta Marija who know the traditional lacemaking from a single thread and the goal is to transfer those skills to the younger generations to preserve this invaluable intangible heritage but to also promote it to broader audience. Svetomarska lace is not as well-known as some other Croatian lace such as the one from Hvar, Pag or Lepoglava, which has already achieved modern interpretation (e.g. fashion brands, designed bathroom tiles, high level interior decoration items etc.).

In terms of agriculture, according to the data of the Agency for Payments in Agriculture, Fisheries and Rural Development in 2015 in the municipality of Sveta Marija there were 155 entities registered, which represents a share of 2.53% of all entities in Međimurje County. Agricultural production is based on family farms, and the holders of family farms are mostly older men with completed primary or secondary education. Lack of young and highly skilled labour is one of the factors limiting the development of more competitive agricultural production. The limiting factor is also the insufficient specialization

of agricultural production and the unsatisfactory degree of product finalization, which is regularly accompanied by the need to modernize production processes and technologies. Awareness of agricultural producers is insufficiently developed about the need to produce value-added products, which is manifested in a higher degree of finalization of products and / or their labelling with eco-certification or quality labels. It is these value-added products that contribute to the long-term improvement of the competitiveness of agricultural producers in the market.

As well as being a cultural heritage and a service for citizens, widespread 'know-how' both related to traditional crafts and agri-food processing is also a fundamental economic and production resource and can be a big source of income for the residents of Sveta Marija.

SWOT Analysis

The following table is listing key strengths, weaknesses, opportunities and threats related to the Topic 5.

STRENGTHS	WEAKNESSES
A long tradition in making lace	Lack of cooperation among entrepreneurs
Good attendance at fairs	Poor representation of young people in the population of the municipality
Use of the Cultural centre	A small number of medium and large enterprises
Traditional crafts	Disconnection of agricultural land
A large number of local craftsmen	Poor education of small farmers (agricultural development in line with new trends)
	The lack of interest of young people in worldly lace
	Lack of cooperation among entrepreneurs
OPPORTUNITIES	**THREATS**
Tourist potential of Drava river and development of active/nature-based tourism -river tourism	Emigrations and depopulation
Svetomarska lace as a potential for both traditional and modern interpretation and branding of lacemaking and lace as a product	Ageing populations
Traditional crafts	Dying of traditional lacemaking and other craftsmanships

Project	Source

Interior and exterior equipment for cultural facility in Sveta Marija where workshops and various leisure activities for locals are being held	EU from Local action group Mura-Drava

Main actors

1. Local Action Group Mura-Drava - (association based on the LEADER principles which connects citizens, local government, civil society organisations, private organisations and others organisations in order to promote a sustainable rural development, to establish a partnership between sectors and to connect all development projects on LAG area to implement a Local Development Strategy)
2. NGO "SVETOMARSKA LACE" SVETA MARIJA (Preservation, nurturing and promotion of cultural and artistic values of Sveta Marija lace, organizing workshop for “know-how” in producing/creating lace products)
3. AMALIJA KRANJEC WOMEN’S SOCIETY SVETA MARIJA (promoting and organizing socializing of women through various leisure activities; organization of children’s free time by involvement in sports and social activities; encouraging, developing and promoting culture; preservation of ethno heritage in the Municipality of Sveta Marija, Međimurje County and beyond; promoting and encouraging ecological preservation and arrangement of places; cooperation with other associations; promoting gender equality)
4. WOMEN'S SOCIETY DONJI MIHALJEVEC

Change

Sveta Marija with its long tradition of lacemaking is well positioned to become an Authentic village with a know-how that could be transferred to new generations through both traditional and modern interpretation of Svetomarska lace but also through craft enterprises who could become promotors of this centuries-old artistic and productive tradition. Lacemaking of Sveta Marija is a repository of material and immaterial knowledge. In villages, such as Sveta Marija where the culture of know-how is not directly linked to "doing business", it is necessary to focus on promoting self-entrepreneurship, providing examples of entrepreneurship, disseminating good practices and working with an eye to the opportunities offered by the market. Since there are only ten women traditional lacemakers in the village, it is necessary to educate new generations of lacemakers but also explore other, more modern ways of lacemaking interpretation to attract young people and produce lace that could be a part of new products (design, fashion, household items, digital interpretation etc.). Additionally, with its strong agricultural tradition and production, Sveta Marija can also transfer those skills and know-how into organic agriculture and healthy food production. In this LAP and the topic, focus is however on lacemaking know-how.

As described by stakeholders, key challenges are the following:

- Lack of an innovative approach that combines modern with traditional interpretation of lacemaking and other traditional craftmanship

Objective:

1. To enable transfer of knowledge about the traditional lacemaking craft and encourage the intergenerational exchange of skills
2. To improve the promotion and education of lacemakers especially among the young people

Measures:

1.1. Create new products by combining traditional with modern interpretation of cultural heritage

1.2. Support the implementation of different educational programmes, clubs and schools of traditional and more modern lacemaking of Svetomarska lace

2.1. Encourage the cooperation with other organisations and institutions with the goal of creating different lace-based products

2.2. Increase promotion of Svetomarska lace, traditional lacemaking as well as new products on all levels

Expected results:

1.1.1. Improved knowledge of traditional lacemaking – transfer of skills to new generations including self-entrepreneurial and business skills (#participants #new educated lacemakers; #new products – improvement for at least 5% in the first year and 10% in three years)

1.1.2. Improved intergenerational cooperation through mentoring clubs and educational programmes (#participants; #new joint initiatives and products – improvement for at least 5% in the first year and 10% in three years)

2.1.1. Improved cooperation among different stakeholders (designers, other faculties and programmes – design, textile and fashion, IT etc.; relevant support centres and organisations at the county level) (#new cooperation projects; #new initiatives; #people involved – improvement for at least 5% in the first year and 10% in three years)

2.1.2. Improved awareness and promotion of Svetomarska lace, which is currently not so well known as other laces from Pag or Lepoglava (#of promotional sites #social media data – improvement for at least 5% in the first year and 10% in three years)

Target groups:

- Young people in schools and lacemaking clubs/groups and their professors
- Educational institutions at the county level (faculties of textile, design, IT etc.)

- Associations (especially women associations like Svetomarska lace)
- Municipality and other support organisations at the county level

Foreseen actions

Based on the stakeholders' brainstorming and prioritisation of foreseen activities (using the criteria of innovative/standard and realistic/no realistic), the most innovative and/or realistic actions were the following:

Innovative:

1. 3D lace *kartruža* or lace cube - creation of specialized motifs for museums and other cultural institutions (e.g., dragon, castles, cube, *kartruža*, lamb, tree, etc.)
2. Create interesting stories and presentations on the history of lace for children
3. Exhibition of lace with interesting video projections, etc. on the history of lace
4. Facilitate intergenerational exchange in "know how" so that older people with "skills" can become "mentors" of young people eager to build a project designed to "challenge themselves".
5. Enhancing local 'know-how' as a strategic resource for regenerating 'talent', relaunching small-scale job-creating production and facilitating the combination of production, work and culture-art.

2. Realistic

6. "Small guardians of heritage", a group for the youngest children to increase their awareness and knowledge of cultural heritage (traditional games, art and crafts workshops, etc.)
7. Reactivation of the lace group in the school - Workshops on learning lacemaking as well as other traditional craft techniques and in-depth study of materials for schoolchildren.

3. Long term actions

8. Cooperation around the creation of 3D motifs with colleges (design, construction, marketing, textiles...) and high schools

Pilot actions

Facilitate intergenerational exchange in "know how" through lacemaking clubs, schools and other activities so that older people with "skills" can become "mentors" of young people eager to build a project designed to "challenge themselves".

Region of Central Macedonia – GREECE

PART I – SEMI MOUNTAINOUS VILLAGES

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Region of Central Macedonia – PP5

Municipality of Dafni

Region: Central Macedonia

Country: Greece

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Please describe briefly but accurately the current situation with regard to the topic,strengths and weaknesses, current projects and main actors.

Current Situation in regards with the topic:

Social cohesion: High level

Citizen Participation: Cultural & Dance Associations

Collaboration between citizens and Local Authorities in activities of general interest: Massive participation in cultural festivals, close cooperation between citizens and Local Authorities for the village's best interest.

Committees: Economic Committee, Quality of life Committee

Departments: Department of human resources and administrative measures

Cultural Associations:
Cultural Club of Dimitritsi
Cultural Association of Pontic Greeks of TriantafylliaAssociation of women of Saint Paraskeui
Cultural and Educational Association of VergiAssociation of women of Dimitritsi Association of women of Lygaria
Association of women of Sisamia "The omonoia"

Strengths and weaknesses:

Strengths: Strong bonds among citizens, close cooperation between citizens and Local Authorities for the area's best interest, very active Cultural Associations withthe massive participation of the area's citizens, especially the village's women who have established their own Cultural and Traditional Dance Association, organizing numerous cultural events.
Weaknesses: Internal migration and the consequent population ageing of the village.

Relevant Projects:

Name of the project: *Harmonization of professional and family life*
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Visaltia
Field: civil
Period: 2020 - now

Finance: 279.000.000 €

Key stakeholders:

Regional Unit of Serres
Municipality of Visaltia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council
The tavern owners
The local shop owners

Change:

- The local population being already in doubt for the whereabouts of any new activity/endeavor, requires something that will provide solid and fruitful examples.
- The village cultural associations require bigger participation in order to implement their full agenda pf activities and events

Foreseen actions:

1. The local stakeholders are targeting a series of European Programs so that they can capitalize upon Dafne's natural beauty, architectural value and cultural/historic significance
2. Shared management or regeneration of buildings, gardens or public spaces,for social and cultural activities, ensuring their use by all

Pilot Actions:

- ✓ There is a primal need of proper cooperation and productive collaboration between local authorities and the Municipality.
- ✓ Organising training sessions on issues of participation and community empowerment
- ✓ Encouraging the creation of a Community Cooperative as a multi-service social enterprise to respond to the shared needs of the population and the territory
- ✓ Creation of common gardens.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Current Situation in regards with the topic:

Young population dynamic: Approximately 45 young people out of a total village population of 400 people.

Existence of **Creativity Workshops/Training Courses** that will foster the involvement and networking of youth: No such Creativity Workshops or Training Courses.

Committees: Quality of life committee

Departments: Department of human resources and administrative measures

Cultural Associations:
Cultural Club of Dimitritsi
Cultural Association of Pontic Greeks of TriantafylliaAssociation of women of Saint Paraskeui
Cultural and Educational Association of VergiAssociation of women of Dimitritsi Association of women of Lygaria
Association of women of Sisamia “The omonoia”

Strengths and weaknesses:

Strengths: The young people of the village are very active and caring for their area.
They all participate in the village’s Cultural and Dance Associations.

Weaknesses: There are no incentives for young people to stay in their village,stopping them from migrating to a metropolitan center.

Relevant Projects:

Name of the project: ***Integrated interventions aimed at tackling unemployment in the urban area of the Regional Unit of Serres***

Type: National/Regional
Location: Municipality of Visaltia
Field: Unemployment, civil
Period: 2020 - now
Finance: 4.500,00 €

Key stakeholders:

Regional Unit of Serres
Municipality of Visaltia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council

Change:

In order for the whole youngster population to be actively involved, there is a need of a general “boost” that will shake them up. A further impulse (probably in a form of a bottom-up program like ADRIONET) that will make them productive and their opinions heard and appreciated.

Foreseen actions:

1. Promotion, at local level, of "Creativity Workshops" to help strengthen thecreation of relations
2. Introducing education programmes in schools on active citizenship andcommitment to the care of the common good
3. Creating cultural competitions for young talents
4. Creation of spaces, services and facilities to facilitate and support the"creative propensity" and networking of young people at local level

Pilot Actions:

- ✓ The local authorities need to take into account the availability of the young population, regarding ideas and thoughtful interaction, while acting for theirbest interest.
- ✓ Creating cultural competitions for young talents
- ✓ Introducing education programmes in schools on active citizenship and commitment to the care of the common good
- ✓ Proposing environmental and cultural itineraries for young people to learn about the characteristics of the territory and its unique opportunities

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Current Situation in regards with the topic:

Urban regeneration: No urban regeneration.

Caring the resources, livability and sustainability of the village: Active participation in the municipality's Recycling Program (plastic, aluminium, paper and glass), as well as numerous more initiatives by the local citizens for a better and more active protection of the area's environment, deriving from their especiallyhigh degree of environmental consciousness and sensitivity.

Landscapes and rurality: Semi-mountainous settlement at an altitude of 110metres, combining a really rich history with an incredibly beautiful environment. More than 2.000 stremmas of fully equipped pastureland, as well as more than 20.000 stremmas of cultivable land growing tobacco, grain, cotton, olive trees, almond trees, as well as vineyards.

Sustainable Mobility: Minimum use of cars and other means of transport in the village due to the short distances travelled mostly on foot.

Strengths and weaknesses:

Strengths: Environment of great quality and value, which citizens fully respect andprotect.
Weaknesses: Less and less young people are involved in agriculture, in an areawhere the modernization and development of the agricultural sector should be a priority for the young.

Relevant Projects:

Name of the project: *Environmental actions for the promotion of alternative forms of tourism*
Type: Interreg Greece-Bulgaria
Location: Municipality of Visaltia
Field: Construction and innovation, Sustainable management of natural resources, Tourism
Period: 2013-2020

Finance: 566 030.58 €

Key stakeholders:

Regional Unit of Serres
Municipality of Visaltia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council
The tavern owners
The local shop owners

Change:

There is a certain need of a general rejuvenation of the village, taking intoaccount specific spots inside it

Foreseen actions:

1. Coordinated image of the village: actions to "decorate" and improve the urban landscape (public furniture and facilities, removal of cables and overhead wires, horizontal and vertical signage, signs, shelters, benches, etc.)
2. Renovate and improve housing and living conditions in public and private buildings, including from the point of view of energy saving and the use of renewable energy sources
3. Introducing urban elements such as parks, green walls and roofs, which hostbiodiversity

Pilot Actions:

- ✓ Introduce and disseminate green building practices and enhancement ofbuilding traditions, including the use of traditional local building materials
- ✓ Planning and supporting the separate collection of waste
- ✓ Banning single-use plastic from public places, festivals and events
- ✓ Encouraging the recovery of rainwater for irrigation and domestic use

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Current Situation in regards with the topic:

Culture and identity: The village's population consists of different cultures from numerous different origins (local Greeks and Greeks from Asia Minor, Pontus, Thrace and Sarakatsani) which means that its culture identity is an amalgam of different traditions.

Experiences and storytelling: Most stories and experiences are linked to the village's centuries-old history, which goes back to 1062 AD, when it also existed under the name of "Ezova". At that time, it constituted the seat of a Diocese, belonging to the Holy Metropolis of Serres, and Ioannikios was its bishop. Of greathistorical interest is "*Maro's Tower"*, which is situated in the village's central square. *Maro* (*Maro Brankovic)* was Greek-Serbian and daughter of the Archbishopof Serbia. She was forced to marry the Sultan Murad II in 1435; however, she lovingly raised his son, Mehmed II the Conqueror, who years later capturedConstantinople (1453).

Local hospitality of the villages: In the village there is a traditional coffee shop, two taverns, two small cheese factories, a super market, a pharmacy, a bakery, abutcher's shop, a hair salon, a garage, as well as a five-room traditional guesthouse. There is also the Church of Saint George, which is of particular interest, in its interior, as well as on the outside.

Strengths and weaknesses:

Strengths: A unique tourist product with a great historical, cultural andenvironmental value.

Weaknesses: Insufficient accommodation infrastructure, inadequate promotion of the village's tourist attractions, inadequate experience dealing with tourists

Relevant Projects:

Name of the project: *Environmental actions for the promotion of alternative forms of tourism*
Type: Interreg Greece-Bulgaria

Location: Municipality of Visaltia
Field: Construction and innovation, Sustainable management of natural resources, Tourism
Period: 2013-2020
Finance: 566 030.58 €

Name of the project: Terra Vino
Type: Interreg IPA Cross Border Cooperation Programme Greece - Republic of North Macedonia
Period: 2014-2020
Location: Regional Unit of Serres
Field: Wine tourism, agro-tourism, experience
Finance: 509.855,00 €

Key stakeholders:

Regional Unit of Serres
Municipality of Visaltia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council
The tavern owners
The local shop owners

Change:

The development of all the antiquities that exist in the village, as well as the wealth of aspects that the village possess in rich natural beauty (lake, waterfall,river)

Foreseen actions:

1. Creation of specific tourist packages (tourist experiences), recording of localpaths and stories (myths)
2. Identify a place that becomes “The Guest's Home" where common activities are carried out and where booking functions are centralised;
3. Promote a project for the recovery and valorisation of parts of the abandonedor underused building heritage (public and private) in order to carry out interventions that, with ecological criteria, can activate a widespread systemof accommodation units in the historical centre
4. Propose activities in all seasons of the year

Pilot Actions:

- ✓ Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation
- ✓ Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted anddisseminated
- ✓ Train all economic operators (including petrol station attendants) and trafficwardens to be welcoming, empathetic and attentive to hospitality

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Current Situation in regards with the topic:

Handicraft: No permanent handicraft businesses or products. The Cultural Association of the village's women make traditional handiwork, as well as traditional pies and recipes, but only during cultural events and festivals.

Agriculture and agro-food: High quality local wines and cheese, as well as grain, olive oil and almonds. preparation of sweet spoons, preparation of pasta, preparation of cheeses, traditional pies, locally produced eggs, tobacco production, organic nuts (funnels, almonds, walnuts, peanuts) edible olives, oliveoil (and organic) local production, beans, chickpeas of local production, spinach,
the traditional "tsipouro" and local wine production

Strengths and weaknesses:

Strengths: High quality local products.

Weaknesses: Insufficient promotion of the area's local products, no local products with geographical indication (PDO and PGI)[7].

Relevant Projects:

Name of the project: ***Integrated interventions aimed at tackling unemployment in the urban area of the Regional Unit of Serres***
Type: National/Regional
Location: Municipality of Visaltia
Field: Unemployment, civil
Period: 2020 - now

[7] PDO: Protected Designation of Origin products PGI: Protected Geographical Indication products

Finance: 4.500,00 €

Key stakeholders:

Regional Unit of Serres
Municipality of Visaltia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The local shop owners

Change:

The village itself should underline all the aspects that include traditional techniques, underlying the authenticity and the uniqueness of each in creating the myth of the place

Foreseen actions:

1. Proposal to the cultural associations for the creation of a small workshop forthe preparation of local products, the creation of a stand, the exploitation oflocal buildings
2. Participation mainly in the collections for the preparation of local dishes (sweets, pasta, pies) with the creation of a local laboratory for the productionof these.
3. Learning craft techniques and in-depth study of materials for schoolchildren
4. Facilitate the intergenerational exchange of "know-how" so that elderly people with "skills" can become the "mentors" of young people eager to build a project designed to "put themselves to the test

Pilot Actions:

- ✓ Craft days - shops and workshops open to visitors on certain Sundays of theyear
- ✓ Support for the opening of new local quality craft workshops with tutors fromlocal elderly craftsmen
- ✓ Creating sustainable agriculture gardens that represent an opportunity forpractice and welcome for the guests of the Hospitable Community

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Region of Central Macedonia – PP5

Municipality of Emmanuel Pappas

Region: Central Macedonia

Country: Greece

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Current Situation in regards with the topic:

Social cohesion: High level

Citizen Participation: Cultural & Athletic Associations

Collaboration between citizens and Local Authorities in activities of general interest: Massive participation in cultural festivals and athletic events, close cooperation between citizens and Local Authorities for the village's best interest

Committees: Economic committee, Quality of Life committee

Cultural Associations:
Cultural Company of Chrysos
Mountaineering and Cultural Association of Agio PneumaCultural and Educational Association of Toumba Cultural
Association of women of New Souli
Civil Association "Emmanuel Pappas"
Cultural Educational and Folkloric Association of Agio PneumaCultural Association of women of Dafnoudi
Landscaping Association of Saint George of Trianova
Cultural Educational Association. "the Sarmousakli"
Cultural Association of New Souli

Strengths and weaknesses:

Strengths: Strong bonds among citizens, close cooperation between citizens and local authorities for the area's best interest, very active cultural associations withthe massive participation of the area's citizens as well as thousands of members
living elsewhere currently but with origins in the area, a high patriotic spirit and feeling of national pride due to the fact that the hero of the Greek Struggle ofIndependence of 1821, Emmanuel Papas, was born in the village.
Weaknesses: Internal migration and the consequent population ageing of the village

Relevant Projects:

Name of the project: Rejuvenation of the communal spaces for the village of Emannuel Pappas
Type of Programme: National / Regional
Location: Village of Emmanuel Pappas / Municipality level
Field: Landscaping, urban planning, civil
Period: 2018 - now
Finance: 70.000,00 €

Name of the project: Improvement of all the Local Community Roads
Type of Programme: National / Regional
Location: Municipality of Emmanuel Pappas
Field: Road network, civil, transportation
Period: 2020 - now
Finance: 410.500,00 €

Name of the project: Installation of a wastewater treatment	
Type of Programme: NSRF (National Strategic Reference Framework)	
Location: Municipality of Emmanuel Pappas	
Field: Environment, civil	
Period: 2019 - now	
Finance: 5.500.000	€

Name of the project: Restoration of the Rowing Track
Type of Programme: National / Regional
Location: Municipality of Emmanuel Pappas
Field: Environment, civil, sports
Period: 2018 - now
Finance: 150.000,00 €

Key stakeholders:

Regional Unit of Serres
Municipality of Emmanuel Pappas
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council
The tavern owners
The local shop owners

Change:

Local citizens need to have more active concern and participation in the decision-making process of their village

Foreseen actions:

1. Voluntary work and social commitment of the population by dedicating timeand skills to carry out socially useful tasks
2. Actions to facilitate citizens' democratic participation in local governance anddevelopment policies (community of change)

Pilot Actions:

- ✓ Organising training sessions on issues of participation and communityempowerment
- ✓ Encouraging the creation of a Community Cooperative as a multi-service socialenterprise to respond to the shared needs of the population and the territory
- ✓ Creation of common gardens.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Current Situation in regards with the topic:

Young population dynamic: Approximately 125 children and young people out of atotal village population of 500 people

Existence of **Creativity Workshops/Training Courses** that will foster the involvement and networking of youth: No such Creativity Workshops or Training Courses.

Committees: Economic committee, Quality of Life committee

Cultural Associations:
Cultural Company of Chrysos
Mountaineering and Cultural Association of Agio PneumaCultural and Educational Association of Toumba Cultural
Association of women of New Souli
Civil Association “Emmanuel Pappas”
Cultural Educational and Folkloric Association of Agio PneumaCultural Association of women of Dafnoudi
Landscaping Association of Saint George of Trianova
Cultural Educational Association. “the Sarmousakli”
Cultural Association of New Souli

Strengths and weaknesses:

Strengths: The young people of the village are very active and caring for their area.
They all participate in the village’s cultural associations and athletic clubs.

Weaknesses: There are no incentives for young people to stay in their village or goback there to live permanently if their parents have already migrated.

Relevant Projects:

Name of the project: ***Energy upgrade and energy saving actions in the sports facilities of the closed gymnasium of the Municipality of Emmanuel Pappas***

Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Emmanuel Pappas
Field: Energy, sports
Period: 2020 - now
Finance: 445.446,58 €

Name of the project: Improvement of installations for the Center of Therapeutic Horse-riding
Type of Programme: National / Regional
Location: Municipality of Emmanuel Pappas
Field: Sports
Period: 2020 - now
Finance: 99.000,00 €

Key stakeholders:

Regional Unit of Serres
Municipality of Emmanuel Pappas
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council

Change:

In order for the whole youngster population to be actively involved, there is a needof a general “boost” that will shake them up. A further impulse (probably in a formof a bottom-up program like ADRIONET) that will make them productive and their opinions heard and appreciated.

Foreseen actions:

1. Promotion, at local level, of "Creativity Workshops" to help strengthen thecreation of relations
2. Introducing education programmes in schools on active citizenship andcommitment to the care of the common good
3. Creating cultural competitions for young talents
4. Creation of spaces, services and facilities to boost networking of young peopleat local level

Pilot Actions:

Describe the actions that local government and citizens believe can immediatelystart visible and shared change.

- ✓ Setting up a municipal council for young people to assist the Local Authorityin designing actions and initiatives for young people
- ✓ Promoting and facilitating youth associations
- ✓ The creation of training courses to boost young people's confidence

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Current Situation in regards with the topic:

Urban regeneration: no urban regeneration

Caring the resources, livability and sustainability of the village: Active participation in the municipality's Recycling Program (plastic, aluminium, paper and glass), environmental consciousness and sensitivity.

Landscapes and rurality: Semi-mountainous settlement on a beautiful hill. 25.000stremmas of fully equipped pastureland that can serve approximately 10.000 sheepand goats and 3.000 cattle. Thousands of stremmas growing grain, corn, cotton, aswell as vineyards.

Sustainable Mobility: Minimum use of cars and other means of transport in the village due to the short distances travelled mostly on foot.

Strengths and weaknesses:

Strengths: Environment of great quality and value, which citizens respect andprotect.

Weaknesses: All this cultivable and exploitable area belongs to few citizens,therefore there are still no incentives for young people considering rurality.

Relevant Projects:

Name of the project: *Energy upgrade and energy saving actions in the sports facilities of the closed gymnasium of the Municipality of Emmanuel Pappas*
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Emmanuel Pappas
Field: Energy, sports
Period: 2020 - now
Finance: 445.446,58 €

Name of the project: Rejuvenation of the communal spaces for the village of Emannuel Pappas
Type of Programme: National / Regional
Location: Village of Emmanuel Pappas / Municipality level
Field: Landscaping, urban planning, civil
Period: 2018 - now
Finance: 70.000,00 €

Key stakeholders:

Regional Unit of Serres
Municipality of Emmanuel Pappas
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council
The tavern owners
The local shop owners

Change:

The villagers need to be more aware of protecting their local natural environment,as well as exploiting their local natural assets without affecting them, but rather turning them into a distributional profit for all.

Foreseen actions:

1. Coordinated image of the village: actions to "decorate" and improve the urbanlandscape (public furniture and facilities, removal of cables and overhead wires, horizontal and vertical signage, signs, shelters, benches, etc.)
2. Renovate and improve housing and living conditions in public and private buildings, including from the point of view of energy saving and the use of renewable energy sources

Pilot Actions:

- ✓ Regulation and management of running water through the use of flow reducersin public and private buildings and campaigns to inform and raise awareness among the public of the importance of saving drinking water
- ✓ Banning single-use plastic from public places, festivals and events
- ✓ Planning and supporting the separate collection of waste, including domesticwaste oil, which is highly polluting, domestic composters or community composters, recycling and reuse
- ✓ Spreading soft mobility through the implementation of cycle paths andpedestrian routes, the promotion of the use of bicycles, electric cars, local public transport

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Current Situation in regards with the topic:

Culture and identity: the village's population is composed of pure locals. No other cultures or races have been blended with the locals over the years.

Experiences and storytelling: Most stories and experiences are linked to the GreekStruggle of Independence of 1821, as the Greek Commander-in-chief and hero Emmanuel Papas, after whom the village is currently named, was born here.

Local hospitality of the villages: in the village there are three cafés, two taverns and an "ouzeri" (traditional tavern serving "ouzo" with greek "mezedes"= appetizers matching with ouzo), a small cheese factory, a small furniture factory, two mini markets, a pharmacy and a modern winery which is open to the public. People can also visit Emmanuel Papa's house, as well as the Old School, which houses the Historical Museum of the Struggle of 1821. Visitors can also admire the village's traditional streets and houses of great architectural interest.

Strengths and weaknesses:

Strengths: a unique tourist product with a great cultural, historical andenvironmental value.

Weaknesses: lack of accommodation infrastructure (no hotels or hostels or anyrooms) for visitors to stay in the village.

Relevant Projects:

Name of the project: Improvement of installations for the Center of Therapeutic Horse-riding
Type of Programme: National / Regional
Location: Municipality of Emmanuel Pappas
Field: Sports, experience, alternative tourism

Period: 2020 - now
Finance: 99.000,00 €

Name of the project: Rejuvenation of the communal spaces for the village of Emannuel Pappas
Type of Programme: National / Regional
Location: Village of Emmanuel Pappas / Municipality level
Field: Landscaping, urban planning, civil
Period: 2018 - now
Finance: 70.000,00 €

Name of the project: Strymonas cooperation corridor
Type: Interreg Greece-Bulgaria
Period: 2014-2020
Location: Municipality of Emmanuel Pappas
Field: Cultural heritage and Arts
Finance: 319 142.00 €

Name of the project: Terra Vino
Type: Interreg IPA Cross Border Cooperation Programme Greece - Republic of North Macedonia
Period: 2014-2020

Location: Regional Unit of Serres
Field: Wine tourism, agro-tourism, experience
Finance: 509.855,00 €

Key stakeholders:

Regional Unit of Serres
Municipality of Emmanuel Pappas
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council
The tavern owners
The local shop owners

Change:

The development of all the historic heritage that exist in the village, as well as thewealth of aspects that the village possess in rich natural beauty

Foreseen actions:

1. Promote the emergence of home restaurants (where dinners are organised to allow temporary citizens - tourists - to taste local flavours, in private homes and with nonprofessional chefs). Home restaurants should be encouraged wherethere are no or few restaurants
2. Promote a project for the recovery and valorisation of parts of the abandoned or underused building heritage (public and private) in order to carry out interventions that, with ecological criteria, can activate a widespread system of accommodation units in the historical centre

Pilot Actions:

Describe the actions that local government and citizens believe can immediatelystart visible and shared change.

- ✓ Create an annual programme of events in the area that do not compete with each other and that enhance the potential attractiveness without "straining" environmental, physical and socio-cultural resources
- ✓ Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation
- ✓ Create only ECO-friendly events, i.e. events in which good environmentalpractices of waste reduction and separate waste collection are promoted and disseminated
- ✓ Training programmes for tourism, culture and craft operators in hospitality, empathy and attention to details in tourist reception
- ✓ Train all economic operators (including petrol station attendants) and traffic wardens to be welcoming, empathetic and attentive to hospitality

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Current Situation in regards with the topic:

Handicraft: No handicraft businesses or products.

Agriculture and agro-food: High quality local wines and cheese, as well as grain,corn and cotton.

Committees: Economic committee, Quality of Life committee

Cultural Associations:
Cultural Company of Chrysos
Mountaineering and Cultural Association of Agio PneumaCultural and Educational Association of Toumba Cultural Association of women of New Souli
Civil Association “Emmanuel Pappas”
Cultural Educational and Folkloric Association of Agio PneumaCultural Association of women of Dafnoudi
Landscaping Association of Saint George of Trianova
Cultural Educational Association. “the Sarmousakli”
Cultural Association of New Souli

Strengths and weaknesses:

Strengths: High quality local products.

Weaknesses: These local products have not yet acquired a geographical indication(PDO and PGI), so as to be able to be more efficiently promoted.

Relevant Projects:

Name of the project: Lifelong training actions for professional skills upgrade
Type: Interreg Greece-Bulgaria
Period: 2007-2013

Location: Municipality of Emmanuel Pappas
Field: Education, Training
Finance: 807 500.00 €

Name of the project: Strymonas cooperation corridor
Type: Interreg Greece-Bulgaria
Period: 2014-2020
Location: Municipality of Emmanuel Pappas
Field: Cultural heritage and Arts
Finance: 319 142.00 €

Key stakeholders:

Regional Unit of Serres
Municipality of Emmanuel Pappas
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The local shop owners

Change:

The village itself should underline all the aspects that include traditional techniques, underlying the authenticity and the uniqueness of each in creating themyth of the place

Foreseen actions:

1. Learning craft techniques and in-depthstudy of materials for schoolchildren
2. Craft days - shops and workshops open to visitors on certain Sundays of the year
3. Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and with local sales outlets in the framework of a national and international web-based valorisation system
4. To enhance local "know-how" as a strategic resource for regenerating "talent", relaunching small-scale production that generates employment and facilitatingthe combination of production, work and culture-art

Pilot Actions:

- ✓ Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community
- ✓ Foundation of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly
- ✓ Stimulate the creative activity of associations already present in the area to develop projects directly linked to cultivation or collateral projects (horticultural therapy projects; children's readings in the gardens; courses on the recovery/recycling of materials; therapeutic courses on ecological themes; natural cooking courses, etc.);

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Region of Central Macedonia – PP5

Municipality of Vryta

Region: Central Macedonia

Country: Greece

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Current Situation in regards with the topic:

Social cohesion: *Intense social cohesion*

Citizen Participation: *Big participation in the community of the village*

Collaboration between citizens and Local Authorities in activities of general interest: Great participation in cultural festivals and athletic events, close cooperation between citizens and Local Authorities for the village's best interest

Committees: Economic Committee, Quality of Life Committee, ExecutiveCommittee, Consultation Committee

Associations: Cultural Association "Megas Alexandros", Football Association "Makedonikos Vryton"

Strengths and weaknesses:

Strengths: The residents are willing to preserve the tradition of the village. Theywant to acquire common selected targets for bettering the everyday life of its citizens

Weaknesses*:* Few permanent residents, population ageing

Relevant Projects:

Name of the project: *Community Center*
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Edesssa
Field: community involvement, participation
Period: 2017 - now
Finance: 112.320,00€

Name of the project: *Purchase of housing equipment for supporting people with disabilities*
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Edesssa
Field: disabled people involvement, social inclusion
Period: 2017 - now
Finance: 203.952,00 €

Name of the project: *Edessa – City Branding*

Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Edesssa
Field: tourism promotion, touristic identity, marketing/branding
Period: 2018 - now
Finance: 98.000,00 €

Name of the project: *Unification of touristic and trade center of Edessa*
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Edessa
Field: urban fabric, city rejuvenation, smart cities
Period: 2018 - now
Finance: 2.432.000,00 €

Key stakeholders:

Regional Unit of Pella
Municipality of Edessa
The Head of the Local Authorities of the village
The tavern owners
The local shop owners
The President of Cultural Association “Megas Alexandros”

Change:

Active participation of all ages in organised volunteering activities for thecommon benefit of local communities by highlighting trust and solidarity among citizens.

Foreseen actions:

1. Creation of a central square in the settlement of Vryta.
2. Improvement of road connection with the nearby villages
3. Renovation and upgrade of the stadium at Agra
4. Creation of cobbled streets inside the village of Vryta
5. Improvement of the “Community Building” in Vryta
6. Improvement of the road network around the lake

Pilot Actions:

- ✓ Actions to facilitate citizens' democratic participation in local governance and development policies (community of change)
- ✓ Actions to improve the cultural landscape of the village in order to increaseits attractiveness and social openness (museums, events, technologies related to cultural fruition, etc.)
- ✓ Urban regeneration through the use of co-design methods aimed at the recovery and re-functionalization of common goods and services for the improvement of the quality of life
- ✓ Shared management or regeneration of buildings, gardens or public spaces, for social and cultural activities, ensuring their use by all

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Current Situation in regards with the topic:

Young population dynamic: High

Existence of **Creativity Workshops/Training Courses** that will foster theinvolvement and networking of youth: Nothing relevant has been witnessed

Committees: Economic Committee, Quality of Life Committee, ExecutiveCommittee, Consultation Committee

Associations: Cultural Association “Megas Alexandros”, Football Association “Makedonikos Vryton”

Strengths and weaknesses:

Strengths: The young people of the village are very active and caring for theirarea.

Weaknesses: There are no incentives for young people to stay in their village orgo back there to live permanently if their parents have already migrated.

Relevant Projects:

Name of the project: *Community Center*
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Edesssa
Field: community involvement, participation
Period: 2017 - now
Finance: 112.320,00€

Key stakeholders:

Regional Unit of Pella
Municipality of Edessa
The Head of the Local Authorities of the village
The President of Cultural Association “Megas Alexandros”

Change:

It is a common belief that there is a primal need for the young population of thevillage, to see a substantial change in the way local authorities and local citizenstreat them and appreciate their opinion. There must be a general change of attitude in the way the village incorporates them into their decision-making process.

Foreseen actions:

1. Promotion, at local level, of "Creativity Workshops" to help strengthen thecreation of relations, primarily the relations and bonds of trust
2. Setting up a municipal council for young people to assist the Local Authorityin designing actions and initiatives for young people
3. Creation of a “Youth Hub”, as a recreation “hive” at the “Island” location
4. Creation of seminars, introducing youngsters to the process of editing andtrading local produced cherries

Pilot Actions:

- ✓ Creating cultural competitions for young talents
- ✓ Introducing education programmes in schools on active citizenship andcommitment to the care of the common good
- ✓ Proposing environmental and cultural itineraries for young people to learnabout the characteristics of the territory and its unique opportunities

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Current Situation in regards with the topic:

Urban regeneration: Nothing relevant has been witnessed

Caring the resources, livability and sustainability of the village: Environmentalconsciousness and sensitivity.

Landscapes and rurality: Wetland of lake Agra, area of outstanding natural beauty

Sustainable Mobility: Minimum use of cars and other means of transport in thevillage due to the short distances travelled mostly on foot.

Committees: Economic Committee, Quality of Life Committee, ExecutiveCommittee, Consultation Committee

Associations: Cultural Association “Megas Alexandros”, Football Association “Makedonikos Vryton”

Strengths and weaknesses:

Strengths: Existence of many autonomous households with their own animals forbreeding, vegetable growing, etc.

Weaknesses: The basic guidelines for sustainable and smart villages have not beenadopted yet

Relevant Projects:

Name of the project: *Edessa – urban regeneration*
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Edesssa
Field: urban fabric, city rejuvenation
Period: 2018 - now
Finance: 13.005,00 €

Name of the project: *Automatic system of community bicycles of Edessa*

Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Edesssa
Field: environment, smart cities, low carbon emissions
Period: 2018 - now
Finance: 120.230,40 €

Name of the project: Creation of digital applications for the unification and promotion of the culture-touristic product of Edessa
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Edessa
Field: digitalization, smart applications, smart cities, culture and heritage, touristic promotion
Period: 2018 - now
Finance: 114.400,00 €

Name of the project: *Unification of touristic and trade center of Edessa*
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Edessa
Field: urban fabric, city rejuvenation, smart cities
Period: 2018 - now
Finance: 2.432.000,00 €

Key stakeholders:

Regional Unit of Pella

Municipality of Edessa
The Head of the Local Authorities of the village
The tavern owners
The local shop owners
The President of Cultural Association “Megas Alexandros”

Change:

The villagers need to be more aware of protecting their local natural environment,as well as exploiting their local natural assets without affecting them, but ratherturning them into a distributional profit for all.

Foreseen actions:

1. Creation of a hydroelectric dam at “Brousna” location
2. Cleansing the river banks in order to exploit the natural river flow
3. Biological wastewater treatment of the lake
4. Support- informing farmers about new irrigation methods
5. Creation of a bicycle/pedestrian path network around the villages
6. Creation of a bicycle/pedestrian path network around the lake

Pilot Actions:

- ✓ Regulation and management of running water through the use of flowreducers in public and private buildings and campaigns to inform and raise awareness among the public of the importance of saving drinking water
- ✓ Banning single-use plastic from public places, festivals and events
- ✓ Planning and supporting the separate collection of waste, including domesticwaste oil, which is highly polluting, domestic composters or community composters, recycling and reuse
- ✓ Spreading soft mobility through the implementation of cycle paths and pedestrian routes, the promotion of the use of bicycles, electric cars, local public transport, hoping for the introduction of public transport with low or no polluting emission

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Current Situation in regards with the topic:

Culture and identity: Graphic villages with a specific cultural identity, transmitted from generation to generation due to social cohesion.

Experiences and storytelling: Breathtaking views overlooking the lake,gastronomy based on local cuisine with raw material from the lake, lake fishing, birdlife observation, participation in local festivals, visit and feeding-milking experience, experience in harvesting local fruits, cycling-hiking, legends and fairytales about Lake Agra and the Macedonian Struggle

Local hospitality of the villages: The people of the village are warm andhospitable. There are traditional cafes, taverns and houses for hospitality.

Committees: Economic Committee, Quality of Life Committee, ConsultationCommittee

Associations: Cultural Association “Megas Alexandros”, Football Association “Makedonikos Vryton”

Strengths and weaknesses:

Strengths: Wetland Lake Agra, a unique tourist product with a great cultural, historical and environmental value. There is also a nearby cave reaching its depthbelow the surface of the lake. Another cave of outstanding beauty near the local river. At the village, apart from a tavern offering an authentic experience of the local cuisine and a gastronomy based on the products of the lake, there is also anestablishment specifically made for scientists/students eager to learn and explorethe fauna and flora of the lake and its surrounding environment.
Weaknesses: Lack of more settlements, insufficient tourism identity and management and promotion

Relevant Projects:

Name of the project: *Edessa – urban regeneration*

Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Edesssa
Field: urban fabric, city rejuvenation
Period: 2018 - now
Finance: 13.005,00 €

Name of the project: *Automatic system of community bicycles of Edessa*
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Edesssa
Field: environment, smart cities, low carbon emissions
Period: 2018 - now
Finance: 120.230,40 €

Name of the project: Kaimaktsalan Gastronomy Routes
Type: Interreg IPA CBC Greece – Republic of North Macedonia
Location: Municipality of Edessa
Field: tourism, local gastronomy, tourist identity, tourism promotion
Period: 2007 -2013
Finance: 248 928.00 €

Name of the project: *Edessa – City Branding*

Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Edesssa
Field: tourism promotion, touristic identity, marketing/branding
Period: 2018 - now
Finance: 98.000,00 €

Key stakeholders:

Regional Unit of Pella
Municipality of Edessa
The Head of the Local Authorities of the village
The tavern owners
The local shop owners
The President of Cultural Association “Megas Alexandros”

Change:

The development of all the antiquities that exist in the village, as well as thewealth of aspects that the village possess in rich natural beauty (lake, river)

Foreseen actions:

1. Ensure that all local operators are familiar with the area, its resources and special features, that they know how to tell and describe it and that they know how to benefit from it by associating their quality policy with the areaitself
2. Training programmes for tourism, culture and craft operators in hospitality,empathy and attention to details in tourist reception
3. Train all economic operators (including petrol station attendants) and trafficwardens to be welcoming, empathetic and attentive to hospitality
4. Promote the emergence of home restaurants (where dinners are organised to allow temporary citizens - tourists - to taste local flavours, in private homes and with nonprofessional chefs).

Pilot Actions:

- ✓ Identify a place that becomes “The Guest's Home" where common activities are carried out and where booking functions are centralised
- ✓ Capitalizing the nearby lake for fishing and boating by the tourists
- ✓ Giving tourists the ability to visit places in and around the village ofsignificant historical value, offering on the other hand a more authentic experience with the surrounding nature
- ✓ Study and create proposals for authentic and unique experiences in the area,lasting one or more days, and making the guest (but also the citizen) feel involved in local life and the local community (craft workshops, traditional recipes, visits to wineries and workshops environmental sports activities, community lunches and dinners, photography courses, bird watching, gathering wild herbs, educational farms, etc

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Current Situation in regards with the topic:

Handicraft: No handicraft businesses. Nevertheless, at family level, sweets of thespoon, pickles, trahanas - noodles, jams, etc. are being produced.

Agriculture and agro-food: Cherries and peeches

Committees: Quality of Life Committee, Executive Committee, ConsultationCommittee

Associations: Cultural Association “Megas Alexandros”

Committees: Economic Committee, Quality of Life Committee, ConsultationCommittee

Associations: Cultural Association “Megas Alexandros”, Football Association “Makedonikos Vryton”

Strengths and weaknesses:

Strengths: Existence of local traditional recipes with high nutritional quality localproducts

Weaknesses: These local products have not yet acquired a geographical indication(PDO and PGI)[8], so as to be able to be more efficiently promoted. No self- entrepreneurship being either witnessed or promoted

Relevant Projects:
Non found

[8] PDO: Protected Designation of Origin, PGI: Protected Geographical Indication

Key stakeholders:

Regional Unit of Pella
Municipality of Edessa
The Head of the Local Authorities of the village
The tavern owners
The local shop owners
The President of Cultural Association “Megas Alexandros”

Change:

The village itself should underline all the aspects that include traditional techniques, underlying the authenticity and the uniqueness of each in creating the myth of the village

Foreseen actions:

1. Create collaborative networks between typical producers of small-scale food,wine and traditional crafts and with local sales outlets in the framework of anational and international web-based valorisation system (e-commerce)
2. To enhance local "know-how" as a strategic resource for regenerating "talent",relaunching small-scale production that generates employment and facilitating the combination of production, work and culture-art
3. Facilitate the intergenerational exchange of "know-how" so that elderly people with "skills" can become the "mentors" of young people eager to build a project designed to "put themselves to the test".

Pilot Actions:

- ✓ Reopening the local mill,
- ✓ Establishing a museum inside the mill,
- ✓ Programmes for tourist participation in agricultural work, as well asparticipation in the fields of fish farming or livestock farming
- ✓ Craft workshops with individual and group lessons

PART II – COASTAL VILLAGES

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Region of Central Macedonia – PP5

Municipality of Afytos

Region: Central Macedonia

Country: Greece

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Current Situation in regards with the topic:

Social cohesion: Strong social cohesion

Citizen Participation: Active collaboration between citizens and LocalAuthorities in activities. Shared vision and commitment

Committees: Economic Committee, Quality of Life committee

Associations: Cultural and Folklorik Association of Nea Fokaia**,** Cultural Club ofFourka

Strengths and weaknesses:

Strengths: Relatively large village – human capital. **Weaknesses:** There is no active participation of the people in decision making

Relevant Projects:

Non found

Key stakeholders:

Regional Unit of Halkidiki
Municipality of Kassandra
The Head of the Local Authorities of the village
The Head of the Cultural Association
The Head of the Athletic Union
The Church Council
The tavern owners (8)
The local shop owners (20)

Change:

Active participation of all ages in organised volunteering activities for thecommon benefit of local communities by highlighting trust and solidarity among citizens.

Foreseen actions:

1. Urban regeneration through the use of co-design methods aimed at the recovery and re-functionalization of common goods and services for the improvement of the quality of life
2. Actions to improve the cultural landscape of the village in order to increaseits attractiveness and social openness (museums, events, technologies related to cultural fruition, etc.)
3. Voluntary work and social commitment of the population by dedicating timeand skills to carry out socially useful tasks

Pilot Actions:

- ✓ Cooperation pacts between administration and citizens for the direct management of cultural and environmental assets by the resident population (with significant results in terms of participation and cultural and social benefits for communities)
- ✓ Cooperation agreements between the administration and individual or associated citizens for the care and management of common green spaces and gardens
- ✓ Organising training sessions on issues of participation and community empowerment
- ✓ Actions to facilitate citizens' democratic participation in local governance and development policies

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Current Situation in regards with the topic:

Young population dynamic: A great amount of young population dynamic Existence of **Creativity Workshops/Training Courses** that will foster theinvolvement and networking of youth: Limited **Committees:** Quality of Life committee **Associations:** Cultural and Folklorik Association of Nea Fokaia, Cultural Club ofFourka

Strengths and weaknesses:

Strengths: A large proportion of the permanent residents are young **Weaknesses:** Lack of facilities and recreational activities

Relevant Projects:

Name of the project: *"Environmental Management Enhancement by Youth-run SMEs"*
Type: Interreg Greece - Bulgaria
Location: Region of Central Macedonia
Field: Youth Involvement, Business, Entrepreneurship, Environment
Period: 2014 - 2020
Finance: 1.332.043,00 €

Key stakeholders:

The Head of the Cultural Association
The Head of the Athletic Union
The Church Council
The tavern owners (8)
The local shop owners (20)

Change:

In order for the whole youngster population to be actively involved, there is a need of a general “boost” that will shake them up. A further impulse (probably in a form of a bottom-up program like ADRIONET) that will make them productiveand their opinions heard and appreciated.

Foreseen actions:

1. Promotion, at local level, of "Creativity Workshops" to help strengthen thecreation of relations
2. Introducing education programmes in schools on active citizenship andcommitment to the care of the common good
3. Creating cultural competitions for young talents
4. Creation of spaces, services and facilities to facilitate and support the"creative propensity" and networking of young people at local level

Pilot Actions:

- ✓ Creation of spaces, services and facilities to facilitate and support the"creative propensity" and networking of young people at local level
- ✓ Setting up a municipal council for young people to assist the Local Authorityin designing actions and initiatives for young people
- ✓ Promoting and facilitating youth associations for the implementation ofsocially, environmentally and culturally useful projects
- ✓ Creating cultural competitions for young talent

TOPIC 3: INTELLIGENTAND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Current Situation in regards with the topic:

Urban regeneration: There are no actions at this sector

Caring the resources, livability and sustainability of the village: There is a permanent interest of the villagers with regard to the water supply of the villagefrom the drilling that exists in the area

Landscapes and rurality: Apart from a recent activity regarding planting new types of vines, there is nothing else to be mentioned

Sustainable Mobility: There is no such thing witnessed. Nevertheless, during summer months the local road located at the center of the village is "turned" intoa pedestrian road for a couple of hours

Committees: Economic committee, Quality of Life committee

Associations: Cultural and Folklorik Association of Nea Fokaia, Cultural Club of Fourka

Strengths and weaknesses:

Strengths: Due to its location, Afytos could use solar energy resources

Weaknesses: Lack of education regarding energy consumption, pollution,recycling.

Relevant Projects:

Name of the project: *"Pathways of accessible heritage tourism"*
Type: Interreg Greece - Bulgaria
Location: Region of Central Macedonia
Field: Cultural Heritage and Arts, Tourism

Period: 2014 - 2020
Finance: 1.295.840,00 €

Key stakeholders:

Regional Unit of Halkidiki
Municipality of Kassandra
The Head of the Local Authorities of the village
The Head of the Cultural Association
The Head of the Athletic Union
The Church Council

Change:

The villagers need to be more aware of protecting their local natural environment, as well as exploiting their local natural assets without affecting them, but rather turning them into a distributional profit for all.

Foreseen actions:

1. Coordinated image of the village: actions to "decorate" and improve the urbanlandscape (public furniture and facilities, removal of cables and overhead wires, horizontal and vertical signage, signs, shelters, benches, etc.)
2. Renovate and improve housing and living conditions in public and private buildings, including from the point of view of energy saving and the use of renewable energy sources
3. Introducing urban elements such as parks, green walls and roofs, which host biodiversity

Pilot Actions:

- ✓ Introduce and disseminate green building practices and enhancement ofbuilding traditions, including the use of traditional local building materials
- ✓ Planning and supporting the separate collection of waste
- ✓ Banning single-use plastic from public places, festivals and events
- ✓ Encouraging the recovery of rainwater for irrigation and domestic use

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Current Situation in regards with the topic:

Culture and identity: Aphytos has the term culture as an element of its name. Because of the location that the village is built as well as the traditional architecture of its buildings has given the village a distinct identity.

Experiences and storytelling: The visitor can walk in the alleys of the village andadmire the architecture of the houses, visit the Temple of Agios Demetriou and the Folklore Museum of the village.

Local hospitality of the villages: Friendly people. In the village there are many hotels, rooms to rent and shops for food, coffee or buying some traditional products.

Committees: Economic committee, Quality of Life committee

Associations: Cultural and Folklorik Association of Nea Fokaia, Cultural Club of Fourka

Strengths and weaknesses:

Strengths: Tourism culture and tourism infrastructure.

Weaknesses: Lack of tourism during Autumn and Winter.

Relevant Projects:

Non found

Key stakeholders:

Regional Unit of Halkidiki
Municipality of Kassandra
The Head of the Local Authorities of the village

The Head of the Cultural Association
The Church Council

Change:

The development of all the antiquities that exist in the village, as well as thewealth of aspects that the village possess in rich natural beauty

Foreseen actions:

1. Creation of specific tourist packages (tourist experiences), recording of localpaths and stories (myths)
2. Identify a place that becomes “The Guest's Home" where common activities are carried out and where booking functions are centralised;
3. Promote a project for the recovery and valorisation of parts of the abandonedor underused building heritage (public and private) in order to carry out interventions that, with ecological criteria, can activate a widespread systemof accommodation units in the historical centre
4. Propose activities in all seasons of the year

Pilot Actions:

- ✓ Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation
- ✓ Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted anddisseminated
- ✓ Train all economic operators (including petrol station attendants) and trafficwardens to be welcoming, empathetic and attentive to hospitality

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Current Situation in regards with the topic:

Handicraft: Nothing relevant has been witnessed

Agriculture and agro-food: Excellent olives – olive oil, grapes, barley production,fresh fish. Apart from these, In the village there is a wine-making and bottling company, as well as some crafts that pack edible olives.

Committees: Quality of Life committee

Associations: Cultural and Folklorik Association of Nea Fokaia

Strengths and weaknesses:

Strengths: Agricultural products of excellent quality.

Weaknesses: Weak promotion and distribution of the agricultural products.

Relevant Projects:

Name of the project: *"Pathways of accessible heritage tourism"*
Type: Interreg Greece - Bulgaria
Location: Region of Central Macedonia
Field: Cultural Heritage and Arts, Tourism
Period: 2014 - 2020
Finance: 1.295.840,00 €

Key stakeholders:

Regional Unit of Halkidiki
Municipality of Kassandra
The Head of the Local Authorities of the village
The Head of the Cultural Association
The Church Council

Change:

The village itself should underline all the aspects that include traditional techniques, underlying the authenticity and the uniqueness of each in creating the myth of the village

Foreseen actions:

1. Proposal to the cultural associations for the creation of a small workshop forthe preparation of local products, the creation of a stand, the exploitation of local buildings
2. Participation mainly in the collections for the preparation of local dishes (sweets, pasta, pies) with the creation of a local laboratory for the production of these.
3. Learning craft techniques and in-depth study of materials for schoolchildren
4. Facilitate the intergenerational exchange of "know-how" so that elderly people with "skills" can become the "mentors" of young people eager to build a project designed to "put themselves to the test

Pilot Actions:

- ✓ Establishment of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderlyand as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it
- ✓ Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and with local sales outlets in the framework of a national and international web-based valorisation system

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Region of Central Macedonia – PP5

Municipality of Nikiti

Region: Central Macedonia

Country: Greece

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Current Situation in regards with the topic:

Social cohesion: Strong

Citizen Participation: Active collaboration between citizens and Local Authoritiesin activities. Shared vision and commitment

Cultural Associations:
Cultural Association of Youth, “O Sithon” Cultural Association of Marmara “Parthenon” Cultural Association of Marmara “Proikonisos”
Cultural Association of Saint Nikolas “Vourvouros”Cultural Association of Metagitsi “Nea Assa”

Committees: Economic Committee**,** Quality of life Committee

Strengths and weaknesses:

Strengths: Human capital. **Weaknesses:** The village population consists of two sub-cultural groups.

Relevant Projects:

Name of the project: *Restoration and reuse of the Watermill complex at Metaggitsio*
Type: CLLD - Leader
Location: Municipality of Sithonia
Field: culture, heritage, rejuvenation
Period: 2014 - 2020
Finance: 600.000 €

Key stakeholders:

Regional Unit of Halkidiki
Municipality of Sithonia
The Head of the Local Authorities of the village
The Head of the Historical and Folklore Museum
The Head of the Athletic Union
The Church Council
The tavern owners (2)
The local shop owners (8)

Change:

The village needs interventions and actions that strengthen and promote socialcohesion through local actors, but at the same time through organized initiatives and actions of the State.

Foreseen actions:

1. Actions to improve the cultural landscape of the village in order to increaseits attractiveness and social openness
2. Urban regeneration through the use of co-design methods aimed at the recovery and re-functionalization of common goods and services for the improvement of the quality of life
3. Encouraging the creation of a Community Cooperative as a multi-service social enterprise to respond to the shared needs of the population and the territory

Pilot Actions:

- ✓ Cooperation pacts between administration and citizens for the direct management of cultural and environmental assets by the resident population (with significant results in terms of participation and cultural and social benefits for communities
- ✓ Urban regeneration through the use of co-design methods aimed at the recovery and re-functionalization of common goods and services

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Current Situation in regards with the topic:

Young population dynamic: Strong Existence of **Creativity Workshops/Training Courses** that will foster theinvolvement and networking of youth: Limited **Cultural Associations:** Cultural Association of Youth, “O Sithon” **Committees:** Quality of life Committee

Strengths and weaknesses:

Strengths: A large proportion of the permanent residents are young **Weaknesses:** Lack of facilities and recreational activities

Relevant Projects:

Non found

Key stakeholders:

Regional Unit of Halkidiki
Municipality of Sithonia
The Head of the Local Authorities of the village
The Head of the Historical and Folklore Museum
The Head of the Athletic Union
The Church Council
The tavern owners (2)

The local shop owners (8)

Change:

Describe, on the basis of the guidelines of the Transnational Action Plan, theobjectives of change to be aimed for

In order for the whole youngster population to be actively involved, there is a needof a general “boost” that will shake them up. A further impulse (probably in a formof a bottom-up program like ADRIONET) that will make them productive and theiropinions heard and appreciated.

Foreseen actions:

1. Promotion, at local level, of "Creativity Workshops" to help strengthen thecreation of relations
2. Introducing education programmes in schools on active citizenship andcommitment to the care of the common good
3. Creating cultural competitions for young talents
5. Creation of spaces, services and facilities to facilitate and support the "creativepropensity" and networking of young people at local level

Pilot Actions:

- ✓ Creation of spaces, services and facilities to facilitate and support the "creativepropensity" and networking of young people at local level
- ✓ Setting up a municipal council for young people to assist the Local Authority indesigning actions and initiatives for young people
- ✓ Promoting and facilitating youth associations for the implementation of socially,environmentally and culturally useful projects
- ✓ Creating cultural competitions for young talent

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Current Situation in regards with the topic:

Urban regeneration: strong

Caring the resources, livability and sustainability of the village: weak

Landscapes and rurality: strong**Sustainable Mobility:** strong **Cultural Associations:**
Cultural Association of Youth, "O Sithon" Cultural Association of Marmara "Parthenon" Cultural Association of Marmara "Proikonisos"
Cultural Association of Saint Nikolas "Vourvouros"Cultural Association of Metagitsi "Nea Assa"

Committees: Quality of life Committee

Strengths and weaknesses:

Strengths: Old Town of Nikiti could take advantage of energy consumptionprogrammes.

Weaknesses: Lack of education regarding energy consumption, pollution, reycling.

Relevant Projects:
Non found

Key stakeholders:

Regional Unit of Halkidiki
Municipality of Sithonia
The Head of the Local Authorities of the village
The Head of the Historical and Folklore Museum
The Head of the Athletic Union

The Church Council
The tavern owners (2)
The local shop owners (8)

Change:

The villagers need to be more aware of protecting their local natural environment, as well as exploiting their local natural assets without affecting them, but rather turning them into a distributional profit for all.

Foreseen actions:

1. Coordinated image of the village: actions to "decorate" and improve the urban landscape (public furniture and facilities, removal of cables and overhead wires,horizontal and vertical signage, signs, shelters, benches, etc.)
2. Renovate and improve housing and living conditions in public and private buildings, including from the point of view of energy saving and the use of renewable energy sources
3. Introducing urban elements such as parks, green walls and roofs, which host biodiversity

Pilot Actions:

- ✓ Introduce and disseminate green building practices and enhancement of buildingtraditions, including the use of traditional local building materials
- ✓ Planning and supporting the separate collection of waste
- ✓ Banning single-use plastic from public places, festivals and events
- ✓ Encouraging the recovery of rainwater for irrigation and domestic use

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Current Situation in regards with the topic:

Culture and identity: Two different sub-cultural groups. Strong sense of identityand belonging.

Experiences and storytelling: One interesting cultural event.

Local hospitality of the villages: Friendly people.

Cultural Associations:
Cultural Association of Youth, “O Sithon” Cultural Association of Marmara “Parthenon” Cultural Association of Marmara “Proikonisos”
Cultural Association of Saint Nikolas “Vourvouros”Cultural Association of Metagitsi “Nea Assa”

Committees: Quality of life Committee

Strengths and weaknesses:

Strengths: Tourism culture and tourism infrastucture.

Weaknesses: Lack of tourism during Autumn and Winter.

Relevant Projects:
Non found

Key stakeholders:

Regional Unit of Halkidiki
Municipality of Sithonia
The Head of the Local Authorities of the village
The Head of the Historical and Folklore Museum

The Head of the Athletic Union
The Church Council
The tavern owners (2)
The local shop owners (8)

Change:

The development of all the antiquities that exist in the village, as well as the wealthof aspects that the village possess in rich natural beauty

Foreseen actions:

1. Creation of specific tourist packages (tourist experiences), recording of local paths and stories (myths)
2. Identify a place that becomes “The Guest's Home" where common activities are carried out and where booking functions are centralised;
3. Promote a project for the recovery and valorisation of parts of the abandoned or underused building heritage (public and private) in order to carry outinterventions that, with ecological criteria, can activate a widespread system ofaccommodation units in the historical centre

Pilot Actions:

- ✓ Create new events that can be consolidated over time and involve a large partof the citizenship in their realisation
- ✓ Create only ECO-friendly events, i.e. events in which good environmentalpractices of waste reduction and separate waste collection are promoted and disseminated

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Current Situation in regards with the topic:

Handicraft: Weak

Agriculture and agro-food: Excellent olive, olive oil, honey production.

Cultural Associations:
Cultural Association of Youth, "O Sithon" Cultural Association of Marmara "Parthenon" Cultural Association of Marmara "Proikonisos"
Cultural Association of Saint Nikolas "Vourvouros"
Cultural Association of Metagitsi "Nea Assa"

Committees: Economic Committee**,** Quality of life Committee

Strengths and weaknesses:

Strengths: Agricultural products (olive, olive-oil, honey) of excellent quality.

Weaknesses: Weak promotion and distribution of the agricultural products.

Relevant Projects:

Non found

Key stakeholders:

Regional Unit of Halkidiki
Municipality of Sithonia
The Head of the Local Authorities of the village
The Head of the Historical and Folklore Museum

The Head of the Athletic Union

Change:

The village itself should underline all the aspects that include traditional techniques,underlying the authenticity and the uniqueness of each in creating the myth of the place

Foreseen actions:

1. Learning craft techniques and in-depthstudy of materials for schoolchildren
2. Craft days - shops and workshops open to visitors on certain Sundays of the year
3. Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and with local sales outlets in the framework of a national and international web-based valorisation system
4. To enhance local "know-how" as a strategic resource for regenerating "talent", relaunching small-scale production that generates employment and facilitating the combination of production, work and culture-art

Pilot Actions:

- ✓ Creating sustainable agriculture gardens that represent an opportunity forpractice and welcome for the guests of the Hospitable Community
- ✓ Foundation of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly andas a document to be preserved and safeguarded that constitutes an audiovisualmap of the area, available to anyone with the desire, or simple curiosity, to learn about it

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Region of Central Macedonia – PP5

Municipality of Kitros

Region: Central Macedonia

Country: Greece

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Current Situation in regards with the topic:

Social cohesion: Strong

Citizen Participation: Active

Collaboration between citizens and Local Authorities in activities of generalinterest: Shared vision and commitment

Committees: Economic Committee, Quality of life Committee

Cultural Associations: Cultural Association of Kitros, Cultural Association of Kitros “Oi Stigmes”, Folkloric Cultural Association of Kolindros “Nikolaos Lousis”

Strengths and weaknesses:

Strengths: Relatively large village – its human capital **Weaknesses:** The village population consists of three sub-culturalgroups/neighborhoods.

Relevant Projects:

Name of the project: Creation of areas of green spaces at the Municipality of Pydna - Kolindros
Type: NSRF (National Strategic Reference Framework)
Period: 2014-2020
Location: Municipality of Pydnas - Kolindrou
Field: green areas, urban fabric, rejuvenation, sustainability
Finance: 547.554,86 €

Key stakeholders:

Regional Unit of Pieria
Municipality of Pydna - Kolindros
The Head of the Local Authorities of the village
The Head of the Cultural Association
The Head of the Athletic Union
The winery Owners (3)
The tavern owners (2)
The local shop owners (5)

Change:

Active participation of all ages in organised volunteering activities for thecommon benefit of local communities by highlighting trust and solidarity among
citizens.

Foreseen actions:

1. Actions to improve the cultural landscape of the village in order to increaseits attractiveness and social openness
2. Urban regeneration through the use of co-design methods
3. Cooperation pacts between administration and citizens for the directmanagement of cultural and environmental assets by the resident population

Pilot Actions:

- ✓ Organising training sessions on issues of participation and community empowerment
- ✓ Encouraging the creation of a Community Cooperative as a multi-service social enterprise to respond to the shared needs of the population and the territory
- ✓ Actions to facilitate citizens' democratic participation in local governance and development policies

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Current Situation in regards with the topic:

Young population dynamic: Relatively weak

Existence of **Creativity Workshops/Training Courses** that will foster theinvolvement and networking of youth: Limited

Committees: Economic Committee, Quality of life Committee

Cultural Associations: Cultural Association of Kitros, Cultural Association of Kitros "Oi Stigmes", Folkloric Cultural Association of Kolindros "Nikolaos Lousis"

Strengths and weaknesses:

Strengths: A large proportion of the permanent residents are young

Weaknesses: Lack of facilities and recreational activities

Relevant Projects:

Name of the project: Youth Community Center of Municipality of Pydnas-Kolindrou
Type: Interreg Greece-Bulgaria
Period: 2014-2020
Location: Municipality of Pydnas - Kolindrou
Field: Youth, community involvement, education, volunteering
Finance: 112.320,00 €

Name of the project: Intra-municipal Road Construction of the Municipality of

Pydna - Kolindros
Type: CLLD-LEADER
Period: 2014-2020
Location: Municipality of Pydnas - Kolindrou
Field: Road network, transport
Finance: 483.870,97 €

Key stakeholders:

Regional Unit of Pieria
Municipality of Pydna - Kolindros
The Head of the Local Authorities of the village
The Head of the Cultural Association
The Head of the Athletic Union
The winery Owners (3)
The tavern owners (2)
The local shop owners (5)

Change:

In order for the whole youngster population to be actively involved, there is a need of a general “boost” that will shake them up. A further impulse (probably in a form of a bottom-up program like ADRIONET) that will make them productiveand their opinions heard and appreciated.

Foreseen actions:

1. Promotion, at local level, of "Creativity Workshops" to help strengthen thecreation of relations
2. Introducing education programmes in schools on active citizenship andcommitment to the care of the common good
3. Creating cultural competitions for young talents
4. Creation of spaces, services and facilities to facilitate and support the"creative propensity" and networking of young people at local level

Pilot Actions:

- ✓ Creating cultural competitions for young talents
- ✓ Introducing education programmes in schools on active citizenship andcommitment to the care of the common good
- ✓ Proposing environmental and cultural itineraries for young people

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Current Situation in regards with the topic:

Urban regeneration: Weak

Caring the resources, livability and sustainability of the village: Weak

Landscapes and rurality: Weak

Sustainable Mobility: Weak

Committees: Economic Committee, Quality of life Committee

Cultural Associations: Cultural Association of Kitros, Cultural Association of Kitros "Oi Stigmes", Folkloric Cultural Association of Kolindros "Nikolaos Lousis"

Strengths and weaknesses:

Strengths: Due to its location, Kitros could use solar energy resources

Weaknesses: Lack of education regarding energy consumption, pollution, reycling.

Relevant Projects:

Name of the project: Energy Upgrade, Energy Saving and Exploitation of Renewable Energy Sources
Type: NSRF (National Strategic Reference Framework)
Period: 2014 - 2020
Location: Municipality of Pydnas - Kolindrou
Field: smart buildings, energy, sustainability
Finance: 466.028,89€ €

Key stakeholders:

Regional Unit of Pieria
Municipality of Pydna - Kolindros
The Head of the Local Authorities of the village
The Head of the Cultural Association
The Head of the Athletic Union
The winery Owners (3)
The tavern owners (2)
The local shop owners (5)

Change:

The villagers need to be more aware of protecting their local naturalenvironment, as well as exploiting their local natural assets without affecting them, but rather turning them into a distributional profit for all.

Foreseen actions:

1. Coordinated image of the village: actions to "decorate" and improve the urban landscape (public furniture and facilities, removal of cables and overhead wires, horizontal and vertical signage, signs, shelters, benches, etc.)
2. Renovate and improve housing and living conditions in public and private buildings, including from the point of view of energy saving and the use of renewable energy sources
3. Introducing urban elements such as parks, green walls and roofs, which hostbiodiversity

Pilot Actions:

- ✓ Regulation and management of running water through the use of flow reducers in public and private buildings and campaigns to inform and raise awareness among the public of the importance of saving drinking water
- ✓ Banning single-use plastic from public places, festivals and events
- ✓ Planning and supporting the separate collection of waste, including domesticwaste oil, which is highly polluting, domestic composters or community composters, recycling and reuse
- ✓ Spreading soft mobility through the implementation of cycle paths and pedestrian routes, the promotion of the use of bicycles, electric cars, local public transport

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Current Situation in regards with the topic:

Culture and identity: Three different sub-cultural groups. Strong sense of identityand belonging.

Experiences and storytelling: Three interesting cultural events

Local hospitality of the villages: Friendly people with a nice attitude for tourists.

Committees: Economic Committee, Quality of life Committee

Cultural Associations: Cultural Association of Kitros, Cultural Association of Kitros
"Oi Stigmes", Folkloric Cultural Association of Kolindros "Nikolaos Lousis"

Strengths and weaknesses:

Strengths: Cultural diversity and authentic customs throughout the year

Weaknesses: Lack of tourism culture and tourism infrastructure

Relevant Projects:

Non found

Key stakeholders:

Regional Unit of Pieria
Municipality of Pydna - Kolindros
The Head of the Local Authorities of the village
The Head of the Cultural Association
The winery Owners (3)

The tavern owners (2)
The local shop owners (5)

Change:

The development of all the antiquities that exist in the village, as well as thewealth of aspects that the village possess in rich natural beauty

Foreseen actions:

1. Creation of specific tourist packages (tourist experiences), recording of localpaths and stories (myths)
2. Identify a place that becomes “The Guest's Home" where common activities are carried out and where booking functions are centralised;
3. Promote a project for the recovery and valorisation of parts of the abandoned or underused building heritage (public and private) in order to carry out interventions that, with ecological criteria, can activate a widespread system of accommodation units in the historical centre
4. Propose activities in all seasons of the year

Pilot Actions:

- ✓ Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation
- ✓ Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted anddisseminated
- ✓ Train all economic operators (including petrol station attendants) and trafficwardens to be welcoming, empathetic and attentive to hospitality

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Current Situation in regards with the topic:

Handicraft: Nothing relevant has been witnessed

Agriculture and agro-food: Excellent wines (3 wineries), kiwi fruits, musselproduction

Committees: Economic Committee, Quality of life Committee

Cultural Associations: Cultural Association of Kitros, Cultural Association of Kitros "Oi Stigmes", Folkloric Cultural Association of Kolindros "Nikolaos Lousis"

Strengths and weaknesses:

Strengths: Agricultural products of excellent quality (mussels, wine)

Weaknesses: Weak promotion and distribution of the benefits in local population

Relevant Projects:

Non found

Key stakeholders:

Regional Unit of Pieria
Municipality of Pydna - Kolindros
The Head of the Local Authorities of the village
The Head of the Cultural Association
The winery Owners (3)

Change:

The village itself should underline all the aspects that include traditional techniques, underlying the authenticity and the uniqueness of each in creating the myth of the village

Foreseen actions:

1. Proposal to the cultural associations for the creation of a small workshop forthe preparation of local products, the creation of a stand, the exploitation of local buildings
2. Participation mainly in the collections for the preparation of local dishes withthe creation of a local laboratory for the production of these (mussels)
3. Learning craft techniques and in-depth study of materials for schoolchildren
4. Facilitate the intergenerational exchange of "know-how" so that elderly people with "skills" can become the "mentors" of young people eager to builda project designed to "put themselves to the test (mussel production)

Pilot Actions:

Describe the actions that local government and citizens believe can immediatelystart visible and shared change.

- ✓ Establishment of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderlyand as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it
- ✓ Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and with local sales outlets in the frameworkof a national and international web-based valorisation system

PART III – MOUNTAINOUS VILLAGES

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Region of Central Macedonia – PP5

Municipality of Arkochori

Region: Central Macedonia

Country: Greece

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Current Situation in regards with the topic:

Social cohesion: Intense social cohesion

Citizen Participation: Big participation in the community of the village.

Collaboration between citizens and Local Authorities in activities of generalinterest: *Great*

Committees:
Economic Committee Quality of life Committee
Single Primary School Committee Single Secondary School CommitteeTwinning Committee
Tourist Development and Promotion Committee

Associations: Cultural and Athletic Association of Arkochori, “Arktos”

Strengths and weaknesses:

Strengths: The residents are willing to preserve the tradition of the village **Weaknesses***:* Few permanent residents

Relevant Projects:

Name of the project: Kartsounos
Location: In the village square
Field: culture, heritage, religious tourism
Time: On December 23 each year
Responsible organization: The Cultural and Sports Club of Arkochori "ARKTOS"
Description: On the 23rd of December every year the custom of kartsouno is celebrated, which still attracts a lot of people. The custom started many years ago when the boys of the village a week before Christmas carried large logs in the middle of the village (square), stacked them upright and on the eve of Christmas lit the fire and gathered around it and sang together the kolliandas as possible until today. “Christ is born in the city of Bethlehem and the angels rejoice, and the devils burst forth so we His servants please to give us health and whatever else we desire” “Kollianda bamboo kollianda and Christ ginnieti” Later the children were divided into groups and passed through all the houses of the village and sang the carols. The first child to visit the house, sat spinning (as the hens spin) to be a rich and lucky year for the housewives. In a similar way, it becomes the custom nowadays. The Cultural and Sports Club of Arkochori "ARKTOS" collects the large logs in the square of Arkochori and sets them up in an imposing way. On the night of December 23, around 23:00, the big fire is lit, singing the traditional carols. Then children and adults pour into the alleys and sing the carols in each house. With a glass of tsipouroand kollianta (nuts and tangerines) they are welcomed by the housewives. Along with the custom, a Christmas party is set up for young and old with a choir, music, mulled wine and salepi, a Christmas buffet and surprises for our little friends.A big party is set up until late around the big fire. All guests and villagers can participate in the whole process of the custom.

Key stakeholders:

Regional Unit of Imathia
Municipality of Heroic City of Naoussa
The Head of the Local Authorities of the village
The tavern owners
The local shop owners
The hotels owners
The President of The Cultural and Sports Club of Arkochori "ARKTOS"

Change:

Local citizens need to have more active concern and participation in the decisionmaking process of their village

Foreseen actions:

1. Voluntary work and social commitment of the population by dedicating timeand skills to carry out socially useful tasks
2. Actions to facilitate citizens' democratic participation in local governanceand development policies (community of change)
3. Actions to improve the cultural landscape of the village in order to increaseits attractiveness and social openness (museums, events, technologies related to cultural fruition, etc.)

Pilot Actions:

- ✓ Organising training sessions on issues of participation and community empowerment
- ✓ Encouraging the creation of a Community Cooperative as a multi-service social enterprise to respond to the shared needs of the population and the territory
- ✓ Creation of common gardens.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Current Situation in regards with the topic:

Young population dynamic: Low in daily life – High on holiday seasons

Existence of **Creativity Workshops/Training Courses** that will foster the involvement and networking of youth: There are many activities, especially duringthe holiday season

Committees:
Quality of life Committee
Single Primary School Committee Single Secondary School Committee
Tourist Development and Promotion Committee

Associations: Cultural and Athletic Association of Arkochori, “Arktos”

Strengths and weaknesses:

Strengths: Good relationship between young people, participation in manycultural and athletic clubs and associations.

Weaknesses: Lack of jobs.

Relevant Projects:

Name of the project: ***Youth Community Center of Municipality of Heroic city of Naousa***
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Heroic city of Naousa

Field: Youth, community participation, civil
Period: 2014 - 2020
Finance: 112.320,00 €

Key stakeholders:

Regional Unit of Imathia
Municipality of Heroic City of Naoussa
The Head of the Local Authorities of the village
The tavern owners
The local shop owners
The hotels owners
The President of The Cultural and Sports Club of Arkochori "ARKTOS"

Change:

In order for the whole youngster population to be actively involved, there is a need of a general “boost” that will shake them up. A further impulse (probably in a form of a bottom-up program like ADRIONET) that will make them productiveand their opinions heard and appreciated.

Foreseen actions:

1. Promotion, at local level, of "Creativity Workshops" to help strengthen thecreation of relations
2. Introducing education programmes in schools on active citizenship andcommitment to the care of the common good
3. Creating cultural competitions for young talents
4. Creation of spaces, services and facilities to facilitate and support the"creative propensity" and networking of young people at local level

Pilot Actions:

- ✓ Setting up a municipal council for young people to assist the Local Authorityin designing actions and initiatives for young people
- ✓ Promoting and facilitating youth associations for the implementation ofsocially, environmentally and culturally useful projects
- ✓ The creation of training courses to boost young people's confidence andempowerment towards business creation

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Current Situation in regards with the topic:

Urban regeneration: Nothing relevant has been witnessed

Caring the resources, livability and sustainability of the village: Medium**Landscapes and rurality:** Landscape of great beauty and value

Sustainable Mobility: Possible through walking due to the short distances

Committees:
Economic Committee Quality of life CommitteeTwinning Committee
Tourist Development and Promotion Committee

Associations: Cultural and Athletic Association of Arkochori, “Arktos”

Strengths and weaknesses:

Strengths: Logging, charcoal production, animal husbandry and beekeeping. From Arkochori start many paths that lead to crystal clear springs, glades with magnificent views and sunless forests where the wolf and the bear rule.

Weaknesses: nothing relevant with the guidelines and principles of “smart villages”

Relevant Projects:
Non found

Key stakeholders:

Regional Unit of Imathia
Municipality of Heroic City of Naoussa

The Head of the Local Authorities of the village
The tavern owners
The local shop owners
The hotels owners
The President of The Cultural and Sports Club of Arkochori "ARKTOS"

Change:

The villagers need to be more aware of protecting their local natural environment, as well as exploiting their local natural assets without affecting them, but rather turning them into a distributional profit for all.

Foreseen actions:

1. Coordinated image of the village: actions to "decorate" and improve the urbanlandscape (public furniture and facilities, removal of cables and overhead wires, horizontal and vertical signage, signs, shelters, benches, etc.)
2. Renovate and improve housing and living conditions in public and private buildings, including from the point of view of energy saving and the use of renewable energy sources
3. Introducing urban elements such as parks, green walls and roofs, which host biodiversity

Pilot Actions:

- ✓ Regulation and management of running water through the use of flow reducers in public and private buildings and campaigns to inform and raise awareness among the public of the importance of saving drinking water
- ✓ Banning single-use plastic from public places, festivals and events
- ✓ Planning and supporting the separate collection of waste, including domesticwaste oil, which is highly polluting, domestic composters or community composters, recycling and reuse
- ✓ Spreading soft mobility through the implementation of cycle paths and pedestrian routes, the promotion of the use of bicycles, electric cars, local public transport

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Current Situation in regards with the topic:

Culture and identity: Today Arkochori is inhabited by a small number of permanent residents. Yet it never looks desert. The "Arkoudochorites" of Naoussacontinue the traditional occupations in the village, such as logging, charcoal production, animal husbandry and beekeeping. However, since the 1950s they arenow systematically cultivated with fruit and climate-friendly fruit growing, givingmountain products of exceptional taste. In recent years, old customs such as the festival of Profitis Ilias and the kurbani of Agios Athanasios, but also recent culturalinstitutions such as the mountain road race, concerts and summer lectures gatherin the village crowds.

Experiences and storytelling: Stuck between the two hills of Saints Athanasios and Demetrius, invisible and hidden in the dense forest of oaks, chestnuts and oaks, Arkohori (Arkoudochori) stands on ancient paths of nomadic herds that led to the summer monopods passed the bear, who gave it its name. The village was the apple of contention between two Turkish officials who claimed this privilegedplace, each for himself.

Local hospitality of the villages: The village has 2 traditional pensions, 2 restaurants-taverns and 1 athletic center named "The Bear Hunt".

Associations: Cultural and Athletic Association of Arkochori, “Arktos”

Strengths and weaknesses:

Strengths: Its unique location, natural environment and architectural beauty.

Weaknesses: Lack of more settlements, unsufficient tourism identity andpromotion

Relevant Projects:

Name of the project: *Cultural and Creative Industries contribution to Cultural and Creative Tourism in Europe*

Type: Interreg Europe Cult-CreaTE
Location: Municipality of Heroic city of Naousa
Field: urban fabric, transportation, Mobility, sustainability
Period: 2018 - 2022
Finance: 1,798,270 €

Name of the project: Kourbani of Agios Athanasios
Location: Courtyard of Agios Athanasios and in the village square.
Time: Every year on the Sunday before or after the feast of Agios Athanasios.
Financier organization:
Responsible organization: The Cultural and Sports Club of Arkochori "ARKTOS"

Description: According to information, some time, during the years of Ottoman rule that the church was celebrating, after the divine service in the narthex wherethey were gathered, one of the villagers said, if everyone wants, on this day to eatthere every year together as a family, since everyone would bring something to make this table. They decided, but when Bey's dragon saw this gathering, he immediately notified Bey and when he came and saw the religious celebration thatthe villagers were having, he left them free to do it every year. It was an opportunity to give money for the purchase of weapons and supplies against the Turks, without being noticed. For this reason women were not allowed to participate, as they were not confidential.
With the same procedure nowadays every year on the Sunday before or after the feast of Agios Athanasios, the traditional custom KOURBANI takes place in Arkochori. It is a male-dominated custom and has lasted since the years of Turkishrule!
34 cauldrons of SOUP and STEFADO are boiled that day and distributed to the people, who gather in groups in the courtyard of Agios Athanasios and together they share 500 kilos of WINE!
One-week preparations are made for KURBANI and in the early hours of that day the large cauldrons are set on fire.

Young children light fires early in the morning and cook chickens and piglets that are put up for auction. With this money the churches of the village are maintained,four in total. The children get a few livers and bibs (chicken stomach) in return.
In the village square, the Cultural and Athletic Club of Arkochori sets up a party with the participation of women. Plenty of wine is distributed to the world and everyone participates and then the men who have returned from the courtyard of Agios Athanasios participate.

Name of the project: Festival of Prophet Ilia
Location: In the village square
Time: Every year on the 20th of July
Financier organization:
Responsible organization: The Cultural and Sports Club of Arkochori "ARKTOS"

Description: Every year on the 20th of July the Prophet Elias and the whole villagecelebrate.

On the day of the Prophet Elias, the Divine Liturgy takes place where the villagersgather to worship the image of the Prophet.

On the eve of July 19, the big festival of the village is held by the Cultural and Sports Club of Arkochori "ARKTO". Patina dance groups end up in the village squaredancing traditional dances. Then everyone participates and feasts until the early morning hours to the sound of bronze. Various more music nights that day are organized by the shop owners. The food, the drink and the dance that day have their honor.

Key stakeholders:

Regional Unit of Imathia
Municipality of Heroic City of Naoussa
The Head of the Local Authorities of the village
The tavern owners
The local shop owners
The pensions owners
The President of The Cultural and Sports Club of Arkochori "ARKTOS"

Change:

The development of all the antiquities that exist in the village, as well as thewealth of aspects that the village possess in rich natural beauty

Foreseen actions:

1. Creation of specific tourist packages (tourist experiences), recording of localpaths and stories (myths)
2. Identify a place that becomes “The Guest's Home" where common activitiesare carried out and where booking functions are centralised
3. Promote a project for the recovery and valorisation of parts of the abandoned or underused building heritage (public and private) in order to carry out interventions that, with ecological criteria, can activate a widespread system of accommodation units in the historical centre
4. Propose activities in all seasons of the year

Pilot Actions:

- ✓ Create an annual programme of events in the area that do not compete witheach other and that enhance the potential attractiveness without "straining"environmental, physical and socio-cultural resources
- ✓ Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation
- ✓ Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted anddisseminated
- ✓ Training programmes for tourism, culture and craft operators in hospitality,empathy and attention to details in tourist reception
- ✓ Train all economic operators (including petrol station attendants) and trafficwardens to be welcoming, empathetic and attentive to hospitality

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Current Situation in regards with the topic:

Handicraft: Nothing relevant has been identified so it can be recorded

Agriculture and agro-food: Livestock, logging and agriculture, corn, wheat, barleylocal dishes such Sarmades with dough and Paspalopita. There were also vineyardsbut very few. After 1929 they started planting fruit trees such as cherries and apples. In the summer they also made their pasta, which was “petura” and “trachanas”.

Committees:
Economic Committee Quality of life CommitteeTwinning Committee
Tourist Development and Promotion Committee

Associations: Cultural and Athletic Association of Arkochori, “Arktos”

Strengths and weaknesses:

Strengths: Existence of local traditional recipes.

Weaknesses: Not enough promotion and revival of traditional techniques

Relevant Projects:
Non found

Key stakeholders:

Regional Unit of Imathia
Municipality of Heroic City of Naoussa
The Head of the Local Authorities of the village
The tavern owners

The local shop owners
The pensions owners
The President of The Cultural and Sports Club of Arkochori "ARKTOS"

Change:

The village itself should underline all the aspects that include traditionaltechniques, underlying the authenticity and the uniqueness of each in creating the myth of the village

Foreseen actions:

1. Learning craft techniques and in-depth study of materials for schoolchildren
2. Craft days - shops and workshops open to visitors on certain Sundays of the year
3. Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and with local sales outlets in the framework of a national and international web-based valorisation system
4. To enhance local "know-how" as a strategic resource for regenerating "talent", relaunching small-scale production that generates employment and facilitating the combination of production, work and culture-art

Pilot Actions:

- ✓ Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community
- ✓ Foundation of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderlyand as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Region of Central Macedonia – PP5

Municipality of Goumenissa

Region: Central Macedonia

Country: Greece

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Current Situation in regards with the topic:

Social cohesion: Satisfactory

Citizen Participation: Thought Cultural & Athletic Associations

Collaboration between citizens and Local Authorities in activities of general interest: Social Grocery, Social pharmacy, participation in cultural festivals, participation in athletic events, voluntary teams of waste cleaning e.t.c

Committees: Economic Committee, Quality of Life Committee

Agencies: Development Agency of Kilkis S.A., Waste Management Agency of KilkisS.A.

Associations:
Cultural Association of Goumenissa “The Paiones”
Educational Folkloric and Cultural Association of Goumenissa “Saint Tryfon” Pontic Cultural Association of Goumenissa and outskirts “Diogenis o Sinopeus”Greek Red Cross, Regional Committee of Goumenissa
Greek Driving Body
Mountaineering Club of travellers of Goumenissa

Strengths and weaknesses:

Strengths: strong feel of belonging, big number of active Associations in the Area,people with different origins and routes that cooperate together for many years **Weaknesses:** suspicion among different teams, reluctance for innovation,generation gap

Relevant Projects:

Name of the project: *"Business Environment For Economic Sustainability In Cross-Border Region Strumica - Kicevo – Kilkis" – "BUSINESS CIRCLES S-K-K"*
Type: Interreg Europe Cult-CreaTE
Location: Regional Unit of Kilkis
Field: Business, Entrepreneurship, Local and Regional Development
Period: 2016 - 2017
Finance: 201.662,93 €

Key stakeholders:

Regional Unit of Kilkis
Municipality of Paionia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council
The tavern owners
The local shop owners

Change:

The local citizens need to be more active in claiming what's rightfully theirs-thatis the ability to be part of the decision-making process and to learn to cooperatewith each other in order to absorb similar with ADRIONET, funding opportunities

Foreseen actions:

1. Actions to improve the cultural landscape of the village in order to increaseits attractiveness and social openness
2. Urban regeneration through the use of co-design methods aimed at the recovery and re-functionalization of common goods and services for the improvement of the quality of life
3. Encouraging the creation of a Community Cooperative as a multi-service social enterprise to respond to the shared needs of the population and the territory

Pilot Actions:

- ✓ Allowing each regional/local council, to produce substantial and solid results regarding the village's future, by avoiding huge bureaucratic processes.
- ✓ Creation of recreational park
- ✓ Actions to facilitate citizens' democratic participation in local governanceand development policies

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE,WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Current Situation in regards with the topic:

Young population dynamic: approximately 1.500 children and young people (18-25 years)

Existence of **Creativity Workshops/Training Courses** that will foster theinvolvement and networking of youth: Non found

Committees: Quality of Life Committee

Agencies: Development Agency of Kilkis S.A., Waste Management Agency of KilkisS.A.

Associations:
Cultural Association of Goumenissa “The Paiones”
Educational Folkloric and Cultural Association of Goumenissa “Saint Tryfon” Pontic Cultural Association of Goumenissa and outskirts “Diogenis o Sinopeus”Greek Red Cross, Regional Committee of Goumenissa
Greek Driving Body
Mountaineering Club of travellers of Goumenissa

Strengths and weaknesses:

Strengths: good relationship between young people, participation in many culturaland athletic clubs and associations

Weaknesses: lack of jobs to prevent youngsters from leaving the village

Relevant Projects:

Name of the project: *Youth Community Center of Municipality of Paionia*
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Paionia

Field: Youth, community participation, civil
Period: 2014 - 2020
Finance: 112.320,00 €

Key stakeholders:

Regional Unit of Kilkis
Municipality of Paionia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council

Change:

Describe, on the basis of the guidelines of the Transnational Action Plan, theobjectives of change to be aimed for

The whole participatory process, should involve young population. In order for the whole youngster population to be actively involved, there is a need of a general “boost” that will shake them up. A further impulse (probably in a form of a bottom-up program like ADRIONET) that will make them productive and theiropinions heard and appreciated.

Foreseen actions:

1. Promotion, at local level, of "Creativity Workshops" to help strengthen thecreation of relations, relationships of trust
2. Setting up a municipal council for young people to assist the Local Authority
3. Creation of training courses to boost young people's confidence and abilities

Pilot Actions:

- ✓ Capitalizing upon the military encampment, by transforming it into arecreational cultural center
- ✓ Establishing a Technological Education Institute for young students
- ✓ Rejuvenation of the “2 rivers” location, into creating an open and“networking hive” for youngsters
- ✓ Creation of a school for students with special needs

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Current Situation in regards with the topic:

Urban regeneration: nothing observable to be declared

Caring the resources, livability and sustainability of the village: The village participate in the municipality's waste Recycling program (plastic, paper and glass), and they protect the unique natural environment

Landscapes and rurality: Landscape of great beauty and value

Sustainable Mobility: As distances are short they usually do their every day jobs(like shopping, activities) on foot.

Committees: Economic Committee, Quality of Life Committee

Agencies: Development Agency of Kilkis S.A., Waste Management Agency of KilkisS.A.

Associations:
Cultural Association of Goumenissa "The Paiones"
Educational Folkloric and Cultural Association of Goumenissa "Saint Tryfon" Pontic Cultural Association of Goumenissa and outskirts "Diogenis o Sinopeus"Greek Red Cross, Regional Committee of Goumenissa
Greek Driving Body
Mountaineering Club of travellers of Goumenissa

Strengths and weaknesses:

Strengths: Environment of great value that residents respect and protect

Weaknesses: lack of information about the benefits of intelligent recycling in allsectors (livestock, air, sun, water)

Relevant Projects:

Name of the project: *"Business Environment For Economic Sustainability In Cross-Border Region Strumica - Kicevo – Kilkis" – "BUSINESS CIRCLES S-K-K"*
Type: Interreg Europe Cult-CreaTE
Location: Regional Unit of Kilkis
Field: Business, Entrepreneurship, Local and Regional Development
Period: 2016 - 2017
Finance: 201.662,93 €

Key stakeholders:

Regional Unit of Kilkis
Municipality of Paionia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council
The tavern owners
The local shop owners

Change:

The villagers need to be more aware of protecting their local natural environment, as well as exploiting their local natural assets without affecting them, but rather turning them into a distributional profit for all.

Foreseen actions:

1. Remove and/or reduce the presence of environmental detractors
2. Renovate and improve housing and living conditions in public and private buildings, including from the point of view of energy saving and the use of renewable energy sources
3. Replace public lighting both inside and outside buildings with traditional lamps with the latest generation LED-type ones
4. Use of traditional local building materials
5. Coordinated image of the village: actions to "decorate" and improve the urban landscape

Pilot Actions:

Describe the actions that local government and citizens believe can immediatelystart visible and shared change.

- ✓ Restoration of the old buildings of the village with the use of traditionalmaterials
- ✓ Beginning of the biowaste treatment process
- ✓ Replacement of water pipes made by asbestos
- ✓ Planning and supporting the separate collection of waste, including domesticwaste oil
- ✓ Banning single-use plastic from public places, festivals and events

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Current Situation in regards with the topic:

Culture and identity: The area has a mixture of cultures from local Greeks and Greeks from Asia Minor, Thrace, Stromnitsa and Kaukasos, that means culture identity is an amagalma of rituals and traditions of the roots of the past.

Experiences and storytelling: There are a lot of stories about 1st World War, as the area was base of the French Army, stories about the wine and the Silk of the Area. As well as the «copper» bands, which are still among the strongest in the Balkans. Apart from these, with the creation of the road network Goumenissa- Evropos, the tourists/visitors will be having the opportunity to visit the archaeological site of Evropos, walking through the endless vineyards of the area,witnessing the historical sites of World War I as well as a wealth of Orthodox monuments. All these, accompanied by the breathtaking view of the outstanding surrounding natural beauty.

Local hospitality of the villages: the village has a small hotel (15 rooms) and 2 more hostels within 5 km distance. Additionally, has numerous of restaurants, coffee & pastry shops. The place has more than six visiting wineries, many buildingsof great Architectural Interest, monasteries and old refurbished churches and old
silk factories of great post-industrial value.

Strengths and weaknesses:

Strengths: Unique Tourist Product with big potential

Weaknesses: Lack of more settlements, insufficient tourism identity andpromotion, lack of a protocol of quality in the area

Relevant Projects:

Name of the project: Terra Vino

Type: Interreg IPA Cross Border Cooperation Programme Greece - Republic of North Macedonia
Period: 2014-2020
Location: Regional Unit of Serres
Field: Wine tourism, agro-tourism, experience
Finance: 509.855,00 €

Key stakeholders:

Regional Unit of Kilkis
Municipality of Paionia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council
The tavern owners
The local shop owners

Change:

The development of all the antiquities that exist in the village, as well as thewealth of aspects that the village possess in rich natural beauty

Foreseen actions:

1. Creation of specific tourist packages (tourist experiences), recording of localpaths and stories (myths)
2. Identify a place that becomes “The Guest's Home" where common activitiesare carried out and where booking functions are centralised;
3. Promote a project for the recovery and valorisation of parts of the abandonedor underused building heritage (public and private) in order to carry out interventions that, with ecological criteria, can activate a widespread systemof accommodation units in the historical centre
4. Propose activities in all seasons of the year

Pilot Actions:

- ✓ Rejuvenation and restoration of the historical center
- ✓ Exploiting the heritage aspects of the village (the French water fountain andthe ossuary
- ✓ Promotion of religion tourism
- ✓ Promotion of wine-tourism
- ✓ Study and create proposals for authentic and unique experiences in the area,lasting one or more days, and making the guest (but also the citizen) feel involved in local life and the local community
- ✓ Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation
- ✓ Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted anddisseminated
- ✓ Training programmes for tourism, culture and craft operators in hospitality,empathy and attention to details in tourist reception
- ✓ Train all economic operators (including petrol station attendants) and trafficwardens to be welcoming, empathetic and attentive to hospitality

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Current Situation in regards with the topic:

Provide a briefly description of the current conditions based on specific themes stated on the guidelines document:

Handicraft: Nothing relevant has been found

Agriculture and agro-food: P.D.O and P.G.I Wine, Chestnut forest

Committees: Economic Committee, Quality of Life Committee

Agencies: Development Agency of Kilkis S.A., Waste Management Agency of KilkisS.A.

Associations:
Cultural Association of Goumenissa “The Paiones”
Educational Folkloric and Cultural Association of Goumenissa “Saint Tryfon” Pontic Cultural Association of Goumenissa and outskirts “Diogenis o Sinopeus”Greek Red Cross, Regional Committee of Goumenissa
Greek Driving Body
Mountaineering Club of travelers of Goumenissa

Strengths and weaknesses:

Strengths: Recognized Wines (some of them) with export orientation, high qualityof chestnuts with export orientation

Weaknesses: Insufficient promotion and a general lack of proper establishmentsand infrastructures

Relevant Projects:

Name of the project: *Cooperation for the Establishment of a “Business and*

Employment Centre" and a "Trade Show and Bazaar" in the Cross-border Area
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Paionia
Field: Youth, community participation, civil
Period: 2007 - 2013
Finance: 228 004.71 €

Key stakeholders:

Regional Unit of Kilkis
Municipality of Paionia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council
The local shop owners

Change:

There is a primal need of proper infrastructures to accommodate any further capitalization upon the village's old techniques and renowned skills

Foreseen actions:

1. To enhance local "know-how" as a strategic resource for regenerating "talent",relaunching small-scale production that generates employment and facilitating the combination of production, work and culture-art
2. Facilitate the intergenerational exchange of "know-how" so that elderly people with "skills" can become the "mentors" of young people eager to builda project designed to "put themselves to the test".
3. Create collaborative networks between typical producers of small-scale food,wine and traditional crafts and with local sales outlets in the framework of anational and international web-based valorisation system
4. Stimulate the creative activity of associations already present in the area todevelop projects directly linked to cultivation or collateral projects

Pilot Actions:

- ✓ Creation of seminars/workshops around vineyards and wine made process
- ✓ Foundation of a "memory bank": an archive of images, written accounts andphotos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderlyand as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it
- ✓ Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Region of Central Macedonia – PP5

Municipality of Ossa

Region: Central Macedonia

Country: Greece

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Current Situation in regards with the topic:

Social cohesion: Ossa is characterized by good social cohesion, with strong bondsof trust and solidarity among members of the community, as an opportunity to create an "open and supportive" community.

Citizen Participation: Citizens participate in the commons, at their possible extent, and participate with views and ideas on the development of the Community.

Collaboration between citizens and Local Authorities in activities of general interest: There is a common vision and commitment with the Municipality of Langada. There is also cooperation in technical support, issue resolution and activities of general interest.

Committees: Economic Committee, Quality of Life Committee, MunicipalCommittee of Education

Associations:
Civil Chemist of Municipality of LangadaCivil Grocery of Municipality of Langada
Center of professional qualification in the textile industry
Cultural Association of Ossa “Saint Kyranna”

Strengths and weaknesses:

Strengths: There is a team spirit of cooperation, offer and solidarity in order to maintain the tradition of the place. The residents are willing to preserve the tradition of the village. **Weaknesses:** Few permanent residents

Relevant Projects:

Name of the project: *Local assets exploitation for the development of peripheral intercultural cross border capacity*
Type: Interreg IPA CBC Greece - Republic of North Macedonia
Location: Municipality of Langada
Field: cultural heritage, arts
Period: 2014 - 2020
Finance: 1 484 978.00 €

Key stakeholders:

Regional Unit of Thessaloniki
Municipality of Langadas
The Head of the Local Authorities of the village
The Head of the Cultural Association
The local shop owners
The local tavern owners

Change:

The village needs interventions and actions that strengthen and promote social cohesion through local actors, but at the same time through organized initiativesand actions of the State.

Foreseen actions:

From the Local Community point of view, initiatives to improve the daily life of the citizen and the search for relevant programmes or resources will continue. From the point of view of the cultural association, actions for the cultural, socialand spiritual development of its members will continue.

Pilot Actions:

- ✓ Allowing each regional/local council, to produce substantial and solid results regarding the village's future, by avoiding huge bureaucratic processes.
- ✓ Creation of recreational park
- ✓ Actions to facilitate citizens' democratic participation in local governanceand development policies

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Current Situation in regards with the topic:

Young population dynamic: Young people make up the smallest part of the population. About 40 children attend the Primary School and Kindergarten of Ossa,with a rate of decline in the coming years, while about 20 children from Ossa attendthe high school of Lagada, many of whom will continue their studies in Higher Institutions and Schools in the respective urban centers. The 18-30 age group consists of about 15-20 people, half of them locally employed and the other half inother areas.

Existence of **Creativity Workshops/Training Courses** that will foster the involvement and networking of youth: Limited

Committees: Quality of Life Committee, Municipal Committee of Education

Associations:
Civil Chemist of Municipality of LangadaCivil Grocery of Municipality of Langada
Center of professional qualification in the textile industry
Cultural Association of Ossa “Saint Kyranna”

Strengths and weaknesses:

Strengths: A positive point is the village has an active Primary School. Young peoplewho choose to stay in the village continue the family business.

Weaknesses: Young people make up the smallest percentage of the communitywith a declining course, which often leaves after studying the village or returning
is unable to work in the field it wishes or has studied.

Relevant Projects:

Name of the project: ***Qualification of the unemployed for acquiring necessary skills of entrepreneurship***

Type: CLLD-LEADER
Location: Municipality of Langada
Field: education, unemployment, practical training, social inclusion
Period: 2021 - now
Finance: 970.000,00 €

Name of the project: *GREEN-skiLIs for a sustAiNable Development*
Type: Mediterranean Sea Basin ENI CBC
Location: Municipality of Langada
Field: Labour market and employment, education and training, social inclusion and equal opportunities
Period: 2014 - 2020
Finance: 3 856 322.19 €

Key stakeholders:

Regional Unit of Thessaloniki
Municipality of Langadas
The Head of the Local Authorities of the village
The Heads of the Cultural Association

Change:

Describe, on the basis of the guidelines of the Transnational Action Plan, theobjectives of change to be aimed for

A large portion of young people have both the momentum and the willingness towork and offer. However, the possibilities offered are almost non-existent or there is no such professional information and support. Moreover, there are no such financial incentives for a young person to start their professional activity. Therefore, support and incentives are very important. As regards the proportionof young people who remain inactive, in their participation in the public and in actions, this is a more general phenomenon of modern society and should be considered as a whole. An important contribution to the place would be the restoration of the headquarters of the Centre for Environmental Education of Eleftherios-Cordelios and Vertiskos to its physical headquarters which is Vertiscos. It is the only center in Greece, which is based in an urban complex, while there are unexploited facilities in Vertisco, but also in Ossa.

Foreseen actions:

1. There is a general need in certain forms of education, such as learning foreign languages, music, creative employment, innovative programmes, ecological agriculture, etc., which are missing from the community and theregion.
2. The creation of training courses to boost young people's confidence and empowerment towards business creation, including cultural and creative ones, and in sectors designed to increase the quality of life at local level, topreserve resources, to improve the environment, to recover and reuse wasteand refuse, to recover productive traditions, to create, recover and disseminate culture, etc

Pilot Actions:

- ✓ Setting up a municipal council for young people to assist the Local Authority in designing actions and initiatives for young people
- ✓ Introducing education programmes in schools on active citizenship and commitment to the care of the common good
- ✓ Promotion, at local level, of "Creativity Workshops" to help strengthen the creation of relations, relationships of trust and joint actions among young people
- ✓ Creation of spaces, services and facilities to facilitate and support the "creative propensity" and networking of young people at local level

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Current Situation in regards with the topic:

Urban regeneration: Nothing relevant has been witnessed

Caring the resources, livability and sustainability of the village: Weak

Landscapes and rurality: There are crops of about 10,000 acres of cereals and feed and smaller areas-land of fruit tree crops (cherries, apple trees, pears, etc.)with high quality products produced, due to exceptional soil and climatic conditions.

Sustainable Mobility: In general, the settlement is walker/cyclist friendly, however, organised sustainable mobility actions do not exist.

Committees: Economic Committee, Quality of Life Committee

Associations:
Civil Chemist of Municipality of LangadaCivil Grocery of Municipality of Langada
Center of professional qualification in the textile industry
Cultural Association of Ossa “Saint Kyranna”

Strengths and weaknesses:

Strengths: Adequate “environmental sensitization” among local citizens. Residents are environmentally sensitive and interested in participating in relatedactions. Undisturbed and attractive natural environment.

Weaknesses: Lack of education regarding energy consumption, pollution, recycling. Inadequate information and support actions in new technologies and productions. Incomplete education on energy saving, pollution, recycling. Untapped and unexploited natural environment and degraded forest recreation areas.

Relevant Projects:

Name of the project: *Sustainable management and treatment of Bio Wastes by using Bio fuel production methods*
Type: Interreg IPA CBC Greece - Republic of North Macedonia
Location: Municipality of Langada
Field: waste management, pollution, sustainability
Period: 2014 - 2020
Finance: 1 046 455.00 €

Name of the project: *GREEN-skiLls for a sustAiNable Development*
Type: Mediterranean Sea Basin ENI CBC
Location: Municipality of Langada
Field: Labour market and employment, education and training, social inclusion and equal opportunities
Period: 2014 - 2020
Finance: 3 856 322.19 €

Name of the project: *Sustainable Urban Mobility Action Plan for the Municipality of Langada*
Type: Green Fund – Axis of sustainable urban mobility
Location: Municipality of Langada
Field: urban fabric, transportation, Mobility, sustainability
Period: 2019 - now
Finance: 35.000,00 €

Key stakeholders:

Regional Unit of Thessaloniki
Municipality of Langadas
The Head of the Local Authorities of the village
The Head of the Cultural Association
The local shop owners
The local tavern owners

Change:

It is necessary to record the natural and productive resources of the village and to explore possibilities for their further development and exploitation, based onsustainable rural development, respect for the environment and humans, withoutnecessarily losing their traditional character. Exploitation and promotion of landscapes and sites of particular natural and environmental interest.

Foreseen actions:

1. introducing urban elements such as parks, green walls and roofs, which hostbiodiversity and allow ecosystems to function and provide their services by creating links between urban, peri urban and rural areas
2. introduce and disseminate green building practices and enhancement of building traditions, including the use of traditional local building materials
3. breaking down architectural barriers wherever possible and adopting solutions to facilitate the use of the historical centre monuments, museums and all public places

Pilot Actions:

- ✓ Information to interested parties on any relevant action/information/programme to be announced.
- ✓ Effort for a lower environmental footprint of the settlement.
- ✓ New technology and energy saving lamps.
- ✓ Organized waste collection and recycling activities.
- ✓ More recycling bins and compost distribution. Improvement of greenery andparks
- ✓ Common effort for the general cleanliness of the village

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Current Situation in regards with the topic:

Culture and identity: Ossa, built on the slopes of Mount Vertiskos (650m altitude)and 40km. NE of Thessaloniki, is one of the oldest and most historic settlements of Central Macedonia, with archaeological, folklore, architectural and religious interest. Its inhabitants are native Macedonians and a few Families of Thracians, who settled here after the exchange of populations in 1923. The cultural production body is the Association of Ossaion "Agia Kyranna", which was founded in 1965 and has been operating even more intensively since 1999, with various initiatives, actions and interventions concerning the cultural, social and spiritualdevelopment of Ossa and its inhabitants.

Experiences and storytelling: The visitor has the opportunity to walk in the picturesque alleys of the traditional settlement, to tour the area, parks and squares and to admire the houses of traditional architecture, which are scatteredwithin the settlement. Also, an old windmill and a flour mill are rescued (in poorcondition). There are 2 organically grown vineyards (Babatzimopoulos Estate andMantovani Vineyard). In The Babatzimopoulou Estate there is also a visiting winery. All the above actions and facilities are particularly attractive to the tourist, since already organized groups visit the settlement and browse the network of these visiting sites of the "Open Museum of Rural Life of Ossa" (Laographic Collection, Old Grocery Shop, Old shoemaking place, The little houseof the shoemaker) including the churches and the winery.

Local hospitality of the villages: The settlement has 2 grocery stores, 2 cafes and2 traditional taverns for the needs of visitors. In selected organized groups of visitors/students, the club often undertakes a treat with traditional products andpies. It is possible to visit a livestock unit with cattle.

Committees: Quality of Life Committee

Associations:
Civil Chemist of Municipality of Langada Civil Grocery of Municipality of Langada
Center of professional qualification in the textile industry
Cultural Association of Ossa “Saint Kyranna”

Strengths and weaknesses:

Strengths: The settlement has a number of comparative advantages in terms of its natural and cultural environment, with the local cultural association and the Local Community taking initiatives and actions to protect, rescue and highlight these elements, in cooperation with the relevant bodies and services. Thesettlement can be characterized as dynamic in terms of its potential for development, but also on the basis of its active human resources. It has excellentclimatic characteristics, has spaces open and closed for various activities and rescues interesting elements of cultural heritage and identity. It maintains its traditional residential organization and urban planning, it maintains to a satisfactory extent its remarkable architectural reserve, with the characteristic traditional houses of the rural area and its old shops in the two squares of the settlement. It has visitable spaces that preserve and highlight its cultural heritage.

Weaknesses: Despite the interesting character of the traditional settlement, it gradually loses its traditional architectural character and its interesting buildingsof traditional architecture (inability to maintain by the owners, wear and tear oftime and absence of a plan of protection, rescue and promotion). The efforts of the association to protect, promote and highlight the cultural heritage elements of the settlement, continue to take place at the level of voluntary work, with ownresources and do not receive the appropriate attention and support of the State.There is no accommodation/overnight/hostel. There is a need for a plan to protect, revive and promote the traditional settlement of Ossa.

Relevant Projects:

Name of the project: ***Local assets exploitation for the development of peripheral intercultural cross border capacity***
Type: Interreg IPA CBC Greece - Republic of North Macedonia
Location: Municipality of Langada
Field: cultural heritage, arts
Period: 2014 - 2020
Finance: 1 484 978.00 €

Name of the project: ***The little house of the shoemaker (To konaki tou papoutsi)***
Type: Leader (NSRF)

Location: Village of Ossa
Field: cultural heritage, arts
Period: 2014 - 2020
Finance: 299.963,00 €

Apart from the above, the cultural association of the village “Saint Kyrana”, has been publishing the following documents:

- 'OSSA: yesterday, today, tomorrow', annual periodical from 1999 etc.
- A.U.Th.-Department of Architects and Association of Ossaion "Saint Kyranna",*SUSTAINABLE DEVELOPMENT OF THE VILLAGE OF OSSA*, University Studio Press, Thessaloniki 2001.
- N.E.L.E. and Association of Ossaion "Agia Kyranna", *Adult Education Programon: Traditional and Popular Culture – Getting to know the Local History of Ossa*, Thessaloniki 2002.
- *Ossa: Place, History, Culture*, Ossa 2006
- *OSSA IN THE MEMORY OF - Ossa Folklore Collection*, Ossa 2016.
- *OUR OLD PANTOPOLIUM... LIKE THE OLD DAYS*, Ossa 2018.
- *OUR OLD SHOEMAKER’S... LIKE THE OLD DAYS*, Ossa 2019
- Annual Thematic Calendars

It has also created a permanent artistic intervention on the wall of the OldTsagaradik, in collaboration with the Department of Visual and Applied Arts of the University of Western Macedonia, with the creation of a mural on the textile traditionof Ossa.

Key stakeholders:

Regional Unit of Thessaloniki
Municipality of Langadas
The Head of the Local Authorities of the village
The Head of the Cultural Association
The local shop owners
The local tavern owners

Change:

The settlement needs a comprehensive plan of sustainable and sustainable ruraldevelopment (there is already material from the University of Athens), in order to record its comparative advantages, shortcomings and interventions that shouldbe made for its sustainable development, as well as the search for national and European resources in this direction. On the other hand, the support and guidanceof local actors is needed for the proper and integrated management of their environmental, cultural and human resources. Orientation towards mild alternative-cultural forms of tourism, throughout the year.

Foreseen actions:

1. Promote the creation of a local coalition of tourism, accommodation, cultureand business operators who will work together on a permanent basis to create economies of scale, common reception services, a voluntary quality framework (hospitality charter), use shared strategies and means of communication promoting a single image of the tourist destination.
2. Study and create proposals for authentic and unique experiences in the area,lasting one or more days, and making the guests (but also the citizens) feel involved in local life and the local community
3. Promote a project for the recovery and valorisation of parts of the abandoned or underused building heritage (public and private) in order to carry out interventions that, with ecological criteria, can activate a widespread system of accommodation units in the historical center
4. Identify a place that becomes “The Guest's Home where common activities are carried out (room with kitchen equipment, meeting equipment, workshops and professional courses, show room for displaying local products,wine shop, smart working and/or coworking stations, and where booking functions are centralised

Pilot Actions:

- ✓ Ensure that all local operators are familiar with the area, its resources and special features, that they know how to tell and describe it and that they know how to benefit from it by associating their quality policy with the areaitself
- ✓ Create an annual programme of events in the area that do not compete witheach other and that enhance the potential attractiveness without " environmental, physical and socio-cultural resources
- ✓ Create new events that can be consolidated over time and involve a large part of the citizenship in their realization
- ✓ Create only ECO-friendly events, i.e events in which good environmental practices of waste reduction and separate waste collection are promoted anddisseminated
- ✓ Training programmes for tourism, culture and craft operators in hospitality,empathy and attention to details in tourist reception

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Current Situation in regards with the topic:

Handicraft: A carpenter's shop, a workshop for the manufacture of traditional pasta and products. Until a few years ago, there was also a traditional loom, fromthe last texture of Ossa, which stopped working, due to age and health problems.The tradition of Ossa rescues and revives exceptional and rare examples of textileart.

Agriculture and agro-food: Crops of wheat, feed, cherries, apples, etc. 2 cattle farms (300 animals) and 6-7 sheep and goat farms (3000 animals), most on a traditional basis and free-range. All products are characterized as mountainous and of excellent quality. 3 small beekeeping facilities. 2 organized organic wine-growing crops and 1 winery. A workshop for the manufacture of traditional pastaand products.

Committees: Economic Committee, Quality of Life Committee, MunicipalCommittee of Education

Associations:
Civil Chemist of Municipality of LangadaCivil Grocery of Municipality of Langada
Center of professional qualification in the textile industry
Cultural Association of Ossa “Saint Kyranna”

Strengths and weaknesses:

Strengths: Ossa continues to produce high quality agri-food products. There are active livestock units with free-range animals, as well as small areas of agricultural land to be exploited. The products produced are of high quality, dueto the exceptional soil and climatic characteristics of the area. Forest area that can be used and exploited accordingly. There's also a Forest Cooperative.

Weaknesses: The majority of agri-food production continues to be family andtraditional. More support and rational further development are needed. Shrinking primary sector and lack of interest from young people.

Relevant Projects:

Name of the project: *Integrated Program for skills enhancement of human resources in fashion sectors and facilitation of employees' mobility in the cross-border region*
Type: Interreg Greece – Bulgaria
Location: Ossa
Field: labour market and employment, education and training
Period: 2007 - 2013
Finance: 583 711.25 €

Name of the project: *GREEN-skiLls for a sustAiNable Development*
Type: Mediterranean Sea Basin ENI CBC
Location: Municipality of Langada
Field: Labour market and employment, education and training, social inclusion and equal opportunities
Period: 2014 - 2020
Finance: 3 856 322.19 €

Key stakeholders:

Regional Unit of Thessaloniki
Municipality of Langadas
The Head of the Local Authorities of the village
The Head of the Cultural Association
The local shop owners

Change:

Support for agricultural and livestock production on the basis of organic farming.Aid for young farmers. Revival of traditional crops. Revival of traditional arts andhabits. Examples of entrepreneurship and employment. Continuous support and guidance.

Foreseen actions:

1. Proposal to the cultural associations for the creation of a small workshop forthe preparation of local products, the creation of a stand, the exploitation oflocal buildings
2. Participation mainly in the collections for the preparation of local dishes withthe creation of a local laboratory for the production of these
3. Learning craft techniques and in-depth study of materials for schoolchildren
4. Facilitate the intergenerational exchange of "know-how" so that elderly people with "skills" can become the "mentors" of young people eager to builda project designed to "put themselves to the test (mainly in local wineries)

Pilot Actions:

- ✓ Establishment of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderlyand as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it
- ✓ Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and with local sales outlets in the framework of a national and international web-based valorisation system
- ✓ Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community
- ✓ Stimulate the creative activity of associations already present in the area todevelop projects directly linked to cultivation or collateral projects (horticultural therapy projects/ children's readings in the gardens/ courses on the recovery/recycling of materials/ therapeutic courses on ecological themes /natural cooking courses, etc

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Region of Central Macedonia – PP5

Municipality of Palaios Panteleimonas

Region: Central Macedonia

Country: Greece

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Please describe briefly but accurately the current situation with regard to the topic,strengths and weaknesses, current projects and main actors.

Current Situation in regards with the topic:

Social cohesion: Strong

Citizen Participation: Satisfactory

Collaboration between citizens and Local Authorities in activities of generalinterest: Shared vision and commitment

Committees: Economic Committee, Quality of life Committee, ConsultationCommittee

Associations:
Intellectual Movement of Leptokaria Cultural Association of Leptokaria “Orfeas”
Greek Mountaineering Association of Leptokaria
Arts and Education Center of Leptokaria “Emannouil Kriaras”
Tourism development and promotion Entity of Leptokaria

Strengths and weaknesses:

Strengths: All residents are tourism oriented (owners of small tourism businessesin the village)

Weaknesses: Lack of human capital- just a few residents

Relevant Projects:

Name of the project: ***Preservation works of the traditional cobbled road of Palaios Panteleymonas***
Type: National/Regional
Location: Palaios Panteleimonas
Field: urban fabric, Mobility, culture and heritage
Period: 2020 - now
Finance: 24.790,08 €

Key stakeholders:

Regional Unit of Pieria
Municipality of Dion - Olympus
The Head of the Local Authorities of the village
The Heads of the Cultural Associations of the village
The tavern owners
The local shop owners

Change:

The local citizens need to be more active in claiming what's rightfully theirs-thatis the ability to be part of the decision-making process and to learn to cooperatewith each other in order to absorb similar with ADRIONET, funding opportunities

Foreseen actions:

1. Actions to improve the cultural landscape of the village in order to increaseits attractiveness and social openness
2. Urban regeneration through the use of co-design methods aimed at the recovery and re-functionalization of common goods and services for the improvement of the quality of life
3. Encouraging the creation of a Community Cooperative as a multi-service social enterprise to respond to the shared needs of the population and the territory

Pilot Actions:

- ✓ Allowing each regional/local council, to produce substantial and solid results regarding the village's future, by avoiding huge bureaucratic processes.
- ✓ Creation of recreational park
- ✓ Actions to facilitate citizens' democratic participation in local governanceand development policies

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Current Situation in regards with the topic:

Young population dynamic: Strong

Existence of **Creativity Workshops/Training Courses** that will foster theinvolvement and networking of youth: non-existent

Committees: Quality of life Committee

Associations:
Intellectual Movement of Leptokaria
Cultural Association of Leptokaria “Orfeas”
Greek Mountaineering Association of Leptokaria
Arts and Education Center of Leptokaria “Emannouil Kriaras”
Tourism development and promotion Entity of Leptokaria

Strengths and weaknesses:

Strengths: The permanent residents are young – business owners

Weaknesses: Lack of facilities and recreational activities in the village

Relevant Projects:

Name of the project: ***Youth Community Center of Municipality of Dion-Olympos***
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Dion-Olympos

Field: Youth, community participation, civil
Period: 2014 - 2020
Finance: 112.320,00 €

Name of the project: ***Restoration of asbestos parts at the the Primary School of Palaios Panteleymonas***
Type: National/Regional
Location: Palaios Panteleymonas
Field: urban fabric, Mobility, culture and heritage
Period: 2020 - now
Finance: 87.313,29 €

Key stakeholders:

Regional Unit of Pieria
Municipality of Dion -Olympus
The Head of the Local Authorities of the village
The Heads of the Cultural Associations of the village

Change:

In order for the whole youngster population to be actively involved, there is a need of a general “boost” that will shake them up. A further impulse (probably in a form of a bottom-up program like ADRIONET) that will make them productive and their opinions heard and appreciated.

Foreseen actions:

1. Promotion, at local level, of "Creativity Workshops" to help strengthen thecreation of relations
2. Introducing education programmes in schools on active citizenship andcommitment to the care of the common good
3. Creating cultural competitions for young talents
4. Creation of spaces, services and facilities to facilitate and support the"creative propensity" and networking of young people at local level

Pilot Actions:

- ✓ Creation of spaces, services and facilities to facilitate and support the"creative propensity" and networking of young people at local level
- ✓ Setting up a municipal council for young people to assist the Local Authorityin designing actions and initiatives for young people
- ✓ Promoting and facilitating youth associations for the implementation ofsocially, environmentally and culturally useful projects
- ✓ Creating cultural competitions for young talent

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Please describe briefly but accurately the current situation with regard to the topic,strengths and weaknesses, current projects and main actors.

Current Situation in regards with the topic:

Urban regeneration: Strong

Caring the resources, livability and sustainability of the village: Satisfactory

Landscapes and rurality: Forest protection-oriented policies

Sustainable Mobility: Weak - due to the difficult accessibility of the village- it isbuilt on mountain.

Committees: Economic Committee, Quality of life Committee, ConsultationCommittee

Associations:
Intellectual Movement of Leptokaria
Cultural Association of Leptokaria “Orfeas”
Greek Mountaineering Association of Leptokaria
Arts and Education Center of Leptokaria “Emannouil Kriaras”
Tourism development and promotion Entity of Leptokaria

Strengths and weaknesses:

Strengths: Preservation of the local architecture, using construction materialsfrom the surrounded area (mountain).

Weaknesses: Lack of education regarding energy consumption, pollution,reycling.

Relevant Projects:

Name of the project: *Sustainable Urban Mobility Action Plan for the Municipality of Dion-Olympos*
Type: Green Fund – Axis of sustainable urban mobility
Location: Municipality of Dion-Olympos
Field: urban fabric, transportation, Mobility, sustainability
Period: 2016 - now
Finance: 35.000,00 €

Key stakeholders:

Regional Unit of Pieria
Municipality of Dion - Olympus
The Head of the Local Authorities of the village
The Heads of the Cultural Associations of the village
The tavern owners
The local shop owners

Change:

The villagers need to be more aware of protecting their local naturalenvironment, as well as exploiting their local natural assets without affecting them, but rather turning them into a distributional profit for all.

Foreseen actions:

1. Coordinated image of the village: actions to "decorate" and improve the urban landscape (public furniture and facilities, removal of cables and overhead wires, horizontal and vertical signage, signs, shelters, benches, etc.)
2. Renovate and improve housing and living conditions in public and private buildings, including from the point of view of energy saving and the use of renewable energy sources
3. Introducing urban elements such as parks, green walls and roofs, which hostbiodiversity

Pilot Actions:

- ✓ Introduce and disseminate green building practices and enhancement ofbuilding traditions, including the use of traditional local building materials
- ✓ Planning and supporting the separate collection of waste
- ✓ Banning single-use plastic from public places, festivals and events
- ✓ Encouraging the recovery of rainwater for irrigation and domestic use

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Current Situation in regards with the topic:

Culture and identity: Cohesion/ The residents are mainly the offsprings of the people who once lived in Palaios Panteleimonas, but then abandoned the village and removed to Neos Panteleimonas.

Experiences and storytelling: Olympus Festival - The cultural events in the castleof Platamonas 3 km away from the village.

Local hospitality of the villages: Friendly people

Committees: Economic Committee, Quality of life Committee, ConsultationCommittee

Associations:
Intellectual Movement of Leptokaria Cultural Association of Leptokaria “Orfeas”
Greek Mountaineering Association of Leptokaria
Arts and Education Center of Leptokaria “Emannouil Kriaras”
Tourism development and promotion Entity of Leptokaria

Strengths and weaknesses:

Strengths: Organized tourism infrastructure in terms of accommodation and foodservices.

Weaknesses: Lack of other activities in the village.

Relevant Projects:

Name of the project: ***Preservation works of the traditional cobbled road of Palaios Panteleimonas***

Type: National/Regional
Location: Palaios Panteleymonas
Field: urban fabric, Mobility, culture and heritage
Period: 2020 - now
Finance: 24.790,08 €

Key stakeholders:

Regional Unit of Pieria
Municipality of Dion - Olympus
The Head of the Local Authorities of the village
The Heads of the Cultural Associations of the village
The tavern owners
The local shop owners

Change:

The development of all the antiquities that exist in the village, as well as thewealth of aspects that the village possess in rich natural beauty

Foreseen actions:

1. Creation of specific tourist packages (tourist experiences), recording of localpaths and stories (myths)
2. Identify a place that becomes “The Guest's Home" where common activities are carried out and where booking functions are centralised;
3. Promote a project for the recovery and valorisation of parts of the abandonedor underused building heritage (public and private) in order to carry out interventions that, with ecological criteria, can activate a widespread systemof accommodation units in the historical centre
4. Propose activities in all seasons of the year

Pilot Actions:

- ✓ Create new events that can be consolidated over time and involve a large partof the citizenship in their realisation
- ✓ Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted anddisseminated

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Please describe briefly but accurately the current situation with regard to the topic,strengths and weaknesses, current projects and main actors.

Current Situation in regards with the topic:

Handicraft: Wooden handmade products

Agriculture and agro-food: Handmade tsipouro, pastries and pasta products.

Committees: Economic Committee, Quality of life Committee, ConsultationCommittee

Associations:
Intellectual Movement of Leptokaria
Cultural Association of Leptokaria “Orfeas”
Greek Mountaineering Association of Leptokaria
Arts and Education Center of Leptokaria “Emannouil Kriaras”
Tourism development and promotion Entity of Leptokaria

Strengths and weaknesses:

Strengths: Lack of competition

Weaknesses: Weak promotion

Relevant Projects:

Non found

Key stakeholders:

Regional Unit of Pieria

Municipality of Dion - Olympus
The Head of the Local Authorities of the village
The Heads of the Cultural Associations of the village
The local shop owners

Change:

The village itself should underline all the aspects that include traditional techniques, underlying the authenticity and the uniqueness of each in creating the myth of the place

Foreseen actions:

On the basis of the objectives and results of Change, please describe theinterventions you intend to carry out (listed by priority)

1. Proposal to the cultural associations for the creation of a small workshop forthe preparation of local products, the creation of a stand, the exploitation oflocal buildings
2. Participation mainly in the collections for the preparation of local dishes (sweets, pasta, pies) with the creation of a local laboratory for the production of these.
3. Learning craft techniques and in-depth study of materials for schoolchildren
4. Facilitate the intergenerational exchange of "know-how" so that elderly people with "skills" can become the "mentors" of young people eager to build

Pilot Actions:

- ✓ Craft days - shops and workshops open to visitors on certain Sundays of theyear
- ✓ Support for the opening of new local quality craft workshops with tutors fromlocal elderly craftsmen
- ✓ Creating sustainable agriculture gardens that represent an opportunity forpractice and welcome for the guests of the Hospitable Community

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Region of Central Macedonia – PP5

Municipality of Petrokerasa

Region: Central Macedonia

Country: Greece

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Current Situation in regards with the topic:

Social cohesion: Strong

Citizen Participation: Active

Collaboration between citizens and Local Authorities in activities of generalinterest: Shared vision and commitment

Committees: Economic Committee**,** Quality of Life Committee**,** MunicipalCommittee of Education

Associations:
Civil Chemist of Municipality of Langada**,**Civil Grocery of Municipality of Langada**,**
Educational and Sports Association of Petrokerasa “Omvrianos”

Strengths and weaknesses:

Strengths: The residents are willing to preserve the tradition of the village **Weaknesses:** Few permanent residents

Relevant Projects:

Name of the project: ***Local assets exploitation for the development of peripheral intercultural cross border capacity***
Type: Interreg IPA CBC Greece - Republic of North Macedonia
Location: Municipality of Langada
Field: cultural heritage, arts
Period: 2014 - 2020
Finance: 1 484 978.00 €

Name of the project: ***Sustainable management and treatment of Bio Wastes by using Bio fuel production methods***
Type: Interreg IPA CBC Greece - Republic of North Macedonia
Location: Municipality of Langada
Field: waste management, pollution, sustainability
Period: 2014 - 2020
Finance: 1 046 455.00 €

Key stakeholders:

Regional Unit of Thessaloniki
Municipality of Langadas

The Head of the Local Authorities of the village
The Head of the Cultural Association
The local shop owners
The local tavern owners

Change:

All ages need to be actively involved in the decision making process, as well asbe more aware of matters that are their concern (and their village)

Foreseen actions:

1. Voluntary work and social commitment of the population by dedicating timeand skills to carry out socially useful tasks
2. Actions to facilitate citizens' democratic participation in local governance and development policies (community of change)
3. Actions to improve the cultural landscape of the village in order to increaseits attractiveness and social openness (museums, events, technologies related to cultural fruition, etc.)

Pilot Actions:

- ✓ Organising training sessions on issues of participation and community empowerment
- ✓ Encouraging the creation of a Community Cooperative as a multi-service social enterprise to respond to the shared needs of the population and the territory
- ✓ Creation of common gardens.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Current Situation in regards with the topic:

Young population dynamic: Declining

Existence of **Creativity Workshops/Training Courses** that will foster theinvolvement and networking of youth: Limited

Committees: Quality of Life Committee**,** Municipal Committee of Education

Associations:
Civil Chemist of Municipality of Langada**,**Civil Grocery of Municipality of Langada**,**
Educational and Sports Association of Petrokerasa "Omvrianos"

Strengths and weaknesses:

Strengths: The young people who choose to stay in the village take over the familybusiness.

Weaknesses: Declining population

Relevant Projects:

Name of the project: ***Qualification of the unemployed for acquiring necessary skills of entrepreneurship***
Type: CLLD-LEADER
Location: Municipality of Langada

Field: education, unemployment, practical training, social inclusion
Period: 2021 - now
Finance: 970.000,00 €

Name of the project: *GREEN-skiLls for a sustAiNable Development*
Type: Mediterranean Sea Basin ENI CBC
Location: Municipality of Langada
Field: Labour market and employment, education and training, social inclusion and equal opportunities
Period: 2014 - 2020
Finance: 3 856 322.19 €

Key stakeholders:

Regional Unit of Thessaloniki
Municipality of Langadas
The Head of the Local Authorities of the village
The Head of the Cultural Association

Change:

In order for the whole youngster population to be actively involved, there is a need of a general “boost” that will shake them up. A further impulse (probably in a form of a bottom-up program like ADRIONET) that will make them productive
and their opinions heard and appreciated.

Foreseen actions:

1. Promotion, at local level, of "Creativity Workshops" to help strengthen thecreation of relations, primarily the relations and bonds of trust
2. Setting up a municipal council for young people to assist the Local Authorityin designing actions and initiatives for young people
3. Creation of a “Youth Hub”, as a recreation “hive”
4. Creation of seminars, introducing youngsters to the process of editing andtrading local produced products

Pilot Actions:

- ✓ Creating cultural competitions for young talents
- ✓ Introducing education programmes in schools on active citizenship andcommitment to the care of the common good
- ✓ Proposing environmental and cultural itineraries for young people to learnabout the characteristics of the territory and its unique opportunities

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Current Situation in regards with the topic:

Urban regeneration: Weak

Caring the resources, livability and sustainability of the village: Weak

Landscapes and rurality: Weak

Sustainable Mobility: Weak

Committees: Economic Committee**,** Quality of Life Committee, MunicipalCommittee of Education

Associations:
Civil Chemist of Municipality of Langada**,**Civil Grocery of Municipality of Langada**,**
Educational and Sports Association of Petrokerasa “Omvrianos”

Strengths and weaknesses:

Strengths: Adequate environmental awareness among local citizens

Weaknesses: Lack of education regarding energy consumption, pollution,recycling.

Relevant Projects:

Name of the project: *Sustainable Urban Mobility Action Plan for the Municipality of Langada*
Type: Green Fund – Axis of sustainable urban mobility
Location: Municipality of Langada

Field: urban fabric, transportation, Mobility, sustainability
Period: 2019 - now
Finance: 35.000,00 €

Name of the project: *Sustainable management and treatment of Bio Wastes by using Bio fuel production methods*
Type: Interreg IPA CBC Greece - Republic of North Macedonia
Location: Municipality of Langada
Field: waste management, pollution, sustainability
Period: 2014 - 2020
Finance: 1 046 455.00 €

Name of the project: *GREEN-skiLls for a sustAiNable Development*
Type: Mediterranean Sea Basin ENI CBC
Location: Municipality of Langada
Field: Labour market and employment, education and training, social inclusion and equal opportunities
Period: 2014 - 2020
Finance: 3 856 322.19 €

Key stakeholders:

Regional Unit of Thessaloniki
Municipality of Langadas

The Head of the Local Authorities of the village
The Head of the Cultural Association
The local shop owners
The local tavern owners

Change:

The villagers need to be more aware of protecting their local natural environment, as well as exploiting their local natural assets without affecting them, but rather turning them into a distributional profit for all.

Foreseen actions:

1. Coordinated image of the village: actions to "decorate" and improve the urban landscape (public furniture and facilities, removal of cables and overhead wires, horizontal and vertical signage, signs, shelters, benches, etc.)
2. Renovate and improve housing and living conditions in public and private buildings, including from the point of view of energy saving and the use of renewable energy sources
3. Introducing urban elements such as parks, green walls and roofs, which hostbiodiversity

Pilot Actions:

- ✓ Regulation and management of running water through the use of flowreducers in public and private buildings and campaigns to inform and raise awareness among the public of the importance of saving drinking water
- ✓ Banning single-use plastic from public places, festivals and events
- ✓ Planning and supporting the separate collection of waste, including domesticwaste oil, which is highly polluting, domestic composters or community composters, recycling and reuse
- ✓ Spreading soft mobility through the implementation of cycle paths and pedestrian routes, the promotion of the use of bicycles, electric cars, local public transport

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Current Situation in regards with the topic:

Culture and identity: Cohesion

Experiences and storytelling: Visit and buy the candle – making shop

Local hospitality of the villages: Friendly people

Committees: Economic Committee**,** Quality of Life Committee**,** MunicipalCommittee of Education

Associations:
Civil Chemist of Municipality of Langada**,**Civil Grocery of Municipality of Langada**,**
Educational and Sports Association of Petrokerasa "Omvrianos"

Strengths and weaknesses:

Strengths: Willing to attract visitors

Weaknesses: Lack of tourism culture and tourism infrastucture

Relevant Projects:

Name of the project: *Local assets exploitation for the development of peripheral intercultural cross border capacity*
Type: Interreg IPA CBC Greece - Republic of North Macedonia
Location: Municipality of Langada
Field: cultural heritage, arts

Period: 2014 - 2020
Finance: 1 484 978.00 €

Key stakeholders:

Regional Unit of Thessaloniki
Municipality of Langadas
The Head of the Local Authorities of the village
The Head of the Cultural Association
The local shop owners
The local tavern owners

Change:

The development of all the antiquities that exist in the village, as well as thewealth of aspects that the village possess in rich natural beauty

Foreseen actions:

1. Creation of specific tourist packages (tourist experiences), recording of localpaths and stories (myths)
2. Identify a place that becomes “The Guest's Home" where common activities are carried out and where booking functions are centralised
3. Promote a project for the recovery and valorisation of parts of the abandoned or underused building heritage (public and private) in order to carry out interventions that, with ecological criteria, can activate a widespread system of accommodation units in the historical centre
4. Propose activities in all seasons of the year

Pilot Actions:

- ✓ Create an annual programme of events in the area that do not compete witheach other and that enhance the potential attractiveness without "straining"environmental, physical and socio-cultural resources
- ✓ Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation
- ✓ Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted anddisseminated
- ✓ Training programmes for tourism, culture and craft operators in hospitality,empathy and attention to details in tourist reception
- ✓ Train all economic operators (including petrol station attendants) and trafficwardens to be welcoming, empathetic and attentive to hospitality

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Current Situation in regards with the topic:

Handicraft: Local made candles

Agriculture and agro-food: Honey, cherries.

Committees: Economic Committee**,** Quality of Life Committee**,** MunicipalCommittee of Education

Associations:
Civil Chemist of Municipality of Langada**,**Civil Grocery of Municipality of Langada**,**
Educational and Sports Association of Petrokerasa "Omvrianos"

Strengths and weaknesses:

Strengths: Agricultural products of excellent quality

Weaknesses: Weak promotion and distribution

Relevant Projects:

Name of the project: ***Integrated Program for skills enhancement of human resources in fashion sectors and facilitation of employees' mobility in the cross-border region***
Type: Interreg Greece – Bulgaria
Location: Ossa
Field: labour market and employment, education and training
Period: 2007 - 2013

Finance: 583 711.25 €

Name of the project: *GREEN-skiLls for a sustAiNable Development*
Type: Mediterranean Sea Basin ENI CBC
Location: Municipality of Langada
Field: Labour market and employment, education and training, social inclusion and equal opportunities
Period: 2014 - 2020
Finance: 3 856 322.19 €

Key stakeholders:

Regional Unit of Thessaloniki
Municipality of Langadas
The Head of the Local Authorities of the village
The Head of the Cultural Association
The local shop owners

Change:

The village itself should underline all the aspects that include traditional techniques, underlying the authenticity and the uniqueness of each in creating the myth of the village

Foreseen actions:

1. Learning craft techniques and in-depth study of materials for schoolchildren
2. Craft days - shops and workshops open to visitors on certain Sundays of the year
3. Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and with local sales outlets in the framework of a national and international web-based valorisation system
4. To enhance local "know-how" as a strategic resource for regenerating "talent", relaunching small-scale production that generates employment and facilitating the combination of production, work and culture-art

Pilot Actions:

Describe the actions that local government and citizens believe can immediatelystart visible and shared change.

- ✓ Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community
- ✓ Foundation of a "memory bank": an archive of images, written accounts andphotos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderlyand as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Region of Central Macedonia – PP5

Municipality of Seli

Region: Central Macedonia

Country: Greece

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Please describe briefly but accurately the current situation with regard to the topic,strengths and weaknesses, current projects and main actors.

Current Situation in regards with the topic:

Social cohesion: *Intense social cohesion*

Citizen Participation: *Big participation in the community of the village.*

Collaboration between citizens and Local Authorities in activities of generalinterest: *Great*

Committees: Economic Committee, Quality of Life Committee, MunicipalCommittee of Public Consultation

Associations:
Civil Chemist of Municipality of VeroiaCivil Grocery of Municipality of Veroia
Civil Doctor's Office of Municipality of Veroia
Center of Civil protection, solidarity, sports, education and pre-school educationof Municipality of Veroia
Cultural and Touristic Association of Seli

Strengths and weaknesses:

Strengths: *The residents are willing to preserve the tradition of the village*

Weaknesses*: Few permanent residents*

Relevant Projects:

Name of the project: *Low Tech Inherited from old european cities as key for performance and sustainability*
Type: URBACT II
Location: Municipality of Veroia
Field: urban development
Period: 2007 - 2013
Finance: 956 303.00 €

Name of the project: Voluntary cleaning programs
Location: Seli
Field: Parks and playgrounds
Objectives: Voluntary cleaning
Financier organization: Culture and Tourist Club of Seli
Description: Voluntary cleaning programs of parks and playgrounds have been carried out under the organization of the local Tourist group of Seli

Key stakeholders:

Regional Unit of Imathia
Municipality of Veria
The Head of the Local Authorities of the village
The tavern owners
The local shop owners
The pensions owners
The President of Culture and Tourist Club of Seli (Cultural Association)
The President of the Seli Ski Center

Change:

Local citizens need to have more active concern and participation in the decision-making process of their village

Foreseen actions:

1. Voluntary work and social commitment of the population by dedicating time andskills to carry out socially useful tasks
2. Actions to facilitate citizens' democratic participation in local governance and development policies (community of change)

Pilot Actions:

Describe the actions that local government and citizens believe can immediatelystart visible and shared change.

- ✓ Organising training sessions on issues of participation and community empowerment
- ✓ Encouraging the creation of a Community Cooperative as a multi-service social enterprise to respond to the shared needs of the population and the territory
- ✓ Creation of common gardens.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Current Situation in regards with the topic:

Young population dynamic: Low in daily life – High on holiday seasons

Existence of **Creativity Workshops/Training Courses** that will foster the involvement and networking of youth: There are many activities, especially duringthe holiday season

Committees: Economic Committee, Quality of Life Committee, Municipal Committee of Public Consultation

Associations:
Civil Chemist of Municipality of VeroiaCivil Grocery of Municipality of Veroia
Civil Doctor's Office of Municipality of Veroia
Center of Civil protection, solidarity, sports, education and pre-school educationof Municipality of Veroia
Cultural and Touristic Association of Seli

Strengths and weaknesses:

Strengths: There is a great presence of young people in the village during theholiday period

Weaknesses: Many young people love the village but live in the neighboring cityof Veria

Relevant Projects:

Name of the project: *Youth Community Center of Municipality of Veroia*
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Veroia
Field: Youth, community participation, civil

Period: 2017 - now
Finance: 172.800,00 €

Key stakeholders:

Regional Unit of Imathia
Municipality of Veria
The Head of the Local Authorities of the village
The tavern owners
The local shop owners
The pensions owners
The President of Culture and Tourist Club of Seli (Cultural Association)
The President of the Seli Ski Center

Change:

In order for the whole youngster population to be actively involved, there is a need of a general “boost” that will shake them up. A further impulse (probably in a form of a bottom-up program like ADRIONET) that will make them productiveand their opinions heard and appreciated.

Foreseen actions:

1. Promotion, at local level, of "Creativity Workshops" to help strengthen thecreation of relations
2. Introducing education programmes in schools on active citizenship andcommitment to the care of the common good
3. Creating cultural competitions for young talents
4. Creation of spaces, services and facilities to boost networking of youngpeople at local level

Pilot Actions:

- ✓ Setting up a municipal council for young people to assist the Local Authorityin designing actions and initiatives for young people
- ✓ Promoting and facilitating youth associations
- ✓ The creation of training courses to boost young people's confidence

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Current Situation in regards with the topic:

Urban regeneration: Nothing relevant has been found

Caring the resources, livability and sustainability of the village: Medium

Landscapes and rurality: Forest protection-oriented policies

Sustainable Mobility: Possible through walking due to the short distances

Committees: Economic Committee, Quality of Life Committee, MunicipalCommittee of Public Consultation

Associations:
Civil Chemist of Municipality of VeroiaCivil Grocery of Municipality of Veroia
Civil Doctor's Office of Municipality of Veroia
Center of Civil protection, solidarity, sports, education and pre-school educationof Municipality of Veroia
Cultural and Touristic Association of Seli

Strengths and weaknesses:

Strengths: Existence of many autonomous households with their own animals forbreeding, vegetable growing, etc.

Weaknesses: Inadequate environmental education

Relevant Projects:

Name of the project: *Sustainable Urban Mobility Action Plan for the Municipality of Veroia*

Type: European Regional Development Fund – European Social Fund
Location: Municipality of Veroia
Field: urban fabric, transportation, Mobility, sustainability
Period: 2017 - 2019
Finance: 4.204,00 €

Name of the project: ***Low Tech Inherited from old european cities as key for performance and sustainability***
Type: URBACT II
Location: Municipality of Veroia
Field: urban development
Period: 2007 - 2013
Finance: 956 303.00 €

Key stakeholders:

Regional Unit of Imathia
Municipality of Veria
The Head of the Local Authorities of the village
The tavern owners
The local shop owners
The pensions owners
The President of Culture and Tourist Club of Seli (Cultural Association)
The President of the Seli Ski Center

Change:

The villagers need to be more aware of protecting their local naturalenvironment, as well as exploiting their local natural assets without affecting them, but rather turning them into a distributional profit for all.

Foreseen actions:

1. Coordinated image of the village: actions to "decorate" and improve the urban landscape (public furniture and facilities, removal of cables and overhead wires, horizontal and vertical signage, signs, shelters, benches, etc.)
2. Renovate and improve housing and living conditions in public and private buildings, including from the point of view of energy saving and the use of renewable energy sources

Pilot Actions:

- ✓ Regulation and management of running water through the use of flow reducers in public and private buildings and campaigns to inform and raise awareness among the public of the importance of saving drinking water
- ✓ Banning single-use plastic from public places, festivals and events
- ✓ Planning and supporting the separate collection of waste, including domesticwaste oil, which is highly polluting, domestic composters or community composters, recycling and reuse
- ✓ Spreading soft mobility through the implementation of cycle paths and pedestrian routes, the promotion of the use of bicycles, electric cars, local public transport

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Current Situation in regards with the topic:

Culture and identity: Seli is a traditional Vlach village with rich cultural heritage

Experiences and storytelling: The ski lift in Seli village was the first one built inthe entire country in 1934, making Seli the oldest Ski resort in Greece.

Local hospitality of the villages: the village has 3 traditional accomodations, 2restaurants-taverns, coffee & pastry shops.

Committees: Economic Committee, Quality of Life Committee, MunicipalCommittee of Public Consultation

Associations:
Civil Chemist of Municipality of VeroiaCivil Grocery of Municipality of Veroia
Civil Doctor's Office of Municipality of Veroia
Center of Civil protection, solidarity, sports, education and pre-school educationof Municipality of Veroia
Cultural and Touristic Association of Seli

Strengths and weaknesses

Strengths: Willing to attract visitors

Weaknesses: lack of more settlements, insufficient tourism identity andpromotion. The traditional architecture of the village has not yet fully exploited

Relevant Projects:

Name of the project: Voluntary cleaning programs
Location: Seli
Field: Parks and playgrounds

Objectives: Voluntary cleaning
Financier organization: Culture and Tourist Club of Seli
Description: Voluntary cleaning programs of parks and playgrounds have been carried out under the organization of the local Tourist group of Seli

Name of the project: *AgroFood Innovation Clusters*
Type: Interreg VB Balkan-Mediterranean
Location: Municipality of Veroia
Field: Clustering and economic cooperation, agriculture
Period: 2014 - 2020
Finance: 956 303.00 €

Key stakeholders:

Regional Unit of Imathia
Municipality of Veria
The Head of the Local Authorities of the village
The tavern owners
The local shop owners
The pensions owners
The President of Culture and Tourist Club of Seli (Cultural Association)
The President of the Seli Ski Center

Change:

The development of all the historic heritage that exist in the village, as well asthe wealth of aspects that the village possess in rich natural beauty

Foreseen actions:

1. Creation of specific tourist packages (tourist experiences), recording of localpaths and stories (myths)
2. Identify a place that becomes “The Guest's Home" where common activities are carried out and where booking functions are centralized
3. Promote a project for the recovery and valorisation of parts of the abandonedor underused building heritage (public and private) in order to carry out interventions that, with ecological criteria, can activate a widespread systemof accommodation units in the historical centre
4. Propose activities in all seasons of the year

Pilot Actions:

Describe the actions that local government and citizens believe can immediatelystart visible and shared change.

- ✓ Create an annual programme of events in the area that do not compete witheach other and that enhance the potential attractiveness without "straining"environmental, physical and socio-cultural resources
- ✓ Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation
- ✓ Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted anddisseminated
- ✓ Training programmes for tourism, culture and craft operators in hospitality,empathy and attention to details in tourist reception
- ✓ Train all economic operators (including petrol station attendants) and trafficwardens to be welcoming, empathetic and attentive to hospitality

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Current Situation in regards with the topic:

Handicraft: Nothing relevant has been witnessed

Agriculture and agro-food: Livestock, Local dishes such vlach pies, onion pies,fasulotava (cooked beans) etc

Committees: Economic Committee, Quality of Life Committee, MunicipalCommittee of Public Consultation

Associations:
Civil Chemist of Municipality of VeroiaCivil Grocery of Municipality of Veroia
Civil Doctor's Office of Municipality of Veroia
Center of Civil protection, solidarity, sports, education and pre-school educationof Municipality of Veroia
Cultural and Touristic Association of Seli

Strengths and weaknesses:

Strengths: Existence of local traditional recipes and local found herbs ("spathochorto")

Weaknesses: Due to the cold climate is not possible to cultivate many products

Relevant Projects:

Name of the project: *AgroFood Innovation Clusters*
Type: Interreg VB Balkan-Mediterranean
Location: Municipality of Veroia
Field: Clustering and economic cooperation, agriculture
Period: 2014 - 2020

Finance: 956 303.00 €

Key stakeholders:

Regional Unit of Imathia
Municipality of Veria
The Head of the Local Authorities of the village
The tavern owners
The local shop owners
The pensions owners
The President of Culture and Tourist Club of Seli (Cultural Association)
The President of the Seli Ski Center

Change:

The village itself should underline all the aspects that include traditional techniques, underlying the authenticity and the uniqueness of each in creating the myth of the place

Foreseen actions:

1. Learning craft techniques and in-depthstudy of materials for schoolchildren
2. Craft days - shops and workshops open to visitors on certain Sundays of the year
3. Create collaborative networks between typical producers of small-scale food,wine and traditional crafts and with local sales outlets in the framework of anational and international web-based valorisation system
4. To enhance local "know-how" as a strategic resource for regenerating "talent", relaunching small-scale production that generates employment and facilitating the combination of production, work and culture-art

Pilot Actions:

- ✓ Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community
- ✓ Foundation of a "memory bank": an archive of images, written accounts andphotos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Region of Central Macedonia – PP5

Municipality of Skra

Region: Central Macedonia

Country: Greece

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Current Situation in regards with the topic:

Social cohesion: Satisfactory

Citizen Participation: Thought Cultural Associations

Collaboration between citizens and Local Authorities in activities of cultural interest: cultural festivals and anniversaries, voluntary teams of waste cleaning e.t.c

Committees: Economic Committee, Quality of Life Committee

Agencies: Development Agency of Kilkis S.A., Waste Management of Kilkis S.A.

Associations:
Cultural Association of Skra Cultural Association of Koupa Pontic Association of Axioupoli
Non-Govermental Organization “The Vision”

Strengths and weaknesses:

Strengths: strong feel of belonging and sense of place **Weaknesses:** suspicion among different teams, reluctance for innovation, lack ofyoung people

Relevant Projects:

Name of the project: ***"Business Environment For Economic Sustainability In Cross-*** ***Border Region Strumica - Kicevo – Kilkis" – "BUSINESS CIRCLES S-K-K"***
Type: Interreg Europe Cult-CreaTE
Location: Regional Unit of Kilkis
Field: Business, Entrepreneurship, Local and Regional Development
Period: 2016 - 2017
Finance: 201.662,93 €

Key stakeholders:

Regional Unit of Kilkis
Municipality of Paionia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council
The tavern owners
The local shop owners

Change:

The local citizens need to be more active in claiming what's rightfully theirs-that isthe ability to be part of the decision-making process and to learn to cooperate witheach other in order to absorb similar with ADRIONET, funding opportunities

Foreseen actions:

1. Actions to improve the cultural landscape of the village in order to increase its attractiveness and social openness
2. Urban regeneration through the use of co-design methods aimed at the recoveryand re-functionalization of common goods and services for the improvement of the quality of life
3. Encouraging the creation of a Community Cooperative as a multi-service social enterprise to respond to the shared needs of the population and the territory

Pilot Actions

- ✓ Allowing each regional/local council, to produce substantial and solid results regarding the village's future, by avoiding huge bureaucratic processes.
- ✓ Creation of recreational park
- ✓ Actions to facilitate citizens' democratic participation in local governance anddevelopment policies

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Current Situation in regards with the topic:

Young population dynamic: approximately 20 children and young people (18-25years)

Existence of **Creativity Workshops/Training Courses** that will foster theinvolvement and networking of youth: Non found

Committees: Quality of Life Committee **Agencies:** Development Agency of Kilkis S.A.**Associations:**
Cultural Association of Skra Cultural Association of Koupa Pontic Association of Axioupoli
Non-Govermental Organization "The Vision"

Strengths and weaknesses:

Strengths: good relationship between young people, participation in cultural events

Weaknesses: lack of jobs, depopulation

Relevant Projects:

Name of the project: *Youth Community Center of Municipality of Paionia*
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Paionia
Field: Youth, community participation, civil
Period: 2014 - 2020
Finance: 112.320,00 €

Key stakeholders:

Regional Unit of Kilkis
Municipality of Paionia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council

Change:

The whole participatory process, should involve young population. In order for the whole youngster population to be actively involved, there is a need of a general “boost” that will shake them up. A further impulse (probably in a form of a bottom-up program like ADRIONET) that will make them productive and their opinions heardand appreciated.

Foreseen actions:

1. Promotion, at local level, of "Creativity Workshops" to help strengthen thecreation of relations, relationships of trust
2. Setting up a municipal council for young people to assist the Local Authority
3. Creation of training courses to boost young people's confidence and abilities

Pilot Actions:

- ✓ Setting up a municipal council for young people to assist the Local Authorityin designing actions and initiatives for young people
- ✓ Promoting and facilitating youth associations for the implementation ofsocially, environmentally and culturally useful projects
- ✓ Creating cultural competitions for young talents
- ✓ Introducing education programmes in schools on active citizenship andcommitment to the care of the common good

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Current Situation in regards with the topic:

Urban regeneration:

Caring the resources, livability and sustainability of the village: The village participate in the municipality's waste Recycling program (plastic,paper and glass),and they protect the unique natural environment ,

Landscapes and rurality: Landscape of great beauty and value

Sustainable Mobility: As distances are very short they usually do their every day jobs on foot.

Committees: Economic Committee, Quality of Life Committee

Agencies: Development Agency of Kilkis S.A., Waste Management of Kilkis S.A.

Associations:
Cultural Association of Skra Cultural Association of Koupa Pontic Association of Axioupoli
Non-Govermental Organization "The Vision"

Strengths and weaknesses:

Strengths: Environment of great value that residents respect and protect

Weaknesses: lack of information about the benefits of intelligent recycling in allsectors (livestock, air, sun, water)

Relevant Projects:

Name of the project: *"Business Environment For Economic Sustainability In Cross-Border Region Strumica - Kicevo – Kilkis" – "BUSINESS CIRCLES S-K-*

K”
Type: Interreg Europe Cult-CreaTE
Location: Regional Unit of Kilkis
Field: Business, Entrepreneurship, Local and Regional Development
Period: 2016 - 2017
Finance: 201.662,93 €

Key stakeholders:

Regional Unit of Kilkis
Municipality of Paionia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council
The tavern owners
The local shop owners

Change:

The villagers need to be more aware of protecting their local natural environment,as well as exploiting their local natural assets without affecting them, but rather turning them into a distributional profit for all.

Foreseen actions:

1. Remove and/or reduce the presence of environmental detractors
2. Renovate and improve housing and living conditions in public and private buildings, including from the point of view of energy saving and the use of renewable energy sources
3. Replace public lighting both inside and outside buildings with traditional lampswith the latest generation LED-type ones
4. Use of traditional local building materials
5. Coordinated image of the village: actions to "decorate" and improve the urbanlandscape

Pilot Actions:

- ✓ Restoration of the old buildings of the village with the use of traditionalmaterials
- ✓ Planning and supporting the separate collection of waste, including domesticwaste oil
- ✓ Banning single-use plastic from public places, festivals and events

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Current Situation in regards with the topic:

Culture and identity: The area is almost isolated near the physical borders (mountain) with Northern Macedonia. Inhabitants that keep their culture identity,their rituals and traditions from the past.

Experiences and storytelling: There are a lot of stories about 1st World War, as inthe area has been given a battle of great Value (the Battle of Skra) for the outcomeof the war in the Balkans. The waterfalls in the Area create an ideal landscape forstorytelling about elves and fairies.

Local hospitality of the villages: the village has a small hostel (5 rooms). Additionally in the village, there are few restaurants and coffee shops. The place has a small museum of the "Battle of Skra", a historical church and school. In lessthan 5 km there are the well-known waterfalls of the area. In the same distance
there is the wine area of fanos with interesting wineries.

Strengths and weaknesses:

Strengths: Unique Tourist Product with big potential. Historical and naturalenvironment value. Festival anniversary of the "battle of Skra" each year (May) with army presence and wreaths laying, folklore dancing and feasts.

Weaknesses: lack of more settlements, depopulation insufficient tourism identityand promotion, lack of a protocol of quality in the area

Relevant Projects:

Name of the project: Terra Vino
Type: Interreg IPA Cross Border Cooperation Programme Greece - Republic of North Macedonia
Period: 2014-2020
Location: Regional Unit of Serres

Field: Wine tourism, agro-tourism, experience
Finance: 509.855,00 €

Key stakeholders:

Regional Unit of Kilkis
Municipality of Paionia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council
The tavern owners
The local shop owners

Change:

The development of all the antiquities that exist in the village, as well as the wealthof aspects that the village possess in rich natural beauty

Foreseen actions:

1. Creation of specific tourist packages (tourist experiences), recording of local paths and stories (myths)
2. Identify a place that becomes “The Guest's Home" where common activities are carried out and where booking functions are centralised;
3. Promote a project for the recovery and valorisation of parts of the abandonedor underused building heritage (public and private) in order to carry out interventions that, with ecological criteria, can activate a widespread systemof accommodation units in the historical centre
4. Propose activities in all seasons of the year

Pilot Actions:

- ✓ Promote the emergence of home restaurants (where dinners are organised toallow temporary citizens - tourists - to taste local flavours, in private homesand with nonprofessional chefs). Home restaurants should be encouraged where there are no or few restaurants
- ✓ Create an annual programme of events in the area that do not compete witheach other and that enhance the potential attractiveness without "straining"environmental, physical and socio-cultural resources
- ✓ Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation
- ✓ Training programmes for tourism, culture and craft operators in hospitality,empathy and attention to details in tourist reception
- ✓ Train all economic operators (including petrol station attendants) and traffic wardens to be welcoming, empathetic and attentive to hospitality

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Current Situation in regards with the topic:

Handicraft: Nothing relevant has been found

Agriculture and agro-food: P.G.I Wine, Cherry forests, timber union

Committees: Economic Committee, Quality of Life Committee

Agencies: Development Agency of Kilkis S.A., Waste Management of Kilkis S.A.

Associations:
Cultural Association of Skra Cultural Association of Koupa Pontic Association of Axioupoli
Non-Govermental Organization "The Vision"

Strengths and weaknesses:

Strengths: Recognized Wines (some of them) with export orientation,

Weaknesses: Insufficient promotion

Relevant Projects:

Name of the project: *Cooperation for the Establishment of a "Business and Employment Centre" and a "Trade Show and Bazaar" in the Cross-border Area*
Type: NSRF (National Strategic Reference Framework)
Location: Municipality of Paionia
Field: Youth, community participation, civil
Period: 2007 - 2013

Finance: 228 004.71 €

Key stakeholders:

Regional Unit of Kilkis
Municipality of Paionia
The Head of the Local Authorities of the village
The Heads of the Cultural Associations
The Church Council
The local shop owners

Change:

There is a primal need of proper infrastructures to accommodate any further capitalization upon the village's old techniques and renowned skills

Foreseen actions:

1. To enhance local "know-how" as a strategic resource for regenerating "talent", relaunching small-scale production that generates employment and facilitating the combination of production, work and culture-art
2. Facilitate the intergenerational exchange of "know-how" so that elderly people with "skills" can become the "mentors" of young people eager to build a project designed to "put themselves to the test".
3. Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and with local sales outlets in the framework of a national and international web-based valorisation system
4. Stimulate the creative activity of associations already present in the area to develop projects directly linked to cultivation or collateral projects

Pilot Actions:

- ✓ Creation of seminars/workshops around vineyards and wine made process
- ✓ Foundation of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly and as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it
- ✓ Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: **Department for Development and International Projects of Zenica-Doboj Canton (PP6)**

Municipality of Olovo
Region Zenica-Doboj Canton

Country Bosnia and Herzegovina

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Olovo municipality covers an area of 408km2 and it has a population of 9.334 inhabitants located in 45 settlements. The municipality of Olovo is one of the least populated municipalities in BiH with 23.8 inhabitants / km². According to the latest statistics, the age structure of the population is:

- 0-14 (children) there are a total of 1,175 inhabitants,
- from the age 15- 65 (working-age population) there are 6,516 inhabitants and
- 65+ (older) there are 1,643 inhabitants.

Municipality Olovo is with minimal unemployment compared to the rest of BiH. The last census showed that only 10% of the working-age population is unemployed.

The municipality of Olovo has developed several programs for social inclusion and care. The Public Institution “Center for Social Work” of the Olovo is a public institution of the municipality of Olovo whose activities are aimed at providing social protection to citizens. This institution has a facility with an area of 136 m2 which is functional and equipped for the needs of all 422 beneficiaries of social protection in the municipality of Olovo. Total 83.87% of the beneficiaries of this institution are persons with disabilities, 6.64% of the elderly without family care, 5.45% of persons and families in a state of social need (permanent financial assistance), and the smallest number of beneficiaries fall into the category of persons with disabilities and mental disorders (4.04%).

As part of the activities of this institution, there is also a program to help socially vulnerable categories where beneficiaries claim their right to social assistance. The largest number of beneficiaries receive financially and support services based on the level of disability and appropriate health care. When it comes to new mothers, 21 of them received applicable fees (for employed new mothers), while 11 non-employed new mothers received assistance for this type of purpose.

Non-governmental organizations such as the Red Cross, Merhamet, Caritas, and other non-governmental organizations and associations with social protection programs also provide great help.

Public Institution (PI) Olovo Health Center is the only health institution in the municipality of Olovo that organizes and implements primary health care for the population as well as certain types of specialist-consultative health care. The work within the Public Institution Health Center Olovo is performed within the service of family medicine clinics, emergency medical services, specialist-consultative services, children's health services, polyvalent community nursing services, hygienic and epidemiological services, women's reproductive health services, services for protection in non-specific and specific lung diseases, services for physical and mental rehabilitation in the community, services for health protection of workers as part of occupational medicine, services for polyvalent dental care and services of laboratory and radiological diagnostics of primary level. When it comes to the spatial distribution of the services of the Public Institution Health Center Olovo, there are 6 teams of family medicine located in kay settlements. In the area of the municipality of Olovo, there is also the Public Health Institution” Spa and Recreation Center "Aquaterm". It is an equipped institution for recreation, rest, and rehabilitation which with the help of thermal waters, provides services for the treatment of all rheumatic, neurological, and orthopedic diseases, as well as conditions after strokes.

Education in the municipality of Olovo is provided only at the level of primary and secondary education. There are two primary schools in the Municipality, Public Institution (PI) Elementary School "Olovo" and Public Institution (PI) Elementary School "Hasan Kikić", and one mixed secondary school Public Institution (PI) “Mixed secondary school "Musa Ćazim Ćatić". There are no institutions that provide preschool education, nor are there registered kindergartens. Within the PI Elementary School "Olovo" there is one central school and 6 regional schools. Within the PI Elementary School "Hasan Kikić" there is one central school and 5 regional schools.

The only one high school, PI Mixed high school "Musa Ćazim Ćatić" offers three-year vocational programs (hairdresser, waiter, cook) and four-year education programs (economic technician, forestry technician, wood finishing technician, and high school).

The cultural-historical and architectural heritage of the municipality of Olovo is related to the historical conditions and the specificity of the geo-traffic position. The Municipality of Olovo, therefore, represents an area of rare, very valuable, and interesting objects of cultural-historical and architectural heritage, which have significant cultural-historical, scientific, educational, aesthetic, tourist, and economic-utilitarian value.

In the area of the municipality of Olovo, there is one institution for culture and sports, the Public Institution "Center for Culture, Sports and Information", which is located in the premises of the House of Culture. Theatrical performances, the traditional manifestation "Folklore Festival", and music and entertainment manifestations are held in the hall of the House of Culture. This Institution also has a cinema hall. Film screenings and book promotions are organized in this cinema hall. The following units also operate within this institution: the City Library, Radio Olovo, the Museum, and the Sports Center.

There are currently 7 sports associations in the municipality of Olovo: football club "Stupčanica" Olovo, volleyball club "Olovo" Olovo, taekwondo academy Olovo, fishing sports association "Orlja" Olovo, hunting association "Tetrijeb" Olovo, cycling club Olovo and mountaineering association "Smolin" Olovo.

In the municipality of Olovo there are several facilities for sports and physical culture. Near the Sports Center, which has a hall and a tennis court, there is the City Stadium "Danac". It is a field of the football club "Stupčanica" with accompanying facilities such as a locker room, shower, office, and storage for equipment. In addition to the City Stadium, there are smaller sports fields in the entire municipality of Olovo. For the needs of other sports and recreational activities, in addition to sports fields, in the area of Olovo there is an outdoor pool and a trim track. For lovers of mountains and nature, the following infrastructure is provided: mountain lodge "Nusret Dzakmic - Nuki" located in the village of Ponijerka, and it is managed by Mountaineering Association "Smolin" Olovo, Excursion site "Buk", in the area of Jelaska, , Excursion site "Kamenica", in the area of Čunište, Excursion site "Banje", in the area Solun, Excursion site "Orlja", Excursion site "Doba voda", Excursion site "Kamenica", on the location Bakići and Excursion site "Zeleni vir", on the location Bioštica.

In the municipality of Olovo there are several non-governmental organizations and associations from various fields such as education, sports, culture, protection of human rights, ecology, protection of flora and fauna, as well as veterans' organizations that are supporting social inclusion and social help programs. Among the associations and non-governmental organizations in the municipality of Olovo stand out: Red Cross of the Municipality of Olovo - Olovo, Association of Pensioners of the Municipality of Olovo - Olovo, Mountaineering Association Smolin Olovo, "Zeleni vir" Olovo, Association woman’s forum "Sabina Jamković" Olovo, Cultural Association "TikTak" Olovo, "SABNOR" Olovo, "Osmjeh" Olovo, "Osmjeh plus" Olovo, "Eko brda-Eko Hills" Olovo, "Šuk" Olovo, "Naše vrijeme" Olovo, "Bridges of the river Krivaja" "Olovo", "Youth of the river Krivaja" Olovo, "Kriva rijeka" Solun, and association "For a better tomorrow" Olovo.

Projects

Project name	Implementation NGO with collaboration with a Government	Time period
Social help to vulnerable categories of society	NGO Red cross	Continuously
Social help to vulnerable categories of society	NGO Merhamet	Continuously
Project of Berries Planting	NGO Caritas	2015-2018
Social help to vulnerable categories of society	NGO Pomozi.ba	Continuously
Strengthening the role of local communities in BiH	UNDP and Municipality Olovo	2017-2020
Local Communities: Driver of active citizen participation in local communities during the COVID-19 pandemic	UNDP and Municipality Olovo	2020- 2022
"Folklore Festival"	Association Tok Tak	Continuously
AgMENTOR – Agribusiness Support Services is improving agro-business in BiH through the establishment of a network of regional match-making, advisory and event services.	Regional Development Agency for Central BiH Region	2017-2018
Clean the community in one day	NGO "Let´s do it".	Continuously
European Heritage Days (25-26 October)	Federal Ministry of Culture and Sports and the Municipality of Olovo	Continuously

Change

The following segments have been identified where change is needed: unfavorable age structure of the population; negative rate of natural increase; high unemployment, especially among young people; poverty growth; juvenile delinquency; gender equality; budget capacities limited to finance all social services; underdeveloped social services sector implemented in partnership between the public and NGO sectors; problems of social inclusion (youth, the elderly, minority groups, especially Roma); poorly equipped educational segment; poorly developed health segment and health care, cultural centers do not have developed infrastructure / theaters, galleries, museums, cinemas; a small number of cultural events; low concentration of highly educated staff; Poorly developed sports infrastructure; underdeveloped network of social services; a small number of NGOs

Foreseen actions

Digitization of society: a program in which the administration and communication with local community is fully digitized. Special attention here is paid to all aspects of digitalization of remote local communities as well as their education.

Raising the level of knowledge and skills for the purpose of easier employment: The introduction of retraining or qualification programs would create the conditions for dedicated employment. The network of school programs is an ideal program because it includes part-time paid jobs for teachers and experts in various fields without relying on general formal education alone. Conduct research and do a study on the necessary occupations for the economic and social sector; Conduct research and develop a study on the possibilities of cooperation of relevant institutions and organizations in the field of non-formal education; Develop and implement programs for the promotion of healthy living habits and environmental protection Initiate the establishment of educational profiles in high school in accordance with the needs of the labor market; Develop programs for the procurement of technical equipment for regional schools; As part of the activity, procure devices and equipment for school sports halls; Playground reconstruction and arrangement programs; Encourage the reconstruction of kindergartens;

Improving working conditions and the quality of education: Most educational institutions spend more money on programs that could be done voluntarily. Undertaking the obligation of arranging green areas or maintaining schoolyards would reduce the funds spent on maintenance that can be redirected to the purchase of equipment.

Enabled quality and adequate access to social and health care: through volunteer work tour of all vulnerable and social categories of society with mapping their needs in cooperation with authorities. Encourage health care and authorities to introduce mandatory systematic screening for those over 65+ every 2 years.

Improve the overall social position and quality of life of materially disadvantaged people in different groups - people with disabilities, unemployed, the elderly, families with children, etc. through joint action of the public, private and non-governmental sector to improve current and develop new services, with the participation of user groups in program activities

Work on extending the rights to include all materially disadvantaged families, Work on providing in-kind assistance to materially disadvantaged families (food, heating, clothing, footwear, etc.) from donor funds; Increase funds for subsidies and expand the circle of beneficiaries and include all financially disadvantaged families; Ensure regular payments for beneficiaries of the right to permanent social assistance and, through amendments to the existing law, introduce materially endangered persons and families, regardless of their ability to work.

Media awareness on venerable social groups (website, radio and radio advertising, etc.): Organize lectures on the importance of volunteerism, and through public information to inform the public about the importance of volunteer work in the community by providing assistance to identified groups of the population; Implement measures that will enable able-bodied persons to receive additional training and provide support in order to facilitate employment.

Development of sports activities and programs: In cooperation with the authorities, launch an initiative for arranging and creating new areas for sports fields for various sports and continuously implement activities

Development of cultural programs: Organize civil society groups to work more strongly in the field of program creation and attracting cultural programs from other parts of the region; consider the need to form a cultural council for local planning in the field of culture as well as the possibility of hiring a cultural expert to improve the cultural program, identify elements of coordination between cultural stakeholders, entrepreneurs, government and associations, and their involvement in preparation, planning and implementation of cultural events; preserving the cultural identity of ethnic communities; Develop a program for the establishment of residential projects through the activation and use of local accommodation and production capacities and networking with European and world residential programs;

Pilot Actions

- Playground reconstruction - in schools especially and kindergartens
- Programs for the procurement of technical equipment for regional schools
- Development of the cultural programs and its implementation

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

The municipality of Olovo does not have a developed Youth Strategy. The Municipality of Olovo strives to help young people and associations through various activities in accordance with its capabilities. The Governor of the Municipality gives his salary for the successful students and scholars as a scholarship for their education. In the past several years the government of the Municipality in cooperation with foreign organizations realizes a public call for young people to start their own business/start-ups. This project is called “Omladinska banka/Youth bank” and so far, dozens of small businesses have been started. The big problem is that the Municipality of Olovo does not have a public/transparent call for the allocation of funds to non-profit organizations and projects so that the intended use of funds for young people is not visible.

Young people in the municipality of Olovo are not choosing this area for their future life. As education is limited to primary and secondary education, more and more young people are going to larger cities for further education. After school, they have no ambitions to return because they believe that the small communities limit their development and the current situation in the Municipality Olovo economy does not provide them with greater opportunities for progress and development.

Although the sports and cultural content and infrastructure are quite rich in comparison with the surrounding municipalities, the young people state that the insufficient offer is still a sufficient reason to believe that additional investments are needed in this area as well.

Projects

Project name	Implementation NGO with collaboration with a Government	Time period
The STaR (Social Transformation and Reconciliation)	Karuna Center for Peacebuilding in collaboration with the PRONI Center for Youth Development, Youth Initiative for Human Rights in BiH – YIHR BiH, Small Steps – CIM – Peace Building Center Sanski Most – CIM	2018-2021
"Carved in stone"	Fondation “Mak Dizdar”	2019 - 2020
"Healthy, strong, educated" **Youth (womans) healthcare)**	Institute for Health and Food Safety Zenica (INZ)	2019-2020
"The smile of the planet is in your hands" youh public awareness	EcoPAK	2015
"Days of Joy"	Vice President of the Federation of BiH Svetozar Pudarić and the Center for Sports and Recreation Sarajevo.	2013

Let's walk together	Archdiocesan Center for Youth Pastoral John Paul II. in cooperation with the Orthodox Center for Youth of the Metropolitanate of Dabro-Bosnia St. Peter of Sarajevo and the Faculty of Islamic Sciences in Sarajevo	Continuously
Youth Bank Olovo	NGO Mozaik and Municipality Olovo	2016-2018

Change

In the case of youth problems, the following segments have been identified where change is needed: Lack of Youth Council at the Municipal level; Lack of clear criteria for evaluating the work, results and effects of civil society organizations dealing with youth issues; Lack of clear criteria for allocating funds to civil society organizations dealing with youth issues; Insufficiently developed capacities of the Youth Council - unclear channels of communication with young people; Unused space belonging to the Municipality / local communities for the needs of young people; Weak networking of youth organizations / youth organizations at the municipal level; Insufficient information of young people about the work of youth organizations and opportunities for academic exchange / mobility; Insufficient use of sports fields and facilities for recreational sports / insufficient encouragement of amateur sports and youth recreation

Foreseen *actions*

Encouraging the creation of better conditions for formal education and encouraging the acquisition of lifelong competencies among young people

Systematic work on improving the quality of youth stay in educational institutions in the Municipality of Olovo; Encouraging cooperation of civil society organizations in the development of non-formal education programs and the acquisition of lifelong competencies

Encouraging the growth of general youth employability, supporting employment and reducing youth unemployment.

Encourage systematic information and counseling on employment and professional development of young people; Support youth preparation programs for the labor market; Systematically encourage and (co) finance youth entrepreneurial initiatives

Providing support for the development of entrepreneurship, self-employment of young people and housing independence of young people

Establishing cooperation with the business community in order to improve communication and organization of internship programs for successful local entrepreneurs; Develop models and practices of youth housing independence

Support for youth networking and youth organizations

Support for the establishment and operation of youth clubs / centers; Encouraging exchanges and cooperation of young people

Encouraging the development of organized leisure activities and youth participation in community development

Encouraging activities, projects and programs of young people in the field of contemporary culture and art; Encourage activities, projects and programs of young people in the field of recreational and amateur sports

Support for youth volunteering

Supporting projects of organizations / associations involving young volunteers and organizations / associations of young people and for young people that encourage self-organization of young people through volunteering

Encouraging the development of systemic support and protection of youth rights

Encouraging the development of a youth information system; Encourage the development of a youth counseling system

Pilot Actions

- Establishment and operation of youth clubs / centers
- Supporting projects of organizations / associations involving young volunteers and organizations
- Youth information system and Youth counseling system

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Bosnia and Herzegovina have not officially adopted the terminology of smart villages, but in its development and strategic documents, there is a commitment to the development of rural areas - villages in terms of smart prioritization with economically sustainable low-impact technological innovations that provide answers to the needs and expectations of rural communities. The Municipality of Olovo in its strategic development documents contains a commitment to the pipes of sustainable rural development, which includes a participatory approach to development and implementation of its strategy to improve economic, social, and/or environmental conditions, especially by mobilizing solutions offering new clean technologies.

Some of the major infrastructures are:

The road network of the municipality Olovo is consisted of main road M-18, which connects the border crossing (GP) Rača with Serbia and GP Hum with Montenegro, via Bijeljina, Ugljevik, Tuzla, Sarajevo, and Foča, and connects Olovo with these cities and municipalities. Three regional roads pass through the municipality of Olovo, namely R-467 Ribnica-Podkamensko-Olovo, R-444 Podkamensko-Podlugovi and R-468 Olovo-Sokolac. Additionally, both local roads and uncategorized roads pass through the municipality Olovo.

Electricity consumption is divided according to tariff rates into the following categories: households, public lighting, business facilities, and large industrial consumers. When it comes to electricity supply, the entire municipality of Olovo is connected to the network of JP "Elektroprivreda BiH". There are no developed sources of renewable energy sources.

In the municipality of Olovo, there are three telecommunications operators: Telekom Srpske, BH Telekom, and HT Mostar, which offer telecommunications services (fixed and mobile network) and Internet services. The whole area is covered with telecommunication network.

There is no built-in district heating system in the municipality. The municipality and its population use gas and traditional individual, decentralized heating sources (on wood, wood chops, coal and etc.).

The water supply system in the municipality of Olovo is managed by the Public enterprise PE "Bioštica" d.o.o. Olovo. The water supply network covers about 1,300 users (individuals and legal entities) located in the urban part of Olovo and in two suburban settlements, Gornje Olovo and Zagrađe.

The length of the water supply network is approx. 13 km. Due to the dilapidation of the system; it is estimated that the losses in the water supply network are around 70%. An additional problem is the occurrence of turbidity in the water that exceeds the permitted limits during periods of heavy rains. In order to maintain the quality of drinking water, chlorinators have been installed, which does the required amounts of chlorine into the water, and water quality is regularly monitored by taking water samples from the water supply network. In the area of the municipality of Olovo, there are other sources of drinking water that are not managed by PE "Bioštica" and which are used by citizens of the municipality of Olovo who live in suburbs. PE

"Bioštica" plans to take over the management of these sources, which would further improve the water supply system of suburban settlements in the municipality of Olovo.

The sewerage system of the municipality of Olovo consists of a sewerage network about 2 km long. The sewerage network covers the center and one suburban settlement, Gornje Olovo. About 1,200 users (individuals and legal entities) are connected to the sewerage network. In the area of the municipality of Olovo, there is no wastewater collector or wastewater treatment system, so that wastewater is discharged directly from the sewage system into natural recipients (Bioštica and Stupčanica). All other suburban settlements of the municipality of Olovo, which are not included in the constructed sewerage system, drain wastewater into surface waters and through septic tanks.

Waste collection services in the municipality of Olovo are performed by PE "Bioštica" d.o.o. Olovo. Of the total area of the municipality of Olovo, waste collection and disposal services cover 70% of households. Waste from the area of the municipality of Olovo is disposed of at the municipal waste landfill "Gradina". The nearest inhabited place is Gornje Olovo, at a distance of about 350 m from the landfill, while the river Krivaja is about 200 m away.

The landfill is an unfenced, unsanitary type. Current waste disposal means unsanitary disposal of waste at the landfill without any treatment, and in addition, the landfill does not have a built-in system for collecting landfill gas and landfill filtrate. There is no recycle systems (individuals or companies) that operate on this area.

Change

Environment protection

Environment protection, underdeveloped management - in the area of the Olovo there are no protected areas and awareness of protection is quite low also there is a low level of knowledge and environmental awareness of citizens despite the nature resources present here. There is a key problem of lacking of funds for financing projects in the field of environmental protection, the authorities allocate relatively small funds for environmental protection projects. The is also a lack of environmental protection associations who are dealing with matters of environment protection

Air pollution

Air pollution and lack of air quality management plan –the government has no plan or management plan on air protection and prevention of air pollution. Here is also a challenge with an absence of a mechanism for monitoring the state of the air.

Water

The is a constant failure to establish sanitary protection zones around local water supply sources. The challenge with water supply system that does not cover rural parts. An additional problem is the occurrence of turbidity in the water that exceeds the permitted limits during periods of heavy rains Also there is a problem with lack of wastewater system. Besides this there is an absence of mechanism for monitoring the state of the waters and challenge with a water pollution and lack of protection plans. There is challenge with an irregular maintenance of river flows.

Land and soil

Problem and a challenge are an Illegal construction, and also with excessive and illegal logging that leads to poor sol quality. Here is also a challenge with an absence of a mechanism for monitoring the state of the land and soil.

Energy

Challenge with a use of alternative energy sources, there is no system developed for this purpose

Waste

Unbuilt infrastructure for waste reception and recycling, the is problem with a disposal of the waste

Foreseen actions

Air protection

In cooperation with the authorities, non-governmental organizations and volunteer services, develop planting and landscaping programs in the area of the Olovo in order to increase air quality and protection and noise protection. Conduct media campaigns and round tables on proper heating, use of appropriate fuel and stoves and use of thermal insulation

Environment management

Development of an advisory body of local community representatives for the implementation of the Local Environmental Action Plan of the Municipality of Olovo. This advisory body should carry out the activities of a sustainable environmental cooperation program with the community. It is necessary to develop programs to assist the administration in creating and establishing a central database on the state of the environment in the Municipality of Olovo (possibility of voluntary involvement in activities).

Water management:

Actively advocate the development of an Action Plan for wastewater management in the rural area of the Olovo. In cooperation with authorities develop a plan for the support of the local NGOs in projects of clean rives and waterfowls, sanitation zones and etc. In cooperation with the authorities, organize the cleaning of illegal landfills, their remediation and mapping.

Energy efficacy: Conduct awareness-raising campaigns on soothing, sustainable energy use and its benefits. in cooperation with the authorities, organize rallies on the prioritization of buildings for heating, low-consumption street lighting and the introduction of lighting in rural areas

Waste: Rise awareness on the waste disposal and recycling. Take the initiative and develop programs for selective waste disposal; Clean up wild dumps and raise awareness about the harmfulness of illegal dumps

Land and soil: Rise awareness on usage of pesticides and other harmful substances. Development of the advisory body of local community representatives on land use.

Pilot Actions

- NGOs projects of clean rives and waterfowls, sanitation zones and etc
- Clean up wild dumps and raise awareness about the harmfulness of illegal dumps
- Development of the advisory body of local community representatives on land use.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

The tourist potentials of the municipality of Olovo can be analyzed through the potentials suitable for the development of different types of tourism. In the municipality of Olovo there are potentials for the development of spa tourism, winter/mountain, sports, rural, cultural, and excursion tourism.

The municipality Olovo has 40 sites where *stećak* tombstones are located, which is by far the largest concentration in the area of one municipality. *Stećak* tombstones are an original cultural and artistic phenomenon of medieval Bosnia. In addition to the *stećak* tombstones, the existence of an obelisk at the end of the Vlaškovac forest (300 m above the Kamenica spring) should also be emphasized. The obelisk is 4.5m above the ground and buried 4m deep in the ground so that no one could move it from the deposit. Near the centre of Olovo, in Zagrđe, Paskova luka, there is the tower of Maria Theresa, as a monument from the Austro-Hungarian period, which according to tradition was a guard post in the protection of this area. In the village of Bakići there is a church and shrine of St. Rok. The most famous in religious terms for the Olovo sanctuary of Our Lady of Olovo, the oldest sanctuary in the Balkans. When it comes to religious buildings, Olovo has a mosque more than 4 centuries old (from the 16th century), which is constantly in operation, but also an Orthodox church on one of the slopes above the place.

Beside mention national Monuments of Bosnia and Herzegovina is located in municipality Olovo: Historical monument-the bridge known as the "Roman bridge" on the river Orlja near the village of Klinčići[9], Historical area-Necropolis with *stećak* tombstones "Mramor" in Musići[10]; Historical area-Necropolis with *stećak* tombstones "Mramorje" and old nišan tombstones in Lavšići[11]; Historic site- Necropolis with *stećak* tombstones at the Mramorje site in the village of Moguš[12]; Historic Site-Necropolis with *stećak* tombstones at the Navitak site in the village of Boganovići[13]; Historic site-Necropolis with *stećak* tombstones Salikovac[14]; Historical area-Necropolis with *stećak* tombstones and nišan tombstones in Gurdići[15]; Natural and historical area-

[9] Decision No.: 02-2.3-77/11-11 - 11 March 2011

[10] Decision No.: 05.1-02.3-71/10-35 – 26 October 2010

[11] Decision No.: 02-02-228/07-9 - 5 November 2008

[12] Decision No.: 02-02-94/08-5 - 28 May 2008

[13] Decision No.: 02-02-66/08-7 – 28 May 2008

[14] Decision No.: 5.2-2.3-64/15-26 – 16 December 2015

[15] Decision No.: 05.2-2.3-64/15-25 - 16 December 2015

Necropolis with *stećak* tombstones, nišan tombstones, obelisk and remains of the church of St. Roka in Bakići Donji[16]; Movable property-Tora, which is kept in the City Library in Olovo[17] and Historic site-medieval necropolis with *stećak* tombstones and old Muslim *nišan* tombstones in Drecelj[18]. In the area of the municipality Olovo, there is one institution for culture and sports, Public Institution "Center for Culture, Sports and information"[19], which is located on the premises of the House of Culture. The theatre performances are usually held in the hall of the House of Culture, the traditional manifestation "Folklore Festival", and music and entertainment manifestations. The Public Institution "Center for Culture, Sports and Information" also has a cinema hall with a capacity of 200 seats and a total area of 150m^2. In this cinema hall, a screening of films is organized but also some book promotions.

The following units also operate within this institution:

- City Library,
- Radio Olovo,
- Museum,
- Sports center.

The municipality Olovo does not have a proclaimed natural areas. The natural heritage areas are being identified in accordance with a Spatial plan of Zenica-Doboj Canton: The canyon of the river Krivaja; Čude gorge (this was also recognized in former law as the nature reserve through the decision of the Institute for the Protection of Cultural and Natural Sights of SR BiH 1078/55); Protected tree: Yew tree-*Taxus baccata* L. located in village Bukov Do (this was also recognized in former law as the nature monument through the decision of the Institute for the Protection of Cultural and Natural Sights 1079/59). The age of yew is about 600 years; Ponijeračka cave; Krivaja resort and tourist recreational park “Zeleni Vir.

Besides the Public forest enterprise “Forest-business association of Zenica-Doboj Canton "d.o.o Zavidovići-department forest enterprise Olovo” which is obligated to manage the forests and habitats of this area, there is also a role of municipality Olovo in management of this nature values. The tourist recreational park “Zeleni Vir” is managed by the Public Health Institution Resort recreational center "AQUATERM" Olovo. The tourist signalization is poor and there is a lack of tourist info in this area.

The backbone of the tourist offer of the municipality of Olovo consists of spa potentials, ie. sources of mineral healing water. Currently, there is only one health and recreation center PHI BRC Aquaterm Olovo, which offers its offer using mineral water for health purposes and spa zones. There

[16] Decision No.: 02-02-170/08-12 - 10 September 2008

[17] Decision No.: 03-2.3-37/18-12 31 July 2018

[18] 09-2.3-37/18-15 - 6 November 2018

[19] Development strategy of the municipality Olovo 2017 - 2022

are five more thermal springs in the area of the Municipality: in the locality of the Zeleni Vir (picnic area) in the valley of the river Bioštica, Orlja and Solun. Bioštica-Krivaja rafting is also organized here, organized by the rafting section of the Voluntary Fire Brigade Olovo. In this area, there is a famous pilgrimage of the Holy Lady.

Sports and recreational tourism are developing more and more in the municipality Olovo. Sports and recreation center Ajdinovići, which is located not far from the main road Sarajevo-Tuzla in the area of Ajdinovići. Within the Sports and Recreation Center Ajdinovići, there are sports fields and various facilities. The municipality is located on the green path of Via Dinarica. Mountaineering association Smolin-Olovo (arranged ski trails in the length of 400m and 200m of trails), in addition to the accommodation facilities of Mountain Lodge Nusret Džakmić-Nuki (in the village of Ponijerka), the company also offers guide services on mountaineering routes, mountaineering and touring. This municipality does not have an info center or travel agency. Most of the agencies operating in this area come from Sarajevo

Projects:

Project name	Implementation NGO with collaboration with a Government	Time period
Hiking tours	NGO MS Smolin Olovo	Continuously
Via Dinarica "Green trail"	UNDP and NGO Terra Dinarica	2014 – Present
Rafter training	Voluntary fire brigade "Olovo"	2017-2018
Development and promotion of health spa tourism in the cross-border region Bosnia and Herzegovina- Cross spa	Foundation of Local Democracy Sarajevo	2012-2014
"Preservation and protection of the spring and canyon of the river Orlja"	Association "Center Dr. Stjepan Bolkay" Olovo	2018-2021
World Cyclists' Day	The youth of the Red Cross and the Olovo Cycling Club	Continuously

Based on available data resources on the current state of accommodation in municipality Olovo:

Accommodation[20]	Hotels and similar establishments	Other non-hotels accommodation establishments and bed & breakfast	Airbnb and other shared hospitality networks items
Municipality Olovo	PHI BRC Aquaterm; Olovo – 150 beds Sports and Recreation Center Ajdinovići – 94 beds	Motel Vizija (3 stars) N/A – beds Motel Panorama (2 stars). Beds N/A	Private accommodation, rural households, cottages and holiday houses –29 objects with a total of 52 beds

No. of restaurants and seated sites in Municipality Olovo

Restaurants[21]	Object name	Indoor space other	Open space other	Total capacity
Municipality Olovo	Café restaurant Vertigo	70	30	100
	Restaurant Oaza Olovo	40	25	65
	Ćevabdžinica Behar	40	25	65
	Restaurant Stari mlin	60	0	60
	Restaurant Zeleni vir	10	60	70

No. of the local NGO who are involved in tourist offer and social inclusion is given the table:

Football club "Stupčanica" Olovo,
Volleyball club "Olovo" Olovo,
Taekwondo Academy Olovo,,
Sport fishing society "Orlja" Olovo,
Hunting society "Black grouse" Olovo,,

[20] Market research: Air bnb, Booking, Trivago and Tourist info centers of municipalities Vareš and Visoko

[21] Market research: Tourist info centers of municipalities Vareš and Visoko and information obtained from municipal administrations

Cycling club Olovo and Mountaineering Association "Smolin" Olovo.
Red Cross of the Municipality of Olovo - Olovo,
Association of pensioners of the municipality of Olovo - Olovo,
Association of beekeepers "Bor" Olovo,
Citizens' Association "Zeleni vir" Olovo,
Women's Forum "Sabina Jamkovic" Olovo,
Citizens' Association "Tik Tak" Olovo,
Association of citizens "SABNOR" Olovo,
Citizens' Association "Smile" Olovo,
Citizens' Association "Smile Plus" Olovo,
Citizens' Association "Eko brda-Eko Hills" Olovo,
Citizens' Association "Šuk" Olovo,
Citizens' Association "Naše vrijeme" Olovo,
Citizens' Association "Bridges of the river Krivaja" Olovo,
Association of citizens "Youth of the river Krivaja" Olovo,
Citizens' Association "Kriva rijeka" Olovo,,
Citizens' Association "For a Better Tomorrow" Olovo.

Change

The following segments have been identified where change is needed: In most parts of the municipality there are no built footpaths, while a large part of the existing footpaths needs reconstruction; Inadequate tourist valorization of natural and cultural resources so far; There are not enough well-maintained bicycle paths in the municipality; Low quality tourist traffic signals; Reduction of investments in the development of transport and communal infrastructure due to lack of financial resources; Uneducated and untapped opportunities offered by Union funds; Passivity of the local population and lack of entrepreneurial spirit1, Insufficient quality (necessary) and educated staff in tourism; Absence of investment projects due to non-resolution of property-legal relations; Lack of marketing and event strategy; Low level of tourist cultural facilities; Insufficient branding and protection of intangible and tangible heritage; Disorganization and insufficient cooperation of potential stakeholders in rural tourism at the national and local level; Lack of tourism activity and lack of tourism income; Lack of a holder of tourism development in the municipality, i.e. lack of a tourist board; Lack of a tourist association that would provide services and promote the municipality; Emigration of local population; Lack of interest in the development of tourism of the local population; The trend of highly educated and quality staff going abroad; Labor shortage due to declining working population

Foreseen actions

Support to existing and development of new forms of tourist promotion: Innovation and production of promotional materials (image / info brochures, leaflets, tourist map); Establishment of a tourist information point; Improvement of tourist signalization; Online internet promotion, web and social media promotion; Off line advertising campaign for products (print media); Exhibition at tourist fairs; Organization of manifestations and events

Development of existing tourist products: Further development of spa tourism; Further development of wellness and recreational tourism; Development of rural and eco-tourism; Development of cultural-historical and religious tourism; Construction of additional accommodation and catering capacities through the model of public-private partnership; Development of programs for preservation and development of old crafts; Preparation of the register of necropolises “stećak” tombstones and old cemeteries in the area of the municipality of Olovo, their tour, preparation of a brochure and an adequate plan for their protection from destruction and devastation; Installation of an adequate fence around the necropolis of tombstones "stećak" and old cemeteries in the area of the municipality of Olovo, their cleaning and adaptation for tourists

Human resources development of the tourism sector: Education and professional training of staff in tourism; Training of mountain guides and training of guides for mountain biking; Training of tourist guides - going to all tourist places, getting acquainted with accommodation capacities, place where they are as well as with the owners, getting acquainted with catering capacities, place where they are as well as with the owners;

Improving the experience of the destination: Program of sustainable use of natural and cultural resources for tourist purposes; Program for improving the quality of the tourist experience and improving the quality of tourist stay; Arrangement of picnic areas; Landscaping of public areas

Preservation and protection of natural habitats and forest in the municipality of Olovo: Supervision of forest exploitation in the municipality of Olovo and harmonization of the quantity of felling with legal norms by the competent; Promotion of the ecological and social role of the forest through the exploitation of forest beauties in the municipality for the purpose of tourism development; Preservation and protection of the environment, natural and architectural heritage, and other specific diversity of space with increasing its value and responsible management of natural resources; Sustainable forest management and biodiversity conservation, revitalize disturbed parts of forest ecosystems, isolate new and expand existing nature reserves and protected areas with special purpose, eg. use of natural potentials forests as a gene pool and natural habitats for educational purposes, arboretums, protected areas, etc.)

Mapping and visual linking of all destinations: Once the state of existing and potential attractions has been identified, and in order to achieve the development of a true multi destination tourist offer of Olovo, it is useful to visualize them on a topographic map, and to identify the geographical links that unite them. Mapping work is particularly important for planning the development of tourism in protected areas. A detailed zoning map allows areas to be identified according to their ecological value, tourism potential and vulnerability. By mapping the area, we get a careful overview of attractions and roads in nature reserves, in order to provide a satisfying experience for different types of visitors, without compromising environmental resources. Outdoor areas, those less sensitive, e.g., are often the best place to create and host centers for visitors. From here, a series of short circular routes can be created that will lead to discovering the nature of the protected area.

Pilot Actions

- Mapping and visual linking of all destinations on the area of Municipality Olovo
- Establishment of a tourist information point
- Web page of the tourist offer of Municipality Olovo

TOPIC 5. PRODUCTIVE KNOW-HOW

State of the art

During the last century, the economy was mostly industrial-oriented because of the fact that this municipality lays on natural ore resources. Along with that wood and textile industry was fallowed this era. Today the most of the economic development and prosperity of this area are much more oriented to agriculture, tourism (due to the fact that health resorts are been reopen and recognized, natural beauties information as spared in media), word-processing industry, metal industry and so. In the past 20 years, the most important companies are Alma Ras in the field of the textile industry and Kovan in the field of metal. The new mines are reopened such as Mineco mine ore.

Legal entities engaged in agriculture, forestry, and fishing have the highest turnover (74.57%). Other activities that are less represented with a percentage between 4.5% and 5% are hospitality and catering[22].

legal entities, and crafts) is 415. The largest number of business entities, a total of 20.25%), was engaged in trade wholesale and retail, repair of motor vehicles. Out of the total number of business entities in the municipality of Olovo in the mentioned period, 15.79% of business entities performed the activity of processing industry, 13.72% operated in the sector of other service activities, and 13.50% in the sector of agriculture, forestry and fishing. Among legal entities engaged in agriculture, forestry, and fishing, the most trades are (74.57%). Other activities that are less represented with a percentage between 4.5% and 5% are hotels and restaurants.

In the area of the municipality of Olovo, there are seven economic-industrial zones: Industrial zone - Factory circle of wood industry "Prominvest" d.o.o. Konjic (brownfield, area 119,523 m²), Economic - industrial zone "Danac" (greenfield, area 46,985 m²), Economic zone - PHI BRC "Aquaterm" Olovo (brownfield, area 18,748 m²), Economic zone - PHI BRC "Aquaterm" Olovo (brownfield, area 8,707 m²), Economic zone - Hifa gas station and sports hall (brownfield, area 11,726 m²), Production zone - Kovan MI PJ Olovo (brownfield, area 27,523 m²) and Production zone - "Alma-Ras" doo Olovo (brownfield, area 6,500 m2).

The economic-industrial zones of the municipality of Olovo are directly connected with the main or regional roads and have a developed electrical, communal and telecommunication infrastructure as well as transport infrastructure within the zones.

As previously stated, 15.79% of business entities in 2019 performed the activity of the manufacturing industry. These are 37 legal entities, 20 trades, and 12 parts of legal entities. At the end of the 90s, the textile industry in the municipality of Olovo developed rapidly, and the most important company is Alma Ras. This company currently employs 805 workers.

[22] Development strategy of municipality Olovo 2017 -2022

The second most important area of industrial production is wood processing, and the most important branches of this activity are the production of furniture, the production of pellets, and the production of sawn timber and construction joinery. In the field of furniture production, the most important company is Prominvest, which performs the activity of production of beech panel furniture, laminated glued beams, and pellet production. In the field of pellet production, the most important company is KOVAN. Seventeen economic entities from the area of the municipality of Olovo are engaged in the production of sawn timber and construction carpentry. All companies are privately owned and employ an average of 10 workers.

Agricultural production in the area of the municipality of Olovo in previous years has served mostly to meet the personal needs of households. The focus of agricultural production in the municipality of Olovo is focused on animal and plant production.

Arable land and gardens occupy 27% of the total agricultural land. In the municipality of Olovo, the most widespread is the production of potatoes, wheat, corn, and beans, while the least represented is the production of barley, oats, and large clover or alfalfa. In addition to the listed vegetable products, tomatoes and cucumbers can be added to the most common crops.

Sown areas of selected crops in the municipality of Olovo(in hectares)[23]:

	Wheat	Ray	Barley	Oats	Corn	Potatoes	Onions	Bean
Municipality Olovo	3	-	1	1	5	30	10	10

Sown areas of selected crops in the municipality of Olovo(in hectares)[24]:

	Cabbage	Tomato	Pepper	Clover	Clover Lucerne	Maize green	Forage beet	Clover grass et.mixture
Municipality Olovo	2	2	2	1	1	-	1	-

Yield of crops, fruit and grapes in the municipality of Olovo(in hectares)[25]:

	Apple	Pear	Plum	Peach	Walnut

[23] Federal Bureau of Statistics of the Federation of BiH - Crop production in FBiH in 2019

[24] Federal Bureau of Statistics of the Federation of BiH - Crop production in FBiH in 2019

[25] Federal Bureau of Statistics of the Federation of BiH - Crop production in FBiH in 2019

Municipality Olovo	120	30	-	-	10

Of the fruit crops grown in the municipality of Olovo, the most common are plums, apples, and walnuts. In order to improve fruit production, it is necessary to renew the plantations with a new, more modern assortment and to intensify the culture by applying agro-technical measures. A possible direction of diversification and development of fruit growing implies investing in fruit production, new modern plantations.

Favorable geographical position, climatic conditions, and available agricultural land and pastures, which occupy 28% of agricultural land, make the municipality of Olovo a suitable area for the development of livestock - cattle (milk and meat production), sheep, and poultry.

As shown in the table below, there are currently about 8,000 sheep in Olovo municipality and most farmers raise sheep for meat production. The development of sheep breeding, given the existing natural resources in terms of mountain pastures, provides a great opportunity for greater transformation and increase sheep production. When it comes to cows, in 2016 there were 900 of them and their number is decreasing every year. The biggest problem facing cow breeders is the placing of milk and dairy products on the market.

In the area of the municipality of Olovo, poultry farming is also represented, with a total number of 30,000 poultry, in 2016, and beekeeping with a total number of hives of 3,000 in the same period.

The most important business entity in the field of forest cultivation and exploitation is the Public Company Forest Business Association of Zenica-Doboj Canton d.o.o Zavidovići P.J. Olovo Forestry. JP ŠPD ZDK d.o.o Zavidovići P.J. Forestry Olovo, in the municipality of Olovo, employs a total of 360 workers. In 2016, 51,150 m3 of coniferous logs were produced and 99.94% was sold. As for hardwood logs, 11,325 m3 were produced and 99.99% were sold.

In the area of the municipality of Olovo, industrial capacities are poorly developed, which is confirmed by the fact that the total slit of coniferous logs in the area of this municipality remains approx. 50%, which is further processed into construction materials. Of the total hardwood logs produced at the level of one year, 20% remain in the Municipality.

Hardwood firewood remains in the municipality of Olovo for the needs of the local population, pensioners, schools, and other public companies as well as citizens, while the ore wood is delivered to companies that have contracts with the mines.

The municipality of Olovo is historically known for mining, and lead mines are also mentioned in 1376. Namely, the "holes" from which the ore was extracted are located in Dolovi, Kurjača, Salakovac, Žiro, Kruševo, Bakići, and Prgoševo, ie in the settlements around Olovo, while in Olovo the ore was processed. Although there are geological reserves of lead ore, the exploitation of this ore has not yet begun and additional research is still underway. The Ministry of Economy of ZDK has signed a concession agreement with the company GEOMET in the subject of exploration and

exploitation of cerussite at the locality of Očekalj and Prgoševo. Apart from this company, other foreign companies have also expressed interest in the possible exploitation of lead ore, which could contribute to the economic development of this municipality in the future.

Change

As a problem where change is needed, the most prominent are: Mostly neglected properties; Low percentage of agricultural land use; Unarranged road infrastructure; Great distance from larger potential buyers; Lack of organized form of agricultural production and product placement (agricultural cooperatives); Fragmentation of agricultural areas-plots; Insufficient use of agricultural land; Technological obsolescence; Insufficient domestic production of seed, planting and other raw materials; Inadequate application of agrotechnical measures in agricultural production; Customs duties: insufficient protection of domestic production, uncontrolled import of agricultural products; Weak support for domestic production from higher levels; authorities; Departure from rural areas; Lack of favorable credit funds; Large areas of degraded agricultural land and insufficient reclamation of the same; Ecological situation in the environment of economic capacities; Uncontrolled use of protective equipment; Non-compliance with the Law on Agriculture; Indifference to the purchase of domestic products (insufficient awareness of the citizens of Olovo, and BiH about the importance of domestic products); Extensive agriculture; High VAT rate in agriculture; Low purchasing power of the population; Expressed underdevelopment of final processing; Weak participation of citizens in forest conservation (logging, pollution, burning, etc.) and non-compliance with the Law on Forests of Ze-do Canton; Obsolete forest machinery; Concessions on forests, and non-refund of money from concessions to the municipality; Small return on deforestation; Failure to recultivate surface mines; Poorly organized forest management companies

Foreseen actions

Development of agriculture and eco agriculture

Formation of agricultural cooperatives/cluster; Utilization of uncultivated land for livestock development in hilly and mountainous areas; Create incentives for the incorporation of new technologies and control of ecological production by stimulating measures of agrarian policy and harmonization of measures at the local, regional and national level; Encourage and develop the implementation of development programs for the production of organic food, encouraging the processing, standardization and marketing valorization of organic typical, traditional and indigenous products with the aim of creating a recognizable brand of Istrian organic product; Protection, valorization and promotion of typical Olovo agri-food products; Organic food production in the municipality of Olovo needs to be developed using natural advantages, previous experiences, available staff and institutions and positive legislation; Establishment of a database on agricultural resources in the municipality

Product market and placement

Establishment of a transparent central database on agricultural and organic production; such as applicable regulations, standards and procedures, list of organic producers (agricultural production units, processors, shops, importers), annual production plans; Initiate the creation of public - private partnerships in order to spatially and economically valorize organic production and protect the general social interest; Organization of fairs, exhibitions, production of various promotional materials; Support for publishing (books, brochures, magazines); media campaigns; making video films, CDs; Create preconditions for the installation and implementation of educational programs of ecological production in all levels of the educational system, including the production / publication of professional literature; Establish a purchase station and organize the purchase of milk, herbs, vegetables, berries and other agricultural products, thus creating conditions for more intensive agricultural production.

Education

Creation of experimental polygons-family farms for professional and practical training for agricultural and eco-production, which in cooperation with associations, cooperatives, schools and scientific-educational institutions would be used for education (workshops, training, practice) and research and improvement of organic production; Organization of educational courses, lectures, workshops, round tables; establishment of regional ecological production units for education and practice; Introduction of ecological production subjects at appropriate vocational and higher schools; Initiate a ban on the use of pesticides and GMO seeds.

Economy

Optimization of procedures for business registration and procedures in the implementation of investment projects; Stimulating greenfield and brownfield investments; Support for project development through Public-Private Partnerships; Education of entrepreneurs on the development of small and medium enterprises; Creation of an Info Bureau for providing information on starting a business and which would educate people who are interested in starting their own business; Establishment of a business information database; initiating incentive measures for the development of entrepreneurship and crafts: - exemption from fees - facilitation of procedures for obtaining approvals and permits - development of a system of financial support for small and medium enterprises (initial material resources, etc.); Organizing trade for the purchase and placement of products and services; Strengthening institutions that support economic development; Establishment of institutions such as a “one-stop-shop” (all in one place) that will help with the registration of companies; Raising awareness of entrepreneurship through lectures in primary and secondary schools; Create a program for the use of non-timber forest resources;

Pilot Actions

- Education of entrepreneurs
- Establishment of the central database on agricultural and organic production
- Establishment of a database on agricultural resources in the municipality

LOCAL ACTION PLAN
FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: **Department for Development and International Projects of Zenica-Doboj Canton (PP6)**

Municipality of Vareš
Region Zenica-Doboj Canton

Country Bosnia and Herzegovina

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

Vareš municipality covers an area of 390km2 and it has a population of 7.855 inhabitants located in 81 settlements. From this number 2917 (32,8%) inhabitants lives in urban zones of the municipality while 5975 (67,2%) live in rural parts of municipality Vareš. According to the latest data[26] in the area of this municipality age structure is:

- 0-14 there are 781 inhabitants (children),
- 15 – 65 there is 5.207 (working population) inhabitants and
- 65+ (elders) 1867 inhabitants.

The territory of the municipality of Vareš consists of 26 local communities, of which 24 are active and financed from the municipal budget. The municipality of Vareš has developed several programs for social inclusion and care.

Responsibilities in the field of social protection are divided between the Municipal Service for General Administration, Social Activities and Veterans' care, Disabled Protection, and the Public Institution Center for Social Work, whose founder is the Municipality of Vareš.

[26] Federal Bureau of Statistics: ZENICA-DOBOJ CANTON IN FIGURES 2020

The Service for General Administration, Social Activities and Veteran care - Disabled Protection deals with administrative and professional affairs in the field of social protection, conducting procedures for exercising the status rights of displaced persons and refugees and the veteran care-disabled population. In addition, the Service performs activities important for the recognition of the right to health insurance to persons who cannot have this right on other grounds (children before starting primary school, single mothers/mothers with a child under one year, and students), as well as the allocation of one-time financial assistance to newborn children. A special segment of the Service's work relates to the implementation of activities from the Strategy for the Development and Improvement of Social Protection in the Municipality of Vareš, adopted for the period 2019-2024. with the involvement of all relevant actors from the public and civil society sectors.

Municipal Public Institution Center for Social Work Vareš (CSR Vareš) as the holder of the social protection system, provides support to about 25% of municipal citizens who are at social risk, within the limits of legal authority, which mainly consists of professional work and recognition of the right to measures material support and social protection services.

An example of good practice of cooperation with other institutions is the contract concluded with the institution "Center for Children and Adults with Special Needs" Zenica- Doboj canton, which involves working with children with special needs and using the services of the “Day Center in Visoko”, which also provide transportation once a week.

CSR Vareš, in cooperation with the Association "Humanity" within the Center, provided the services of a speech therapist (who is an employee of the Center for Children and Adults with Special Needs) in the premises of CSR Vareš for children with speech defects, and work with children takes place once a week.

CSR Vareš recognized the need for cooperation with other institutions and the non-governmental sector in providing social protection, and the following were recognized as important: Institution for reception and upbringing of children "Small school Vereš", Red Cross of Vareš municipality, UG "Mother Teresa", which provide support to citizens through volunteer work and providing financial resources through projects and assistance of the Vareš diaspora.

The municipality of Vareš has a program for vulnerable groups which includes:

Children and families with children - approx. 225 children who go through the records of child allowance of the first category and 38% of the total number of beneficiaries have material support measures

Families without one parent - the possibility of paying salary compensation to a working mother, while unemployed mothers have the right to one-time financial assistance, assistance for the equipment of a newborn child, assistance in feeding a child up to six months, and additional nutrition for breastfeeding mothers.

Children under guardianship - 8 children registered. A significant community resource that supports this vulnerable group is the Institution for the Admission and Upbringing of Children of the Franciscan Sisters Primary School, which operates, since 2009, in a renovated facility with a capacity of 32 users allows the reception of poor, neglected children and children without adequate parental care. they were allowed full social integration. The services and support provided are of a regional character, so in addition to children from Vareš, the beneficiaries are also children from neighboring municipalities.

Elderly - Demographic data show that in the municipality of Vareš the elderly population is predominant (21% of the population is older than 65 years), who mostly live-in rural areas. This vulnerable group has the right fro care and financial assistance. One-time assistance financed from the municipal budget is not enough to meet their numerous needs, and the home help service is implemented ad hoc, according to the assessment, and in accordance with the possibilities of CSR Vareš (organizational and financial). Support for the improvement of the social position of the elderly is provided by the NGO "Mother Teresa" by delivering meals from the public kitchen and support in improving health (e.g. measuring blood pressure, talking to a doctor, measuring blood sugar, monitoring people with chronic diseases, home visits, 24-hour monitoring of severe patients). The Association of Pensioners, in accordance with its limited possibilities, organizes cultural and entertainment activities within its own space, but there are no activities and programs that would enable the improvement of their socio-economic position.

People with disabilities face a number of problems, primarily related to insufficient incentives for material support (someone else's care and assistance). The problems faced by young people and adults with disabilities relate to the lack of opportunities for education and employment. In addition to the material support measures provided by federal and cantonal laws, the support of existing associations operating in this area (Association of the Blind and Visually Impaired Vareš, Association of Diabetic Citizens of the Municipality of Vareš) is negligible.

The very difficult economic situation in the municipality results in a large number of unemployed persons whose employment was terminated due to the unfulfillment of conditions for meet the right to a pension, which they cannot perform due to outstanding obligations towards pension and disability insurance. Families who have a minimum pension that supports several members of the household, and in some cases educate children, and others who are unable to meet basic living needs, turn for help to the Center for Social Work.

Refugees and displaced persons - In 2015, 98 displaced persons were registered in 49 households (internally displaced persons and displaced persons from other municipalities). Civilian victims of war - 44 persons have this right through the Public Institution CSR Vareš, as follows: The right to personal disability benefit- 12 persons, the right to family disability benefit - 20 persons and the right as a special category of CSR - 12 persons.

In addition to social protection in the Municipality of Vareš have an education program. In the area of the municipality of Vareš, education takes place within one preschool institution, two primary schools with 11 regional schools, and one secondary school. The municipality of Vareš does not have higher education institutions. Preschool institution "Children's Kindergarten" Vareš enrolls annually from 20-25 children. The institution also implements the program of compulsory two-month preschool education, which has so far been implemented in the primary schools of Vareš, Vareš Majdan, and the regional schools of Budoželje and Dabravina.

Primary education takes place in two primary schools that have regional schools in rural areas: Vareš Primary School has six regional schools. A department of a music school has been opened in the elementary school "Vareš". Primary school "Vareš Majdan" has 4 regional schools. The regional school in Dabravine is nine grade programs, while the regional schools Budoželje, Striježevo, Kokoščići, and Ravne are five grade programs. Primary schools' objects are relatively satisfactory. It is necessary to replace the carpentry, reconstruction of the roof and sanitary facilities, electrical installations, and lighting in the elementary school "Vareš - Majdan".

Secondary education takes place through the mixed secondary school "Nordbat-2" Vareš, which includes four types of schools: high school, economic technical, PTT technical, and traffic profession school.

Inclusive education is also included in the education program. Vareš Elementary School does not have students with disabilities, while Vareš Majdan Elementary School has two students. In the elementary school "Vareš", inclusive classes have been conducted for 12 years with the help of special educators and school pedagogues. There are no students enrolled in high school with developmental difficulties. Persons with disabilities have access to both their home schools and the Oćevija regional school. The high school does not have access for people with disabilities.

Health care in the municipality takes place within the Health Center, 5 regional clinics, 4 family medicine teams, emergency services, a private pharmacy, and 4 counseling centers that work to improve health care through prevention and education. Local roads enable the connection of the Health Center with all populated places, and thus with all field clinics (Borovica, Budoželj, Dabravine, Dragovići, Pogara, Pržići, Ravne, Striježevo, and Vijaci). It is planned to open field clinics in Mižnovići and Oćevija in the near future.

Coordination of local government in the field of sports in the municipality of Vareš has not been established in an institutionalized manner. The sports institution has not been established, nor has a sports association been formed, but the financing of sports associations is done from budget funds intended for co-financing citizens' associations. Currently, there are Karate club "Vareš", Football club "Vareš", football club "Vareš", basketball club "Vareš" and Extreme sports club "Perun Valium" Vareš, mountaineering association of citizens PSD "PERUN", Taekwondo club "Bosna Visoko". When it comes to the condition of sports facilities, the municipality of Vareš has one football field registered for regional competitions, then open sports fields with 2 paved playgrounds in MZ Vareš, Vareš Majdan, MZ Dabravine; with an outer chessboard on the plateau in front of the bust of Rešad Saletović. In the area of the municipality of Vareš, during the winter season, there are 2 smaller ski lifts (Šimin potok and Zarađe), and the construction of the winter sports and tourist center "DOLI" (MZ Ravne), paragliding house on the site "Greda Perun", and the realization project "Star Trails". Mountaineering and Skiing Association "Perun" has a mountain lodge "Javorje" on Perun and seven fully marked hiking trails.

There are two cultural institutions in the municipality. "Center for Culture and Education" Vareš and Public Institution "General Library" Vareš. Center for Culture and Education "Vareš does not have an adequate space in which to operate, nor equipment and financing system, so the activities themselves are reduced to a minimum and are reflected primarily in the preparation of cinema space for occasional film screenings and performances. During 2014, the Foundation for Reconstruction and Development of the Vareš Region implemented the project "Reconstruction of the Workers' Home - Phase III" funded by the Government of the Republic of Croatia through the State Office for Croats Outside the Republic of Croatia.

Public Institution "General Library" Vareš - within the library there is a department "Native Collection", which has the task of collecting and professionally processing all written native material. In addition to the initiated manifestation "Vareško ljeto", the association "Milo Cipra" from Vareš traditionally organizes the international festival of classical music "Vaclaf" which gathers musicians from Europe. Associations in the field of culture and cultural and traditional heritage operate in the municipality of Vareš, namely the Bosniak Community of Culture "Preporod" Vareš and the Croatian Cultural Society "Napredak". In addition to these two associations, the following associations operate in the municipality of Vareš: "Guardians of the Bosnian Crown Bobovac", Association "Sheikh Hajdar-dedo Karić", UG "Revive Art-Anim animo", Association "Royal City of Bobovac", Association "Original Vareš ". In rural parts of the municipality, the only bearers of activities in the cultural sector are women's associations, which as part of civil society, have an increasingly important role, namely: UG "Women of Budoželj", UG "Women's Forum Pogar", "Women of Stupni Do", UG "Women of the Municipality of Vareš", UG "Women from Strica and Zaruđa"

Citizens' Associations - Despite the adopted Strategy of Partnership between Vareš Municipality and Citizens in 2008, which clearly defines the commitment of local governments to institutionalize and continuously strengthen cooperation with civil society, in the previous period this process followed the trends of the overall socio-economic situation in the municipality. Out of a total of 68 registered organizations, due to insufficient financial and institutional support of local self-government, but also insufficiently developed capacities of the associations themselves, only a few are active, whose sustainability is ensured mainly by membership fees, and the association's activities are carried out voluntarily and with occasional support.

NGOs / UGs operating in the municipality of Vareš are registered in the Register of ZDK Associations, while some Vareš associations work as branches of UGs / NGOs registered at a higher level, so they have registered themselves, such as: UG „HVIDR- a ", UG" Mother Teresa ", First Children's Embassy" Medjaši "Consulate Vareš, MDD" Merhamet "Vareš, HKD" Napredak "Vareš, HKDD" Ogranak Vareš ", Scout Detachment" Zvijezda "Vareš, BZK" Preporod "Vareš, etc. Areas that represent the sphere of interest of the non-governmental sector in Vareš are culture, cultural-historical and traditional heritage, social and health care, sports, recreation, etc. In the non-governmental sector, associations of special social interest (associations dealing with problems of RVI populations, families of killed and missing veterans, civilian victims of war as well as demobilized fighters).

An example of good practice of civic participation is given by women's associations. The Women's Association "Izvorno Vareško" was founded in 2005 and deals with the preservation of cultural heritage. It brings together 25 women who are unemployed. The women in the association are engaged in making handicrafts. NGO "Women's Forum Pogar" - members of this association in the village of Pogari made an Ethno Museum in one room in the village, from their own funds. In the same building, they arranged a memorial room for those killed in the last war. The Association “Women from Strica and Zaruđa” deals with preserving culinary traditions, handicrafts, customs, ecology, development of rural tourism, economic strengthening of women in the countryside, catering as needed. It has 25 members of which only 3 are employed. They participate in various projects and are also educated on writing projects.

Projects:

Project name	Implementation NGO with collaboration with a Government	Time period

Help for children with speech defects, and work with children	Association “Humanity” + CSR Vareš	Continuously
"Small school Vereš"	Red Cross of Vareš municipality	Continuously
Support to citizens through volunteer work	NGO“Mother Teresa”	Continuously
Institution for the Admission and Upbringing of Children of the Franciscan Sisters Primary School	Franciscan Sisters	Continuously
Support for the improvement of the social position of the elderly	NGO“Mother Teresa”	Continuously
"Vareško ljeto"/Vareš summer	Various NGOs and Municipality Vareš	Continuously
International festival of classical music "Vaclaf	Association "Milo Cipra"	Continuously
Rise of women entrepreneurship	Women's Association "Izvorno Vareško"	Continuously
Ethno Museum	NGO "Women's Forum Pogar"	Continuously

Change

Several major issues have been identified where change is needed:

Underdeveloped entrepreneurial sector: Due to extremely poor developing economy and low level of employment, there is an increased number of social assistance beneficiaries as well as a decrease in the number of inhabitants in this area. The change should be aimed at reducing this trend by encouraging models od self-employment and grouping already existing industries

Insufficient involvement of the NGO sector in social protection projects: Although there are a number of NGOs dealing with social assistance issues, their participation is far less than the actual needs are. Stronger inclusion systems, volunteerism networks and the development of assistance systems need to be developed to overcome the problem.

Non-recognition of needs in the segment of social protection that could be addressed to the NGO sector and financed through budget support: Currently in the Municipality of Vareš there are no social and other categories of society needs mapped, especially in the segment of social protection. The needs have not been identified and cannot be addressed - here is participation of local communities and municipality authorities required. It is necessary to develop cooperation between the governmental and non-governmental sector in this part in order to create a connection (through the distribution of possible activities and governmental financial participation).

Lack of detailed analysis and database of social needs in the municipality: Currently in the municipality of Vareš there are no mapped needs of social and other categories of society. Needs have not been identified and cannot be addressed.

Insufficient allocations from the budget for social needs: The municipality of Vareš does not have a large municipal budget and allocations for social needs are modest. NGOs dealing with social issues mostly rely on the funds and grants of donors and sponsors.

Insufficiently developed communication between the private and public sector: A special problem is the underdeveloped communication between the public and private sector. The change that needs to be developed is gradually giving importance to the culture of dialogue.

Insufficient financial and technical resources in the Center for Social Development in relation to the needs of users: The Center for Social Work is a government unit for assistance to social and vulnerable categories of society. Unfortunately, this center has limited activities due to the problem of limited budget and reduced technical and financial capacities. The NGO sector needs to be involved to complement the activities of the Center for Social Work as well as to assist each other in related processes.

Difficult implementation of legislation due to lack of programs and resources for their implementation: Due to poor communication between the public and non-governmental sector, implementation of legislation is often slow and targeted programs are not developed. It is necessary, first of all, to develop a good communication culture and then systematically solve the problem of non-implementation of legal regulations and reduction of programs.

Insufficient communication with local communities: Communities in rural parts of the municipality are mostly without clear communication with Municipality. Due to underdevelopment and reduced trust in government, local communities participate little or not at all in decision-making processes. They also do not address their needs leading to situations where they are left to fend for themselves. It is necessary to develop and nurture communication with all local communities.

Capacity building of public institutions through infrastructural improvement and equipping of existing facilities. Institutions operating in the field of social development need better infrastructural equipment. This need is especially emphasized in educational institutions, especially when it comes to district schools, as well as field clinics. Better equipment of facilities is needed for most facilities in the field of education.

Improving the quality-of-service provision in the field of social development (local self-government, education, social and health care, security, sports and cultural facilities). The quality-of-service delivery is reflected in providing better conditions for formal and non-formal education, providing access to cultural and sports facilities, establishing new services and improving existing social protection services, involving the civil sector in social protection, improving local government and improving living conditions.

Active involvement of citizens in the work of local self-government through improving the work and sustainability of the civil sector and improving the living conditions of young people in the municipality. Capacity building of the civil sector aims to ensure the sustainability of organizations by finding additional sources of funding outside local government, as well as creating conditions for the development of youth organizations and better lives of young people through more accessible non-formal education, quality cultural and sports content, employment, volunteering and involvement in civil society. sector. The involvement of the civil sector in the work of the public sector also aims to take on an important role in the process of non-institutional provision of services in the field of social protection.

Foreseen actions

Digitization of society

A program in which the municipality administration and communication with local community is fully digitized. Special attention here is paid to all aspects of digitalization of remote local communities as well as their education whole (both administration and local communities).

Programs to improve the quality of life of children / students whose parents do not have sufficient means to support themselves.

Work on the project of free snacks in all schools in the municipality of Vareš; Work on a transportation cost subsidy program for high school students whose parents do not have sufficient means to support themselves.

Programs for improving the position of particularly vulnerable groups of children and youth - users of social protection services (children with disabilities, children from foster families, children victims of domestic violence, children with behavioral disorders) through a system of programs for their inclusion in the social life of the local community, education of professional workers and the formation of cooperative institutions and through the improvement of non-institutional forms of protection

Strengthen cooperation with the Day Care Center for children and adults with special needs; Holding educational workshops for primary and secondary school students on violence and juvenile delinquency, in order to draw their attention to the harmfulness of bad behavior, preventive work; Education of professional associates with a special focus on working with minors; Providing psycho-social assistance to children with mild and severe psycho-physical disabilities; Work on a program to help employ children without parental care, as well as children without one parent

Strengthening the material and economic position of the family with the intensification of intersectoral cooperation between the public, private and civil sectors.

Creating new forms of protection that would provide additional financial assistance to families with children in a state of social need; Provide financial support for non-employed mothers regardless of the income threshold; Financing families through donor projects; Signing of protocols on intersectoral cooperation.

Programs to strengthen the counseling and educational function to provide assistance to families in a state of social need

Work on empowering families through counseling and professional work; Organizing lectures and workshops on addiction diseases, prevention of domestic violence, mental disorders, raising children, family planning and the influence of the media on the modern family, etc.

Reducing the occurrence of violence through education of professionals, raising the quality and expanding the types of services within the Center, improving the quality of life of children in foster families and providing assistance and support to foster parents in raising and raising children; raising awareness and information of citizens, establishing various forms of work in the protection system.

Work on the problem of protection from domestic violence through the cooperation of the competent institutions of the municipality of Vareš (MUP, Health Center, etc.); Work on training interested families to accept children without parental care - foster care; Through local media, inform and animate potential families for the adoption of children without parental care who could perform foster care obligations

Establish a home care and home help program.

Develop financial security programs to finance home care and home help services; Engagement and training of caregivers to provide home care and home help services; Increase the scope of services and / or include more beneficiaries in assistance and care programs in one's own home (home visits of medical staff and regular visits to doctors, visits of young volunteers for home help, etc.); Influence the establishment of a Home for the Elderly as there is a great interest in accommodation in such institutions

Develop activities aimed at educating children and youth in preschool and educational institutions about the importance and position of the elderly, their problems, the importance of volunteerism in providing services to the elderly and the like.

In cooperation with educational institutions, continuously educate children and youth through lectures on the population of the elderly, the problems they face, the importance of volunteer work with the elderly in a state of social need, the possibilities of care, etc .; Through the engagement of volunteers, provide home help for the elderly without family care.

Improve the social position and living conditions of people with disabilities through a system of local services and educational and information programs, employment measures and active involvement in all aspects of life in the community with stronger cooperation of all actors and greater community participation

Identification and removal of architectural barriers; Provide continuous support in the employment of persons with disabilities; Initiate the establishment of mental health centers, and ensure that people with mental health problems stay in the social environment for as long as possible through regular control and monitoring of the same; Work on the deinstitutionalization of persons with mental disorders accommodated in Institutions through the provision of housing units - life in the local community with support.

Increase the social responsibility of the public, private and civil sectors towards people with disabilities

Conduct informational, educational and promotional campaigns aimed at strengthening the sensitivity of the community towards people with disabilities.

Improve the overall social position and quality of life of materially disadvantaged people in different groups - people with disabilities, unemployed, the elderly, families with children, etc. through joint action of the public, private and non-governmental sector to improve current and develop new services, with the participation of user groups in program activities

Work on extending the rights to include all materially disadvantaged families, Work on providing in-kind assistance to materially disadvantaged families (food, heating, clothing, footwear, etc.) from donor funds; Increase funds for subsidies and expand the circle of beneficiaries and include all financially disadvantaged families; Ensure regular payments for beneficiaries of the right to permanent social assistance and, through amendments to the existing law, introduce materially endangered persons and families, regardless of their ability to work.

Developing solidarity and sensitivity for the needs of citizens in poverty and unemployment through information programs through public media (Website, radio and radio advertising, etc.)

Organize lectures on the importance of volunteerism, and through public information to inform the public about the importance of volunteer work in the community by providing assistance to identified groups of the population; Implement measures that will enable able-bodied persons to receive additional training and provide support in order to facilitate employment.

Improving the quality of formal and non-formal education

Conduct research and do a study on the necessary occupations for the economic and social sector; Conduct research and develop a study on the possibilities of cooperation of relevant institutions and organizations in the field of non-formal education; Develop and implement programs for the promotion of healthy living habits and environmental protection Initiate the establishment of educational profiles in high school in accordance with the needs of the labor market; Develop programs for the procurement of technical equipment for regional schools; As part of the activity, procure devices and equipment for school sports halls; Playground reconstruction and arrangement programs; Encourage the reconstruction of kindergartens;

Strengthening the civil sector:

Organize as a group of NGOs that act together but each in its own segment of activity

Development of sports activities and programs

In cooperation with the municipality authorities, launch an initiative for arranging and creating new areas for sports fields for various sports and continuously implement activities

Development of cultural programs

Develop cultural programs through various performances. Raise people's awareness of the beauty and richness of the cultural heritage of this area. Organize civil society groups to work more strongly in the field of program creation and attracting cultural programs from other parts of the region; consider the need to form a cultural council for local planning in the field of culture as well as the possibility of hiring a cultural expert to improve the cultural program, identify elements of coordination between cultural stakeholders, entrepreneurs, government and associations, and their involvement

in preparation, planning and implementation of cultural events; preserving the cultural identity of ethnic communities; Develop a program for the establishment of residential projects through the activation and use of local accommodation and production capacities and networking with European and world residential programs; -introduction of new technologies, encouragement of experimental research approaches, implementation of modern practices in the presentation of cultural and historical heritage and presentation of other resources; Encouragement and development of projects and programs of popularization and education on the importance of cultural heritage among children and youth; initiate and implement projects for the revitalization of the Royal City of Bobovac; launch projects of interaction with the audience and more active participation of the audience in the creation of cultural events, workshops for children, youth, students, different age groups and retirees; organizing guest appearances from urban areas of Vareš to the wider suburbs and events in historical and cultural spaces; Encourage the development of amateurism with the aim of active participation of citizens in cultural life; setting up more active information and communication with the audience through social networks and websites; defining key cultural products in the "branding" of the municipality; encourage the development of entrepreneurship in culture and the development of creative industries; to encourage the development of cultural tourism which, in addition to the exploitation of cultural heritage, is based on quality contemporary artistic creation

Pilot Actions

- **One plate more -** initiative „One plate more“ has a aim to prevent the surplus food wasting and to donate the food to people in need. Cooperation with informal citizens' group will work on initiative promotion among target groups and beneficiaries. This way, a networks of partners will expand and donated amount of food to the people in need will increase.
- Defining key cultural products in the "branding" of the municipality and promote it (Brend)

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

As a consequence of the difficult economic situation of the municipality, there is certainly a pronounced trend of youth migration. The Municipality of Vareš has a Youth Policy Strategy of the Municipality of Vareš for the period 2019-2024., which has strategic steps to try to integrate more young people into everyday life but also to prevent the migration of young people. The main problems identified are unemployment, weak or insufficient economic power, insufficient number of jobs, lack of motivation, ideas, inability to start a family, lack of sports and cultural events, lack of adequately equipped space for young people, vices (alcohol, drugs, gambling), lack of sports fields, sports clubs, cultural and artistic societies, etc. The main causes of this situation are poor participation in political life, non-governmental sector, negligence of the wider community, especially local communities, lack of leisure facilities, poor health protection, the negative influence of the media, confinement in local frameworks, lack of funds for hiring professionals that would encourage young people to join social life, etc. The priorities of young people are continuing education, finding employment, starting a family, etc. Reasons for the poor position of young people in the area of the Vareš municipality is reflected in the identified problems within the following areas of social life:

Employment: According to the official records of the Public Institution of the Employment Service of Zenica-Doboj Canton for the month of December 2020, the total number of registered unemployed persons is 929, of which 531 women and 398 men. It is very difficult for young people to get a job, regardless of the level of education they have reached. Namely, the majority of young people are long-term unemployed, with 4/5 (79.55%) of young people waiting for employment for more than a year, of which 36.45% of young people are waiting for employment for over 5 years, and then there is a certain amount of young people who did not find employment, and they left the category of young people.

Health and social protection of young people are assessed as insufficient due to the lack of competence of local self-government in these areas because the founding rights and financing of relevant institutions (education, health, social protection) are within the competence of the Canton. Social protection in the municipality of Vareš is realized through the Center for Social Work and partly through the municipal administrative body.

Therefore, the need for the establishment of a Youth Care Service has not been recognized within the Health Center, nor are there any financial possibilities. Moreover, indicators for monitoring the health status of young people are not defined, so monitoring their physical and mental health is disabled. The protection of the mental health of the youth in the area of the municipality is performed through a psychiatrist and psychologist that holds sessions once a week in the Health Center Vareš. In the field of social protection, the needs of young people for measures and services are monitored, but apart from the basic rights to social protection defined by law, there are no community services that would enable the response to these needs. Also, one of the difficulties is the lack of local youth associations that operate in these areas.

Education - as a key problem in this area is recognized: mismatch of educational profiles in secondary schools with the needs of the labor market, lack of regular schooling of young people with disabilities, low budget allocations for scholarships, insufficient involvement of young people in extracurricular activities, volunteer and socially useful work. Of particular concern is the recognition of the problem of underdeveloped awareness and motivation of young people for education. Also, the current problem in education is transportation to school, this is especially important for students of high school "Nordbat-2" Vareš because high school is not a mandatory form of education so parents pay for transportation for children/students who come to school with a bus. Due to such difficult conditions, children/students are not able to participate in extracurricular activities that are very important in their education.

Sports - as key problems in this area are highlighted: insufficient awareness and the need for active sports in leisure time; inefficient use of existing sports infrastructure; insufficient material resources for starting the work of sections and clubs in which young people express interest.

Culture - The key problem is the lack of a Youth center in Vareš and the need to renovate cultural centers in near villages. In the area of the municipality of Vareš there was a youth association UG "Initiative" Vareš, but due to the lack of funding and interest, they stop being active. The main reason for the small number of youth associations is certainly that young people go to college after graduating from high school, and due to university obligations, their engagement in the association ends.

Informing young people - the lack of timely information, as a chance for the possibility of greater integration into society, getting a job, opportunities for education is recognized as one of the key problems. Youth participation is insufficient - young people are not involved in civic initiatives and associations, nor are they sufficiently informed or involved in public life.

Project name	Implementation NGO with collaboration with a Government	Time period
'Initiative for Creative Dialogue and Education - IKDE' – Youth and Activism"	NGO IKDE	2016-2018
Employment of women and youth	NGO NYGEA Sarajevo	2013-2016
"Through the streets of our city"	NGO" Initiative" Vareš	2017-2018
"Peace Caravan"	NGO" Initiative" Vareš	2019 – 2020
„We go together!"	CARITAS Vareš	2016-2017

Change

Recruitment and enterprises

In this problem of young people, the following segments have been identified where change is needed: There is a negative opinion among young people about the fact that jobs are unjustifiably retained by people who have already met the conditions for retirement, which is most common in non-profit institutions; Lack of entrepreneurial spirit and ideas among young people; Youth unemployment leads to a decline in the quality of living standards, there are family social crises in young families (marital crises, housing, falling birth rates); Underdevelopment of the municipality and a long waiting period for employment.

Social policy and health

In this problem of young people, the following segments have been identified where change is needed: poor social and health care, hopeless position of young people, and the main reason for such a situation is the economic situation and inadequate policy towards young people; Underdeveloped health awareness - young people simply do not put health first, do not visit doctors regularly, consume alcoholic beverages, are not involved in sports activities; Unorganized use of free time; Problems related to the education of young people from social categories.

Education

In the education of young people, the segments where change is needed stand out: Young people are not satisfied with the education system and its implementation; Students are not involved in education reform processes; Students with special needs (high school students) are not included in regular schooling; Inability of young people to engage in extracurricular activities due to transportation; Young people are not sufficiently involved in volunteer and community service; Insufficiently developed awareness and motivation of young people for education; The teacher-student relationship is not satisfactory. Transportation of students from rural areas is not satisfactory. Low level of highly educated young people.

Informing

The problems of young people as well as their needs, where change is needed are: Young people are not involved in civic initiatives and associations, are not members of political parties or sports clubs and are not sufficiently informed about activities in the municipality; Young people rarely visit the official municipal website and rarely get information through the Vareš radio "Bobovac", mostly get information through other websites, Facebook and from friends; Young people did not understand that timely and quality information is a turning point that affects the acquisition of opportunities and chances for better status in society, getting a job, scholarships and the like.

Sport and culture

The problem of sports and culture of young people from the Municipality of Vareš especially highlights the segments where change is needed and it is insufficient awareness and the need for active sports in leisure time as well as insufficient material resources to start sections and clubs in which young people are interested (volleyball, basketball, martial arts, table tennis, winter sports).

Culture

The problems of young people as well as their needs, where change is needed are: young people are uninformed about the possibilities of using free time, content in the field of culture; Young people are uninformed about the cultural and historical heritage of the municipality of Vareš; Young people are indolent and show no interest, and there is an obvious lack of youth self-initiative for cultural activities; Young people are not able to put their creative ideas from the field of culture into action; Lack of youth center in Vareš; Renovation of cultural centers in the villages of Vareš; Unused space and potential of city cinema

Foreseen actions

Employment and enterprises

Due to the large number of young people who do not know the tools of applying for a job, it is necessary to organize a workshop where skills are mastered: writing a CV and a job application letter, communicating during a job interview and emphasizing personal abilities and strengths. Employers usually do not know the situation on the labor market and most often resort to hiring people who are recommended or with whom they have previously cooperated. It is necessary to conduct intensive animation of companies, the private sector, young people registered at the Employment Bureau in order to gain work experience and the process of getting to know each other. There is a high degree of passivity of young people, which leads to a decrease in education and the acquisition of the first work experience. It is necessary to develop a program for the establishment of incubators for young people in the Center for Culture and Education. Organize workshops and trainings for the development of projects and business plans as well as encourage the allocation of grant funds to co-finance projects for starting small businesses in order to encourage them.

Social policy and health

Due to the problem of poor social and health protection of young people, it is necessary to continuously initiate the improvement of social and health protection with the competent authorities. Develop programs that would conduct regular annual systematic examinations of young people.

Due to the problem of reducing the awareness of young people about health, it is necessary to conduct campaigns and health education, especially for problems related to young people such as drugs, sexually transmitted diseases an etc.

Education

Due to the problem of underrepresented forms of non-formal education, the following actions need to be taken: it is necessary to research and analyze the state of needs of non-formal education and in cooperation with the authorities to make a concrete action plan and monitor the implementation of the plan.

Young people are not sufficiently involved in volunteer and socially useful work and therefore it is necessary to conduct a series of workshops and education on the topics of volunteerism; opportunities provided by NGOs; ways of registration of an NGO; concrete action plan, etc.

In the total number of young people, the level of those with higher education is very low, so it is necessary to conduct workshops and lectures on the importance of education and training in certain fields of work.

Informing

Young people are not sufficiently informed about civic initiatives and associations and accordingly it is necessary to conduct promotion actions and strong campaigns on all available communication channels that will affirm and become young people to get involved in activities that will improve the level of information. It is also necessary to carry out actions of education and introduction of young people on the topic "Law on Youth of FBiH". In addition to the above, it is necessary to conduct education on the manner and importance of information.

Sport and culture

Given that this is an insufficiently expressed awareness and the need of young people to play sports in their free time, it is necessary to focus activities on raising basic knowledge and the need for active sports as a means of supporting the development of healthy and capable young people. To this end, it is necessary to take an organized approach to raising awareness among young people for more active participation in sports; Insufficient use of existing sports infrastructure (open and closed spaces, natural resources); Put the existing abandoned facilities in the function of mass sports and youth cultural and entertainment activities; Plan and equip existing facilities with the most necessary furniture (sports equipment); Existing professional staff to organize and direct according to preferences and abilities in the development of individual sports and recreational activities.

Culture

Young people are uninformed about the cultural and historical heritage of the municipality of Vareš and in this regard it is necessary to initiate educational activities in primary and secondary schools, organize round tables and public forums on this topic. Young people are uninformed about the possibilities of using free time, content in the field of culture and it is necessary to conduct active promotion of cultural events in the municipality, and the participation of young people in them. The problem is the unused space and potential of the city cinema where it is necessary to modernize the equipment and create an active cultural center.

Pilot Actions

- Project NEW CINEMA – Develop a center and give it a new cultural meaning like cultural HUB
- Project reconstruction of the sport area – organization and reconstruction of sport filed for various sports and conduct competition among the Youngs from different schools from the region

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Bosnia and Herzegovina have not officially adopted the terminology of smart villages, but in its development and strategic documents, there is a commitment to the development of rural areas - villages in terms of smart prioritization with economically sustainable low-impact technological innovations that provide answers to the needs and expectations of rural communities. The Municipality of Vareš in its strategic development documents contains a commitment to the pipes of sustainable rural development, which includes a participatory approach to development and implementation of its strategy to improve economic, social, and/or environmental conditions, especially by mobilizing solutions offering new clean technologies.

Some of the major infrastructures are:

The municipality Vareš is connected to the surroundings both with roads and rail. With a railway „Droškovac-Podlugovi“it is directly connected to Ploče-Sarajevo-Doboj and further. This line is operational only for the transport of goods. The regional road R 444 Vareš-Podlugovi is connected with the highway Sarajevo-Zenica, ie. corridor Vc, and its branches R 444a Vareš-Podkamensko with Tuzla and Zavidovići and Vareš-Kopjari-Kraljeva Sutjeska with the municipality of Kakanj. The road through Nišići area leads to the road Sarajevo-Semizovac-Srednje-Olovo-Tuzla.

Electricity consumption is divided according to tariff rates into the following categories: households, public lighting, business facilities, and large industrial consumers. When it comes to electricity supply, the entire municipality of Vareš is connected to the network of JP "Elektroprivreda BiH". In the post-war period, a significant sanction was made and the construction of new electricity infrastructure is still ongoing. The overall electricity supply in the municipality is orderly and good. There are no developed sources of renewable energy sources.

The municipality of Vareš has a great potential for producing drinking water, but the water supply of all settlements with drinking water is not at a satisfactory level. The water supply of the population and economy of Vareš and Vareš Majdan is done from several smaller karst springs located on the slopes of the mountains Zvijezda and Perun. The backbone of the public supply of the narrower urban zone for Vareš is the water supply system with an intervention at the Očevje spring in the Krivaja river basin. The water supply system of Vareš and Vareš Majdan are connected into one system and complement each other and serve to supply the urban zone of Vareš. PE “JKP d.o.o. Vareš” manages these water supply systems, but also with 76% of rural water supply systems. The remaining population that is not covered by the public supply system uses water from rural springs and watercourses located in the Municipality of Vareš, where due to poor management and maintenance there are problems in the required amount of water and continuity of supply. All rural waterworks are infrastructurally in very poor condition due to their lack of maintenance and poor management (they are supposed to be managed by local communities), the water is of questionable quality because water is not chlorinated, and most samples of bacteriological analysis sometimes performed by Vares Health Center are defective. In the dry season, water shortages occur in most rural waterworks solely due to poor management. One of the problems in the water supply is water losses of up to about 30% as well as the lack of part of the cataster of the municipality water supply network, which is derived from the main lines through the city, as well as complete sewers. Losses occur due to obsolescence of pipes and other equipment, abandoned apartments and houses, and are mostly of a secondary nature. Forest companies do not care

about the protection of springs and often come to logging within the sanitary protection zones and working to cut through the forest roads near the springs.

Urban development is not accompanied by the appropriate construction of wastewater collection and drainage systems. The municipality sewerage system in the area of Vareš and Vareš Majdan was built without any project documentation, with the basic tendency to reduce the channeled wastewater to the river Stavnja by the shortest route. The municipality has not resolved the issue of wastewater drainage in a satisfactory manner. Only the urban settlements in Vareš and Vareš Majdan have a partially resolved wastewater drainage so that all wastewater is reduced to the Stavnja riverbed, which makes it the main recipient of wastewater, ie the "main open collector". The sewerage network is managed by JKP Vareš. There is also a project of the sewerage network in Vareš and Vareš Majdan, and the construction of the sewerage network is being carried out in phases.

The existing lighting system in the area of the Municipality of Vareš dates from the 50s. It is estimated that about 60% of the population in the municipality is covered by public lighting.

The municipality of Vareš does not have a district heating system. Data on the number of households and plants and plants that use eco-fuels (gas, etc.) in the municipality are not available.

In the municipality of Vareš, there are three telecommunications operators: Telekom Srpske, BH Telekom, and HT Mostar, which offer telecommunications services (fixed and mobile network) and Internet services. The whole area is covered with telecommunication network.

In the Municipality of Vareš there is no measuring station for air quality monitoring, and there is no data on basic pollutants. So far, no measurements have been made in the area of the municipality via mobile measuring stations, which would give current values of aero-pollutants and at least a rough picture of air quality.

The specificity of the area of the Municipality of Vareš is artificial lakes created either by ore exploitation or tailings disposal. Such lakes are located at the Smreka mine (area of approximately 20 ha). Mineral water contaminated with heavy metals threatens water resources, land, people, and buildings located in the endangered area. Acid mine waters are one of the most serious threats to the aquatic environment but unfortunately are rarely treated that way. The environmental dimension of leachate, ie drainage water from mining shafts, has been neglected in relation to the safety dimension attached to this aspect. Surface mines of the Smreka mine and the lead, zinc, and barite mines have the largest amounts of tailings with a significant volume of accumulated water released after sedimentation. In 2015, the EU project "Viable and Alternative Mine Operating System" (VAMOS) was launched, implemented by partners from 9 European countries. The Foundation for Reconstruction and Development of the Vareš Region and the Federal Institute of Geology Sarajevo are participants from BiH. One of the experimental locations of research in this project is the artificial lake Smreka (depth 105 m) created as a result of the exploitation of iron ore in the surface mine. This multi-year development project should help realize the potential of using still exploited European mineral resources or those that have been abandoned. Some of the goals of this project are the development of a revolutionary underwater mining system using robotic devices, design, and construction of prototype robots for underwater ore exploitation, development

of electronic robot positioning and navigation system, experimental testing of devices at selected European mining sites that are closed (including Vareš) but are potentially interesting for future reactivation.

The area of the Municipality of Vareš, according to estimates, has an average generation of municipal waste of 0.7 kg/inhabitant per day. The Public utility company does not cover all households with waste collection, so one part of the waste ends up in illegal (illegal) landfills. 85% of the population in the Municipality of Vareš is covered by the service of waste collection and disposal by JKP Vareš, ie this service is organized in 21 local communities. According to the terrain conditions, the waste is disposed of in bags, household bins, iron barrels of 200 liters, and containers with a volume of 1,100 liters. 315 containers have been set up in the municipality. The problem is often the location of containers for which citizens often have an alternative, as well as their disinfection. Waste from the municipality is disposed of at the Kota municipal waste landfill. There is currently no waste recycling in the Municipality of Vareš, nor are there any companies that deal with recycling.

In the area of the municipality of Vareš, there are significant amounts of "wood waste" generated during the process of exploitation/felling of forests by competent forest management companies. During 2013, activities were started in the municipality on the preparation of a project proposal for the use of biological waste from deforestation. However, this project has not been realized yet.

Urban greenery, ie green areas, and corridors in the Municipality Vareš are endangered by illegal construction and development. There is a small representation of tall vegetation. There is a lack of space for sports and children's play. Many public spaces are untidy. On green areas, wood is disposed of which is used to heat apartments because the municipality boiler rooms are not in function. Public green areas include areas covered with naturally or artificially raised tree plantations, shrubs, flowers, and grass, which are organized as a whole with a network of trails, roads and plateaus, special facilities, and garden and park elements intended for rest and recreation of residents.

Local self-government tasks and administrative tasks within the self-governing scope of the municipality are performed within a single municipal administrative body, ie within three municipal administration services: Service for Physical Planning, Urbanism, Economy and Finance, Service for General Administration, Social Activities and Veterans' Disability Protection; Civil Protection Service. The Municipal Council of Vareš is a representative body of citizens that decides within its competencies and responsibilities. The Council works in accordance with the Constitution, the Law, the Statute of the Municipality, and the Rules of Procedure of the Municipal Council of Vareš. The Vareš Municipal Council has 19 councilors. The municipality has 26 local communities, of which 24 are active. The municipality has a service center established within the GAP (Governance Accountability Project) and funded by USAID, SIDA, and the Government of the Kingdom of the Netherlands. The center has a registrar, protocol, clerk for the economy, clerk for veteran-disabled protection, services of a surveyor within the section for urbanism, and an info desk for all information of citizens. The municipality has an official website, but electronic services, such as the right to appeal, 48 hours, or an electronic registrar, have not yet been established. Citizens have the opportunity to ask questions to the mayor through the website, but this service is mostly used by the diaspora. Citizens are more likely to communicate with the mayor by filling out a request on the info desk, through which they explain why they would meet with the mayor. Most citizens come for social issues.

Change

Business zones and other areas of the municipality

Limited budget funds for investment in infrastructure of both: business zone and other areas of the municipality

Environment protection

Environment protection, underdeveloped management - in the area of the Vareš there are no protected areas and awareness of protection is quite low also there is a low level of knowledge and environmental awareness of citizens. There is a key problem of lacking of funds for financing projects in the field of environmental protection, the authorities allocate relatively small funds for environmental protection projects. The is also a lack of environmental protection associations who are dealing with matters of environment protection

Air pollution

Air pollution and lack of air quality management plan –the government has no plan or management plan on air protection and prevention of air pollution. Here is also a challenge with an absence of a mechanism for monitoring the state of the air.

Water

The is a constant failure to establish sanitary protection zones around local water supply sources. Also there is a problem with lack of wastewater treatment plants in some parts of the municipality and there is unbuilt infrastructure for waste reception and recycling in the municipality of Vareš. Besides this there is an absence of mechanism for monitoring the state of the waters. Since the area of Vareš has industrial logging zone there is a challenge with a water pollution and lack of protection plans. The challenge also occurs with a water supply of suburban settlements, non-coverage of the rural part of the municipality by the sewerage network.

Land and soil

Problem and a challenge are an Illegal construction and illegal landfills, and also with excessive and illegal logging that leads to poor sol quality. Here is also a challenge with an absence of a mechanism for monitoring the state of the land and soil.

Energy

Challenge with a use of alternative energy sources

Waste

Unbuilt infrastructure for waste reception and recycling, the is problem with a disposal of the waste

Foreseen actions

Air protection: in cooperation with the municipality authorities, non-governmental organizations and volunteer services, develop planting and landscaping programs in the area of the Vareš in order to increase air quality and protection and noise protection. Conduct media campaigns and round tables on proper heating systems - use of appropriate fuel and stoves and use of thermal insulation

Environment management: Organize and develop an NGO that will deal with issues of nature protection and environment in Municipality Vareš. Development of an advisory body of local community representatives to advise a government on matters of environment. This advisory body should carry out the activities of a sustainable environmental cooperation program with the community that would lead to the development of Local environmental action plan. It is necessary to develop programs to assist the administration in creating and establishing a central database on the state of the environment in the Municipality Vareš (possibility of voluntary involvement in activities).

Water management: Actively advocate the development of an Action Plan for wastewater management in the rural area of Vareš. In cooperation with authorities develop a plan for the support of the local NGOs in projects of clean rives and waterfowls, sanitation zones and etc. In cooperation with the authorities, organize the cleaning of illegal landfills, their remediation and mapping.

Energy efficacy: Conduct awareness-raising campaigns on soothing, sustainable energy use and its benefits. in cooperation with the authorities, organize rallies on the prioritization of buildings for heating, low-consumption street lighting and the introduction of lighting in rural areas

Land and soil: Rise awareness on usage of pesticides and other harmful substances. Development of the advisory body of local community representatives on land use.

Pilot Actions

- Development of the new NGO who has aim to work on nature protection
- Raise awareness on nature protection
- Conduct campaign on “how healthy nature and environment are important”
- Project build and plant new green line in order to increase air, land and water protection

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

The municipality of Vareš abounds with natural beauties and historical sights, which make this area extremely diverse and attractive. Vareš is rich in archeological sites from various epochs. The first written information about the city appears in the 15th century, and the past of Vareš is evidenced by many cultural and historical monuments, among which the most important is certainly the Royal city of Bobovac[27], which was built in the mid-14th century at 777 meters above sea level. In addition to the old town of Bobovac, there are numerous national cultural monuments in Vareš (declared by the Commission to Preserve National Monuments of BiH): the architectural ensemble of the parish church in Vareš[28]; the historic monument of the church of the Cerement of the Most Holy Virgin in Vareš with the movable property[29]; the archaeological site of Dabravine with remains from the Bronze Age and late antiquity[30]; Architectural ensemble-Workers' settlement Majdan[31]; the historic site of the necropolis with stećak and old nišan tombstones in Budoželje[32] and Necropolis with stećak tombstones Stupni Do, historical area[33]. Also, the one of the most important and remarkable places is the historic area-Forage (majdani) in the village of Oćevije [34]. In the heart of mountain Zvijezda there are Oćevija blacksmiths that are water powered for 800 years. This way of forging iron still exists only in Germany, in Schwarzwald mountains, and because of that the Oćevija blacksmiths is a unique place. In Oćevija village there is also something that is not utilized enough-a gilded reliqium captured in local church. That is a piece of wood from Jesus cross whose credibility was confirmed in the Vatican on 12th July 1778. To all pilgrims who come to this place a full forgiveness is given, and on 3th May there is a festive procession.

The oldest church in Bosnia and Herzegovina or, as the people of Vareš call it, the "Old Church", dedicated to St. Michael, has existed on this site since the 16th century. Among other important cultural and historical monuments, it is important to mention the new church of St. Michael, the mosque in Karići, the stone bridge in Vareš, stećak tombstones from the 16th and 17th centuries and the Chapel at Stogić[35].

[27] Decision No.: 01-277/02 – 06 November 2002

[28] Decision No.: 08.2-6-971/03-5 - 9 October 2003

[29] Decision No.: 06.2-2-40/09-14 - 11 March 2009

[30] Decision No.: 05.1-2-1068/04-4 - 2 March 2004

[31] Decision No.: 07.3-2.3-53/13-48 - 7 November 2013

[32] Decision No.: 02-02-40/09-2 - 21 January 2009

[33] Decision No.: 05.1-2.3-59/14-14 - 1. April 2014.

[34] Decision No.: 04.1-2.3-77/11-21 - 6 September 2011

[35] Development strategy of the municipality Vareš 2017-2026

There are two cultural institutions in the municipality. "Center for Culture and Education" Vareš. Public institution "General Library" Vareš is fully funded by the Zenica-Doboj Canton, and the founder is the Municipality of Vareš. Within the library, there is a department "Native Collection/Zavičajna zbirka", which has the task of collecting and professionally processing all written material from this area. In addition to the launched manifestation "Vareško ljeto", the association "Milo Cipra" from Vareš traditionally organizes the international festival of classical music "Vaclaf" which gathers musicians from Europe.

It is important to mention that the civil society sector could also play a more significant role in cultural programs and projects. Associations in the field of culture and cultural and traditional heritage operate in the municipality of Vareš, namely the Bosniak Community of Culture "Preporod" Vareš and the Croatian Cultural Society "Napredak". In addition to these two associations, the following associations operate in the municipality of Vareš: "Guardians of the Bosnian Crown Bobovac/Čuvari Bosanke krune Bobovac", Association "Sheikh Hajdar-dedo Karic", NGO "Revive Art-Art Animo/ Oživjeti umjetnost-Art animo", Association "Royal City of Bobovac/Kraljevski grad Bobovac", Association "Originally Vareš/Izvorno Vareško". In rural parts of the municipality, the only bearers of activities in the cultural sector are women's associations, which as part of civil society, have an increasingly important role, namely: NGO "Women from Budoželj/Žene Budoželja", NGO "Froum of Women's from Pogar/Forum žena Pogar", "Women of Stupni Do/Žene Stupnog Dola" and NGO "Women of the Municipality of Vareš/Žene opštine Vareš".[36]

The Vareš transversal “Stellar Path” is designed as an organized crossing of the Zvijezda mountain. The “Stellar Path” is designed so that visitors have the opportunity to get to know the most important cultural and historical monuments in the municipality of Vareš. In doing so, the trails lead through the beautiful, preserved parts of the Zvijezda mountain. The special attraction of “Stellar Path” is because they can be visited by mountain bikers and hikers where tourists can visit peaks, beautiful glades and forest paths. Perun Mountain, rise Greda, 1280m above sea level, ideal for paragliding flights. Paragliding competitions are held every year at the precise landing called “Perun Open Air”. Besides this, the Municipality Vareš is on Greenline of Via Dinarica. Mountaineering societies in addition to accommodation offers a number of activities such as fishing, hunting, and hiking. In municipality Vareš is one Tourist Information Center Address: Zvijezda bb, 71330 Vareš Grad, Phone: +38761519846, website: www.visitvares.com.

The municipality Vareš also does not have a proclaimed natural area. However, in accordance with the Spatial plan of Zenica-Doboj Canton there is identified protected areas, for the purpose of recreation, sports, hunting, fishing and tourism: special botanical reserve: the peat area of Mount Zvijezda with a rare endemic trefoil plant mustard and peat moss[37]; Special botanical reserve peat bog "Gilda" on Mountain Zvijezda, size 10ha[34]; geomorphological monument of nature: the source of the river Stavnja[34]; geomorphological monument of nature: Oćevica river waterfall near the village of Očevija with an area of 0.4 ha, with the first, greatest degree of protection[34]; geomorphological monument of nature: Ponikva cave. Through the river, Ponikva flows through the cave, which after sinking again springs as Stavnja. They are located in the side rooms stalactites and stalagmites of interesting shapes[34]; monument of nature, the old linden (old about 300 years, by age and height is a botanical rarity) tree in the village of Očevija[34]; monument of nature giant linden tree in the village of Donja Borovica (It is estimated to be about 350 years old, and its height and appearance also represent a botanical rarity) [34]; monument of nature – four large linden trees in the village of Ivančevo[34]; excursion site Obla glava above Vareš is surrounded by

[36] Culture development strategy in Municipality Vareš 2019 -2024

[37] Official Gazette of SR BIH 4/65

forest and arranged for rest and recreation. Suitable for hiking and cycling and the Doli resort has tourist potential but is a prerequisite tourism development demining area. Under the process is the proclamation of the Mountain Zvijezda as the Protected area which has VI IUCN category. The process is still ongoing. The tourist facilities and the tourist pathways are developed and tourist signalization is well developed with tourist maps and marked roads. Also as for the tourist attractions, Vareš now has one ski lift "Lijepa voda" in area Zarađe.

Some of the households and futures in municipality Vareš regard to the tourism that are examples of good practice:

On the slopes of the mountain Zvijezda, at an altitude of 1000 meters, 17 kilometers from Vares is settled village Ravne. The village is connected by asphalt road to Vareš, and to Sarajevo from the direction of Nišići - a length of 48 kilometers. Rural household “Šadrvan” is owned by family Kapetanović who offers guest accommodation in the village (summer and winter). Visitors have the possibility to organize day trips and visits to cultural and historical monuments in the vicinity.

Household Wigwam is located in municipality Vareš in areas Strica and Zabrđe, at 1,100 meters above sea level. Hosts family Babić, in a beautiful environment, are offering recreational riding for children or adults (seasonally or by arrangement).

“Budoželje” mountain association was founded in 1953. The association has around 50 members and owns a mountain lodge at Budoželje. The lodge is located at 1183 meters above sea level, about 17 km from the center of Breza town. It is situated in dense coniferous forests and can be reached by marked hiking trails or by car. The capacity of the home is 30 beds, as part of the home there is a living room and kitchen. The home is open only on weekends, but it is possible to provide services in workdays if needed.

Rural household Ibrisimovic operates within the Association of Citizens “Guardians of the Bosnian crown Bobovac” from village Mijakovici. The farm is located in the northeast of Royal City Bobovac 1 km away, on the slopes of Mijakovske poljice in the village Mijakovici - at an altitude of 740m. With the museum and library, traditionally proven Bosnian cuisine, Bosnian courtyard built in the royal city, clean air, and smiling hosts will make you forget your everyday life and human experience-worthy vacation.

Gajina kuća is settled on the picturesque village named Strica near the town of Vareš, on the slopes of the Zvijezda mountain - over 1000 meters above sea level. This place is full of fresh air, wonderful landscapes as well as various forest fruits. Enjoy yourself in summer freshness and in winter cleanliness, with the healthy food and hospitality of the hosts! Perun near the urban area of Vareš is not so well-known mountain, but for sure it is a mountain with great potential for tourism development.

Perun is located between Vareš and Bobovac and is one of the iconic places in the belief of ancient Slavs. On Perun is a mountain lodge Javorje which represents a holiday home to anyone who decides to visit them. The lodge is located at 1427 m n/v. Natural surroundings, friendly hosts, and local cuisine will certainly provide you with moments that will long be remembered. This mountain is often frequented by cyclists and motorcyclists and is regularly visited by jeep racers on roads and trails that are ideal for adrenaline sports.

Doli resort is settled on Zvijezda mountain, on the village Ravne near Vareš. Here you will not find expensive restaurants or hotels, but for sure this place is filled with peace and tranquility. It is ideal for those who want to escape from urban life. Ravne village is 45 km far from Sarajevo, on the way to Tuzla. There are other, suburban ways to get here, like the one over Breza.

Očevija is a most famous village where iron is melt and processed in a medieval, pre-industrial way. There are still three active blacksmith families in Oćevija today: Jozeljić, Gogić, and Vijačkić.

In the heart of mountain Zvijezda there are Ocevija blacksmiths that are water-powered for 800 years. This way of forging iron still exists only in Germany, in Schwarzwald mountains, and because of that, the Ocevija blacksmiths is a unique place to visit. In Ocevija village there is also something that is not utilized enough – a gilded reliqium captured in a local church. That is a piece of wood from Jesus cross whose credibility was confirmed in the Vatican on 12 July 1778. To all pilgrims who come to this place full forgiveness is given, and on 3rd May there is a festive procession.

There are also important days in Municipality Vareš: Market Day: Saturday, 16 of August is Municipal Day, “Pekijada” - bake preparation competition is held every year on 10 of August (Saturday closest to the Feast of the Assumption); from 15 till 25 of September every year is held “VaClaf” - Classical Music Festival, in September is also event “Quadijada” - quad ride competition, in September is also event “Friendship Days” - Scout Meetings while 22 an 23 of December Holiday market is being held.

As from the tourist-based project, there are several projects that are the result of the cooperation of the government and NGO sector:

Project name	Realization	Deadline
"Improvement of housing conditions for all in Bosnia and Herzegovina"	NGO Alterural	2016-2019
"Improvement of housing conditions for all in Bosnia and Herzegovina - 2020 - 2023	NGO Alterural	2020-2023
We live peace offering hand man to man	NGO and goverment	2018
Support for socio-economic stability in the Western Balkans region	NGO HELP	2019-2020
Support for creation of conditions for renewal of Bobovac and development of tourism in the municipality of Vareš	NGO HELP	2014-2020
Vareš Classic Festival	NGO Association - Friends of Music "Emil Milo Cipra" Vareš	2013 – continusly
“Pekijada” - bake preparation competition	Extreme Sports Club "Perun Valium" Vareš	2003 – continusly
“Perun Open Air”	Extreme Sports Club "Perun Valium" Vareš	2010- continusly

Based on available data resources on the current state of accommodation in municipality Vareš:

Accommodation[38]	Hotels and similar establishments	Other non-hotels accommodation establishments and bed & breakfast	Airbnb and other shared hospitality networks items
Municipality Vareš	x	Mountaineering, hunting and fishing lodges – total 5 objects with a 159 beds	Private accommodation, rural households, cottages and holiday houses – 29 objects with a total of 95 beds

No. of restaurants and seated sites in Municipality Vareš:

Restaurants[39]	Object name	Indoor space other	Open space other	Total capacity
Municipality Vareš	Sirena	46	50	98
	Mrestilište	30	60	92
	Mlin	60	100	168
	Šećerka Taverna	34	12	52
	Parić	30	0	30
	Buregdžinica	23	0	23
	Slastičarna Alen	8	8	18
	Adin restoran	40	20	64
	Stari dani	26	0	40
	Sirena	46	50	98

No. of the local NGO who are involved in tourist offer and social inclusion is given In table:

[38] Market research: Air bnb, Booking, Trivago and Tourist info centers of municipalities Vareš and Visoko

[39] Market research: Tourist info centers of municipalities Vareš and Visoko and information obtained from municipal administrations

Red Cross of the Municipality of Vareš,
Citizens' Association "Mother Teresa"
Red Cross of the Municipality of Vareš,
Citizens' Association "Mother Teresa"
The association "Humanity
Association of the Blind and Visually Impaired Vareš
Association of Diabetic Citizens of the Municipality of Vareš
Karate club "Vareš
Football club "Vareš"
Extreme Sports Club "Perun Valium" Vareš
Association of citizens PSD "PERUN"
Milo Cipra Citizens' Association
Bosniak community of culture "Preporod" Vareš
Croatian Cultural Society "Napredak"
Citizens' Association "Guardians of the Bosnian Crown Bobovac"
Association "Sheikh Hajdar-dedo Karić",
Citizens' Association "Revive Art - Art animo",
Association of Citizens "Royal City of Bobovac",
Citizens' Association "Izvorno Vareško".
Association of Citizens "Women of Budoželj",
Citizens' Association "Women's Forum Pogar",
Association of Citizens "Women of Stupni Do",
Association of Citizens "Women of the Municipality of Vareš",
Citizens' Association "Women of Uncle and Zarudja
Association of Citizens of "HVIDR",
The first children's embassy "Međaši" Consulate Vareš,
MDD "Merhamet" Vareš,
HKD "Napredak" Vareš,
HKDD "Vareš Branch",
Scout association"Zvijezda" Vareš,
BZK "Preporod" Vareš
Women's Association "Izvorno Vareško”

Change

The most prominent problem where change is needed is: Lack of tradition in the provision of tourist services; Short stay of tourists, one-day visits; Seasonality of the tourist offer; Lack of educated staff in tourism; Insufficient use of information and communication technologies and digital marketing in promotion; Insufficiently developed road infrastructure, primarily poor condition of local roads; Insufficiently developed environmental awareness; Insufficient area of protected areas; Weak economic development and high unemployment rate; Lack of human resources; Gray economy - illegal provision of tourist services; Weak cooperation between the public and private sectors on tourism projects; Absence of a (functional) tourist registration system.

Foreseen actions

Forest protection

Supervision of forest exploitation in the municipality of Vareš and harmonization of the quantity of felling with legal norms by the competent; Promotion of the ecological and social role of the forest through the exploitation of forest beauties in the municipality for the purpose of tourism development; Preservation and protection of the environment, natural and architectural heritage, and other specific diversity of space with increasing its value and responsible management of natural resources; Sustainable forest management and biodiversity conservation, revitalize disturbed parts of forest ecosystems, isolate new and expand existing nature reserves and protected areas with special purpose, eg use of natural potentials forests as a gene pool and natural habitats for educational purposes, arboretums, protected areas, etc.)

Destination management:

developing a network between accommodation facilities and local service providers, creating a network and signing an agreement based on strategic actions; creating a widespread network of services within the village; development of programs for the development of underused public or private buildings and their putting into function of tourism; Creation and development of a "guest house", which would be used as a meeting place, place of events, tastings, exhibitions; establishing a "unique panel" of events on an annual basis, recognizing and training some basic elements of the characteristics of the region in the catering arrangement so as to achieve the "universality of the region" among guests; improvement of gastronomic heritage through networks made up of economic entities, which want to "impress" guests during the tourist routs; implementation of direct interventions by the local government to improve the tourist offer through infrastructure works and promotion; Development of programs for preservation and development of old crafts; Preparation of the register of necropolises "stećak" tombstones and old cemeteries in the area of the municipality of Vareš, their tour, preparation of a brochure and an adequate plan for their protection from destruction and devastation; Installation of an adequate fence around the necropolis of tombstones "*stećak* ", as part of the UNESCO heritage, and old cemeteries in the area of the municipality of Vareš, their cleaning and adaptation for tourists

Development of tourist infrastructure

Adequate marking of new and renovation of old hiking, hiking and MTB trails in the municipality of Vareš; Installation of Via Ferrata - a secured hiking trail on the massif “Velika Stijena – Bogoš”;

Training and education

Training and further education of people in the Municipality of Vareš in the field of tourism, economy of small and medium enterprises, start-up business in tourism; Training of mountain guides in categories A, B, C and D and training of mountain biking guides MTB; Training of tourist guides, to field training of the municipality of Vareš for licensed tourist guides (theoretical - Manual for local tourist guides of the municipality of Vareš and field - going to all tourist places, getting acquainted with accommodation facilities, place where they are as well as with the owners, introduction to catering capacities, the place where they are located as well as with the owners;

Promotion

Development of a destination promotion plan and implementation of the Promotion Plan; Maintaining a promotional web portal of the destination and conducting social media campaigns; Establishing links with travel agencies; Development of new and updating of existing promotional material for tourism in the municipality of Vareš;

Pilot Actions

- Maintaining a promotional web portal of the destination and conducting social media campaigns
- Agrotourism Vareš - To provide the guest with a different experience of Istria through a better reception, individuality, familiarity, to enable him a direct encounter with nature, cultural heritage, all in a rural environment, ecologically still in balance with natural laws.
- Bike tourism - By creating an integral tourist product, we enrich and diversify our tourist product
- The path of health and friendship – VAREŠ - Revitalization of old hiking trails, protection of the route and establishment of a new bicycle and hiking trail for the purpose of tourist development

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

The economy in the municipality of Vareš is underdeveloped and additional investments in development are needed. Now the economy is mostly focused on the wood processing sector and tourism. In an area that was a mining area with a focus on heavy industry, today ore exploitation has been given on concession to two international companies: Eastern Mining and BBM. The food and agricultural segment is mainly focused on food and poultry production, and organic domestic production in rural areas is an additional segment that has been actively developing recently. The production of honey and traditional agricultural products are promising new economy sectors40.

According to the Zenica Doboj Canton official data in the Federal Bureau of Statistics from 2015, 199 craft shops were registered in the municipality of Vareš. From this amount the highest was trade - seals activities, which in 2015 were 33.2% of the total registered trades, followed by trades engaged in hospitality (19.1%), agriculture and forestry (13.1%), and manufacturing (12, 1%). According to the data from the Municipality of Vareš, in 2015 the number of registered farms was 25. This number of registered farms can not be taken as the real number of farms because this number fluctuated throughout the year. Registered agricultural farms have mainly a combined livestock and farming activity and are engaged in the production of milk and dairy products, as well as the production of vegetables and animal feed on their own plots.

Since the economy is undeveloped and in stagnation, the inhabitants of this area are mostly oriented on agriculture and tourism. Rural parts of the municipality Vareš are ideal for agriculture production. In the area of the municipality of Vareš, a large number of food items of a wide range are produced, as follows:

- milk and milk products,

- beef and poultry meat products,

- mill and bakery products,

- juices of various kinds,

- fruits and vegetables for consumption and processing,

[40] Development strategy of municipality Vareš 2017 - 2026

- production of honey and various honey products,

- forest fruits and vegetables and

- other agri-food products

Sown areas of selected crops in the municipality of Vareš (in hectares)[41]:

	Wheat	Ray	Barley	Oats	Corn	Potatoes	Onions	Bean
Municipality Vareš	5	-	6	6	-	60	3	6

Sown areas of selected crops in the municipality of Vareš (in hectares)[42]:

	Cabbage	Tomato	Pepper	Clover	Clover Lucerne	Maize green	Forage beet	Clover grass et.mixture
Municipality Vareš	4	-	-	8	3	-	1	55

Yield of crops, fruit and grapes in the municipality of Vareš (in tones)[43]:

	Apple	Pear	Plum	Peach	Walnut
Municipality Vareš	62	45	-	-	16

Fragmentation of holdings on family farms is one of the elements that hinder the development of specialized (typified) production, the use of machinery, more efficient application of agro-technical measures, and thus more difficult to implement a more organized form of production and increase

[41] Federal Bureau of Statistics of the Federation of BiH - Crop production in FBiH in 2019

[42] Federal Bureau of Statistics of the Federation of BiH - Crop production in FBiH in 2019

[43] Federal Bureau of Statistics of the Federation of BiH - Crop production in FBiH in 2019 (

yields on them. The absence of organized purchase and the problem of placement of agricultural products is illustrated by the fact that there is no purchase center that would take over the obligation to place products from agricultural producers (sorting, packaging, storage, and transport), in accordance with market requirements and in the interest of producers. The exception here is the repurchase of the milk.

Farm Ajanović is located on Planinica, at 1200 meters above sea level, just 10 kilometers from Vares. The farm exclusively deals with the ecological production of milk products from goat milk. Goats are fed only by grazing to 1200 meters, and the conditions are ideal, just as one goat needs. With their efforts and work, Mirnes and Dženana Ajanović gained the trust of consumers with quality, tasty and healthy products.

The farm "Zaruđe" is located near Vareš and is registered as an agricultural craft. In addition to their own cow farms on the slopes of Mount Zvijezda (1,270 meters above sea level), milk is purchased from the local population. This small farm has become famous for its smoked cheese as well as fresh whole-grain cheese.

Ecofarm Duboštica is engaged in the cultivation of medicinal plants. Ekofarma is a family business with a tendency to expand, because they make products from medicinal herbs such as balms, syrup to strengthen immunity, Bronhomed, calendula, and comfrey creams, and they have a large selection of teas.

The company Bionatura Vareš is engaged in the production of dried and fresh conventional pasta, organic production and processing of crops primarily cereals: buckwheat, wheat, rye, barley, spelled, oats, etc. In addition to growing cereals, company Bionatura also collects forest fruits which later on places on market.

There is also an association of beekeepers in this area, which gathers producers of honey and honey products. The company was created to facilitate the placement of products and improve the knowledge of beekeepers

The company MPM d.o.o. Vareš is engaged in the production of the bakery, cakes, and confectionery products. this company owns one bakery and five stores to market its products.

Also here is located one water filler "Kraljevska voda" which is filled by the company Kraljevska d.o.o.

The company "PROFI TEX" d.o.o. Vareš is engaged in textiles and textile production. ProfiTex d.o.o. Vareš mainly sells fashion clothing for businesswomen and men, and in its range offers a wide selection of "heavier" clothing from skirts, dresses, pants, suits, suits, shirts, jackets to coats for women, and pants, suits, jackets, jackets and a coat for men.

Also, there are wood processing companies and construction companies that operate in this area. Companies like SeanTech Bosnia doo Vareš that have major core business in construction and engineering, hardwood Daštansko Vareš – wood processing, hardwood, and construction company

Kapetanović d.o.o., hardwood and wood processing company Faam doo Vareš, Ekva d.o.o Vareš is a company for the production and sale of electrical installation materials, company ”Naha” d.o.o. Vareš that operates with wood processing and production of wood materials and others.

But the major company that operates in this area with regard to woodcutting is PE "Vareš forestry" that operates under the public enterprise “Forest Company ZE-DO”.

Change

The most prominent problem where change is needed is: Mostly neglected properties; Low percentage of agricultural land use; Unarranged road infrastructure; Great distance from larger potential buyers; Lack of organized form of agricultural production and product placement (agricultural cooperatives); Fragmentation of agricultural areas-plots; Insufficient use of agricultural land; Technological obsolescence; Insufficient domestic production of seed, planting and other raw materials; Inadequate application of agrotechnical measures in agricultural production; Customs duties: insufficient protection of domestic production, uncontrolled import of agricultural products; Weak support for domestic production from higher levels; authorities; Departure from rural areas; Lack of favorable credit funds; Large areas of degraded agricultural land and insufficient reclamation of the same; Ecological situation in the environment of economic capacities; Uncontrolled use of protective equipment; Non-compliance with the Law on Agriculture; Indifference to the purchase of domestic products (insufficient awareness of the citizens of Vareš, and BiH about the importance of domestic products); Extensive agriculture; High VAT rate in agriculture; Low purchasing power of the population; Expressed underdevelopment of final processing; Weak participation of citizens in forest conservation (logging, pollution, burning, etc.) and non-compliance with the Law on Forests of Ze-do Canton; Obsolete forest machinery; Concessions on forests, and non-refund of money from concessions to the municipality; Small return on deforestation; Failure to recultivate surface mines; Poorly organized forest management companies

Foreseen actions

Development of agriculture and eco agriculture

Formation of agricultural cooperatives/cluster; Utilization of uncultivated land for livestock development in hilly and mountainous areas; Protection, valorization and promotion of typical Vareš agri-food products; Organic food production in the municipality of Vareš needs to be developed using natural advantages, previous experiences, available staff and institutions and positive legislation; Encourage and develop the implementation of development programs for the production of organic food, encouraging the processing, standardization and marketing valorization of organic typical, traditional and indigenous products with the aim of creating a recognizable brand of Istrian organic product; Create incentives for the incorporation of new technologies and control of ecological production by stimulating measures of agrarian policy and harmonization of measures at the local, regional and national level; Establishment of a database on agricultural resources in the municipality

Product market and placement

Establishment of a transparent central database on agricultural and organic production; such as applicable regulations, standards and procedures, list of organic producers (agricultural production units, processors, shops, importers), annual production plans

Establish a purchase station and organize the purchase of milk, herbs, vegetables, berries and other agricultural products, thus creating conditions for more intensive agricultural production.

Thematically unite regional entities through institutionalization or project tasks, and establish the Advisory Council for Organic Production of Vareš, the Consortium of Producers and the Advisory Center for Sustainable Development and Production of Typical Products

Initiate the creation of public - private partnerships in order to spatially and economically valorize organic production and protect the general social interest.

Organization of fairs, exhibitions, production of various promotional materials; Support for publishing (books, brochures, magazines); media campaigns; making video films, CDs; Create preconditions for the installation and implementation of educational programs of ecological production in all levels of the educational system, including the production / publication of professional literature;

Education

Organization of educational courses, lectures, workshops, round tables; establishment of regional ecological production units (eg eco-centers) for education and practice (mixed agricultural holdings with a suitable type of diversification; eco-tourism, recreation, crafts, on-farm processing, etc.), Creation of experimental polygons-family farms for professional and practical training for agricultural and eco-production, which in cooperation with associations, cooperatives, schools and scientific-educational institutions would be used for education (workshops, training, practice) and research and improvement of organic production; Introduction of ecological production subjects at appropriate vocational and higher schools; Initiate a ban on the use of pesticides and GMO seeds.

Economy

Optimization of procedures for business registration and procedures in the implementation of investment projects; Stimulating greenfield and brownfield investments; Support for project development through Public-Private Partnerships; Education of entrepreneurs on the development of small and medium enterprises; Creation of an Info Bureau for providing information on starting a business and which would educate people who are interested in starting their own business; Establishment of a business information database; initiating incentive measures for the development of entrepreneurship and crafts: - exemption from fees - facilitation of procedures for obtaining approvals and permits - development of a system of financial support for small and medium enterprises (initial material resources, etc.); Organizing trade for the purchase and placement of products and services; Strengthening institutions that support economic development; Establishment of institutions such as a “one-stop-shop” (all in one place) that will help with the

registration of companies; Raising awareness of entrepreneurship through lectures in primary and secondary schools; Create a program for the use of non-timber forest resources;

Pilot Actions

- Formation of agricultural cooperatives/cluster
- Thematically unite regional entities through institutionalization or project tasks, and establish the Advisory Council for Organic Production of Vareš, the Consortium of Producers and the Advisory Center for Sustainable Development and Production of Typical Products
- Education and promotion

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: **Department for Development and International Projects of Zenica-Doboj Canton (PP6)**

Municipality of Visoko
Region Zenica-Doboj Canton

Country Bosnia and Herzegovina

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

The town Visoko is inhabited with approximately 39,361 residents, located in 88 small communities.

Local economic development includes a special focus on the development of human resources, as the basic resource of any economy. The potential of local economic development of the town Visoko should be monitored and adequate development and investment in human resources in order to achieve the set strategic goals. Without investment in education and training of the workforce, local economic development will be lacking in potential. The Town Visoko carries out activities on retraining and vocational training programs in close cooperation with local companies and employers whose jobs can provide practical training. Such professional training programs designed based on the needs of the local, private, and public sectors should be aimed at different target groups, given that in the town Visoko the leather, textile, and automotive industries are in the lead and the target groups are from these areas. In the previous period, the Town Visoko had programs of professional training and retraining of workers in which it included companies from the town Visoko, namely: Prevent Visoko, Alma Ras d.o.o. Visoko, Sinerga d.o.o. Visoko, D&U Company Visoko, made in cooperation with the USAID Sida GOLD project. The Town Visoko, as a partner and signatory of the Partnership Agreement in the implementation of the USAID SIDA GOLD project, participated in professional training for the employment of workers for the needs of Prevent BH and Company D&U in order to create conditions for employment of unemployed persons from Visoko. Also, through additional training and education, as part of the project implemented in Visoko, 80 people were employed in Prevent BH, which makes a total of 143 new jobs. The project of professional training, preparation for work, and employment of seamstresses for the needs of the company "Alma Ras" d.o.o., plant in Visoko began with the signing of the Partnership Agreement in December

2014, which enabled co-financing of the project by stakeholders. Candidates who have successfully completed the training have acquired the required knowledge and skills, ie they are able to independently operate sewing machines by performing operations in the production process. This resulted in the hiring of 151 new workers, as provided for in the said Agreement. "Vocational training, preparation for work and employment of shoemakers for the needs of Sinerga doo Visoko" is the name of the partnership agreement between the Government of ZDK, the Town Visoko, the Federal Employment Agency, USAID Sida GOLD Project, Sinerga doo, and the Regional Development Agency for Central BiH region. Synergy through the implementer, the Regional Development Agency for the Central BiH region - REZ Agencies are implementing a program of professional training of 33 candidates, ie preparation for the work of unemployed persons for the profile of shoemakers, based on which twenty-seven (27) new workers would be employed. A reliable workforce profile will serve both the local government and the business sector in further planning when it comes to investing in the education and training of the workforce in accordance with the needs of the labor market. This analysis and workforce profile should be correlated with the analysis of the needs of employers in the private and public sectors so that based on the key findings of such an analysis, educational programs based on the real needs of the economy can be planned and designed. Cooperation on this issue should certainly include educational high school centers in the town Visoko, and so far, the town has included a mixed high school in neighboring cantons, in order to design programs for the future workforce that would be in line with the needs of the economy. The Town Visoko is considering the possibility of establishment of an Adult Education Center for the purpose of pre-and additional training of the workforce in order to increase their competitiveness in the labor market. Such a project could be the result of a public-private partnership, and good and successful experiences from other cities and countries can serve as inspiration in implementation. Cooperation with the private sector would be crucial not only to align with their labor needs but also to be able to organize the practical training necessary to acquire certain knowledge and skills. A special target group of the town Visoko is certainly the young population of entrepreneurs. For this purpose, the Town Visoko is analyzing the possibilities for establishing a Center for Youth Entrepreneurship, which would be a place where young entrepreneurs could develop their business ideas and with the support of municipal and other resources implement them through testing and experimentation. Human resources development certainly includes professional development of Visoko local government employees, in order to continuously develop knowledge and skills needed for the implementation of this and other strategic documents, as well as local government management in accordance with the highest EU standards of integrity and good governance. These standards include high competence of employees, their responsibility, transparency in work, ethical behavior, adequate information, the involvement of citizens in decision-making, cooperation with various actors of the civil and business sector, and elimination and prevention of all forms of corruption and corruption behavior. The aim of the agreement is better efficiency of the functioning of the labor market, strengthening the institutional capacity to connect the field of labor and education. In cooperation with the Mixed Secondary School "Hazim Šabanović" from Visoko, in the previous period, a training program in non-formal education for acquiring knowledge and skills for the job of a shoemaker was developed, after which the candidates went through the training process, 63 people were hired for permanent employment in Company D&U.

Moreover local government has a several programs for the local communities like: Care of the elders (through the social policy-take care of the health security, accommodation, certain financial assistance and etc.), People with disabilities (though the daily center specially design for such persons; which also serve as a school for them), Health and social protection (Public institution Health Center Visoko and Public Institution Center for Social Work Visoko also though the social policy design to help individuals and families with low income), education (preschools (Public institution for the preschool education), elementary schools (Elementary school "Kulin Ban" Visoko; Elementary school "Safvet-beg Bašagić" Visoko, Elementary school "Alija Nametak" Buci, Elementary school "Mula Mustafa Bašeskija" Donje Moštre, Elementary school "Mehmedalija Mak Dizdar" Dobrinje, Elementary school "Musa Ćazim Ćatić" Veliko Čajno, Elementary school for music education "Avdo Smajlović" and high schools (Gymnasium "Visoko", Mixed Secondary School "Hazim Šabanović", Franciscan Classical Gymnasium, Madrasa "Osman ef. Redžović), Culture and sports (culture: Visoko

Homeland Museum, Visoko Center for Culture and Education, Visoko City Library, City Cinema; sport: PI KSC "Mladost" Visoko, City Stadium of the Port of Visoko and Partizan Hall) and NGO involvement (The direct involvement of Government and NGO (205 NGO and associations several projects like "High Summer"; "Days of Zaim Muzaferija"; Manifestation "Elementary School Day").

Change

For the purpose of social development, special attention should be given to maximizing its most important strengths related to increasing the number of young people with higher education, development of communal infrastructure, and putting into social function-rich natural and cultural-historical heritage and opportunities related to quality connections, and relations with the diaspora, and the development, strengthening, and involvement of the non-governmental sector. On the other hand, the town government should make efforts to minimize the main weaknesses and threats that may affect social development. The present weaknesses are related to the outflow of young people and insufficient institutional, organizational, and spatial capacities for social activities limited space for social and free activities of young people and slow and inefficient local administration. Changes are needed mostly relate to the unfavorable political climate and the relationship of higher levels of government with local levels, and bribery and corruption as the main obstacles to socio-economic development.

Identified threats in terms of social development and representational social cohesion:

Schools and education

Poor schools' equipment and basic infrastructure. This problem is especially highlighted in the outskirts of the town of Visoko. High schools in this area also have a problem with school equipment but also with a lack of main infrastructure such as heating; sports halls, etc. In education at all levels, the problem is the inadequate school curriculum in job-oriented schools.

Insufficient prevention in health care

Due to the reduced number of employees in health care institutions, targeted education and prevention in order to protect health is lagging behind. In addition to the lack of education, most seniors over 65+ do not go for regular systematic checkups. In addition to this, the big problem is the lack of a family planning department, so the local population remains uninformed where they can seek advice and necessary measures.

Insufficient offer of cultural contents

Cultural facilities are an important aspect of any local place of residence. Although there are already certain cultural events, the offer remains quite low. Non-governmental organizations mostly have a problem with the continuity of funding, so the projects they implement are mostly one-off.

Infrastructure for sports and recreation

Although a large number of sports associations operate in the area of the town of Visoko, there is a big problem due to the lack of sports halls, sports fields, sports equipment (basic), so that clubs mostly procure equipment themselves.

The attitude of the population towards the built social and urban infrastructure

Very low awareness of the built infrastructure due to the fact that the private interests of individuals prevail. It is necessary to conduct education on this issue.

Participation of the population and the civil sector from the level of local communities to the level of the City

Low degree of involvement of the local population in the work of the administration and the work of decision-makers. The local population believes that there is no possibility of involvement in the work of the City Council or that they can influence changes in society.

Social inclusion

It is necessary to build a special relationship with vulnerable/marginalized categories of society. The city does not have a developed strategy for including such categories in the any programs, nor a strategy for employing such persons.

Passive attitude towards opportunities (Poor targeting of social assistance and other means for social development; Orientation to help as a permanent existential solution)

Due to the high level of corruption, the population has a lethargy view of the whole situation. Socially vulnerable categories face problems where the town authorities' re-direct funds intended for programs of these categories of society to other programs of the town, as well as a problem where due to lack of employment programs and social inclusion they mostly rely on financial assistance.

Lack of adequate care for the elderly and infirm and people with special needs

There is not a single home for the elderly and infirm in the town area. In addition to this problem, primary medical care for these individuals is at a very poor.

Unfavorable demographic situation: outflow of young and educated staff from rural areas

There is a high rate of young people leaving this area and going to the larger cities. The reasons for this are the reduced employment opportunities and the unrealistic attitude of employers towards trained staff.

Insufficient support and involvement of the non-governmental sector in the spheres of social development

The non-governmental sector is under constant pressure because they cannot achieve equal funds for continuous work and active action. Most NGOs operating in this area do not have a clearly defined action plan so they operate in several society branches.

Foreseen actions

Digitization of society: a program in which the town administration and communication with local community is fully digitized. Special attention here is paid to all aspects of digitalization of remote local communities as well as their and whole education.

Integrating activities and capacity building for local development management: by forming local community advisory councils that would help town authorities with their proposals for activities. This would be a key action to hear the voices of all local communities equally based on inputs received from the advisory council.

Public-private partnership: A particularly important segment in the process of planning the development of the town; a model based on the equal participation of private sector/units and authorities (win-win basis model)

Raising the level of knowledge and skills for the purpose of easier employment: The introduction of retraining or qualification programs would create the conditions for dedicated employment. The network of school programs is an ideal program because it includes part-time paid jobs for teachers and experts in various fields without relying on general formal education alone.

Improving working conditions and the quality of education: Most educational institutions spend more money on programs that could be done voluntarily. Undertaking the obligation of arranging green areas or maintaining schoolyards would reduce the funds spent on maintenance that can be redirected to the purchase of equipment.

Enabled quality and adequate access to social and health care: through volunteer work tour of all vulnerable and social categories of society with mapping their needs in cooperation with town authorities. Encourage health care and city authorities to introduce mandatory systematic screening for those over 65+ every 2 years.

Inclusion of children, youth, women, the elderly, minority groups, the disabled: develop special inclusion programs in cooperation with the town authorities. Programs should initiate their safe return to society and their further development

Strengthening the civil sector: to organize as a group of NGOs that act together but each in its own segment of activity.

Development of sports activities and programs: In cooperation with the city authorities, launch an initiative for arranging and creating new areas for sports fields for various sports and continuously implement activities in filed of sports programs

Development of cultural programs: Develop cultural programs through various performances. Raise people's awareness of the beauty and richness of the cultural heritage of this area. Organize civil society groups to work more strongly in the field of program creation and attracting cultural programs from other parts of the region.

Pilot Actions

- Digitalization process: Education programs
- Voluntary work around the school buildings – young dads in actions
- Development of the bonds with other cultural societies from the region and their performance in town Visoko – rise a bond with other cultural institution and NGOs to raise a level of the cultural sphere in town.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

In the past few years, young people in the town Visoko have been organized through various formal and informal entities and organizations. Young people were as active as the environment in which they live, work, or work, as well as the current socio-economic development of the municipality. Young people can influence final decisions and improve the overall situation in society. The Town Visoko strives to help young people and associations through various activities in accordance with its capabilities. One of them is the Public Invitation that the Town publishes to non-governmental organizations and foundations for submitting project proposals that will be financed or co-financed, and some of them are:

a) Transfer for organizing cultural and sports events and activities
b) Transfer for youth, educational and research activities, for projects in the field of education, projects for young people, and for research activities
c) Transfer for citizens' associations, for projects of social inclusion, gender, human rights, rights of minority groups, fight against poverty, and projects for development and improvement of the position of young people.

Every year, the Town Visoko allocates certain financial resources from the budget to support students and young people. There are many youth associations in the town Visoko that actively work and promote volunteerism, civic activism, youth and humanitarian work of its members to achieve common goals and objectives, based on their program goals. The goals and activities of the Youth Association are:

1. Promotion of volunteerism, civic activism, youth, and humanitarian work; directs its activities to the prevention of all forms of racial, gender, ethnonational and other discrimination;
2. Undertakes activities to improve the cultural and entertainment life of young people; assists in the promotion of Bosnian culture and tradition;
3. Undertakes activities aimed at preserving the human environment and improving environmental awareness, in a way that initiates various environmental actions;
4. Provides assistance to the elderly and infirm, and children without one or both parents or guardians, by organizing various humanitarian actions; organizes seminars, training, conferences, and other forms of education and exchange of experiences and knowledge between members of the Association; exchange of experiences with the same or similar associations and organizations in Bosnia and Herzegovina and abroad
5. Taking constant care of cultural development and undertaking activities to achieve goals and tasks development of culture and art in the territory of its activity
6. Establishment of intercultural and interreligious cooperation and mutual acquaintance of young people at the local, regional, inter-entity, and national plan
7. Encouraging and strengthening volunteer and humanitarian work.
8. Establishing cooperation with other domestic-related associations and organizations.
9. Establishing cooperation with scientific and professional institutions in order to improve the development and use of human potential.

10. Improving environmental awareness and initiating and supporting environmental activities and promoting the cultural and entertainment life of young people.
11. Improving the knowledge and activities of young people in the field of human and civil rights and gender equality.
12. Nurturing a culture of peace and ethics of living together in Bosnia and Herzegovina.
13. Promotion of cultural creativity of young people and support for the development of creative and artistic skills of young people.
14. Raising the level of general information of young people and their involvement and active participation in structures public opinion at all levels

"Many men show" festival is reflected in Visoko. It is a festival of multidisciplinary character, with an emphasis on art and creation. The project had several important goals, and the main ones are promoting cultural events, developing creativity and creating new ideas, as well as connecting creative individuals and groups, and using the potential of certain spaces and materials. Of course, one of the goals was to encourage young people to volunteer and actively participate in the creation of social and cultural events.

The festival offers a rich program of cultural and sports activities, such as exhibitions, workshops, film screenings, sporting events, design, concerts, plays, etc. This event was the result of joint work of several most active associations in the High and brings together young, interested people. and encourages cooperation and exchange of ideas. This project attracted a large number of volunteers and young activists, and excellent cooperation and results were achieved.

There is also a Municipal Youth Council, which is composed of the NGO sector, which directly provides instructions to the Municipal Council on the needs of young people in this area.

Young people most often need information about employment and education opportunities, as well as opportunities to spend their free time. In addition to television, young people most often use the Internet for information on education, and print media for information related to employment, political and cultural events, and scholarships, with an increased tendency to use the Internet as the primary channel of information.

Change

Threats identified as significant are:

Economic and social security At present, young people cannot achieve economic and social security through easier access to the labor market and employment because market-access is quite precarious and is conditions are often too demanding.

Quality education Young people currently have some access to quality education. The big problem is that the curriculum is outdated and does not meet the needs of the market

Participation in decision-making processes Young people are to some extent active, motivated and proactively involved in decision-making processes, community development and policy-making and implementation. The problem is the rapid decline in the number of members of the youth council that communicates directly with the authorities.

Youth health Young people are in good health, safe, and have access to an adequate support system for the transition to adulthood and self-realization. The problem is the lack of a primary health care program in the whole.

Cultural program and facilities for young people. Due to the relative proximity of the main capital Sarajevo, young people have some access to quality cultural content as creators and consumers. It is necessary to develop programs and gatherings for young people who would be the bearers of cultural programs and content

Youth Policy At present, an effective normative and institutional framework for the implementation of youth policy has not been established.

Foreseen actions

Informing young people in order to facilitate access to the labor market: It is necessary to create programs together with the authorities in which to identify the needs of employers and present them to young people in an innovative way. Also, a job application education program needs to be designed for young people. It is necessary to educate employers about the benefits of youth employment and the framework for the employment of young people with disabilities. Develop networking programs for young entrepreneurs and the development of coworking spaces for new entrepreneurs as well as encourage the development of start-ups. Develop programs of rising an entrepreneurial spirit in high school students. Implement programs in the field of career guidance for young people.

Non - **formal education** Implement accredited professional development programs for teachers on the following topics: prevention of online violence; application of modern learning methods using ICT technology; psycho-social support to students in stressful situations; Working with children with disabilities, Peer and gender-based violence; Prevention of radicalism and violent extremism. Develop and encourage programs to change the concept of service learning. Develop and implement programs to inform young people about the possibilities of proving knowledge and skills in order to acquire professional qualifications and key competencies. In cooperation with the authorities, develop programs to include the number of students to conduct practical classes with the employer while improving the competencies of organizers of practical education in schools and promoting examples of good practice in the field of cooperation between schools and employers and learning by doing.

Development of Youth participation culture: Create programs and implement innovative methods to encourage active participation of young people in decision-making processes, with the obligatory inclusion of young people from vulnerable groups. Develop and promote new online platforms and channels for information, consultation and participation of young people. In cooperation with the town authorities, hold events (fair, conference, panel, etc.) in order to promote and affirm youth activism, youth policy, as well as good practices at the local, national and European level. Work to empower

young people to actively contribute to the promotion of the values of peace, tolerance and social cohesion through trainings, exchanges, events and other innovative methods.

Youth Health: Establish a program of effective cross-sectoral information and counseling bodies for young people and parents. Work on networking of existing public and youth health services. In cooperation with the authorities, develop a Youth Counseling Center and promote Youth Counseling through social networks. Develop programs to promote sports among young people. Develop and encourage programs to support and involve young people through scientifically proven programs for the prevention of drug abuse and drug addiction. Encourage, implement and develop youth inclusion programs, develop programs through learning about HIV / AIDS and other sexually transmitted disease prevention

Youth and culture: Work on the development of cultural content, outside cultural centers, as a model of accessible cultural events for young people. Conduct research on the cultural needs of young people in order to create conditions for active participation in the process of creating and consuming cultural and artistic content (ensembles, choirs, drama sections, film and music production, street art, etc.)

Youth policies: In cooperation with the town authorities, conduct continuous monitoring of the implementation of supported NGO projects. Conduct research on the needs and position of young people. In cooperation with local authorities, create online platforms in order to promote, inform and involve young people in the creation and implementation of youth policy. Support the work of the Youth Advisory Council in all possible ways.

Pilot Actions

- Networking programs for young entrepreneurs and the development of coworking spaces for new entrepreneurs
- Career guidance for young people
- Establishment of the effective cross-sectoral information and counseling bodies for young people and parents
- Events (fair, conference, panel, etc.) in order to promote and affirm youth activism, youth policy, as well as good practices at the local, national and European level
- Support the work of the Youth Advisory Council

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Bosnia and Herzegovina have not officially adopted the terminology of smart villages, but in its development and strategic documents, there is a commitment to the development of rural areas - villages in terms of smart prioritization with economically sustainable low-impact technological innovations that provide answers to the needs and expectations of rural communities. The Town Visoko in its strategic development documents contains a commitment to the pipes of sustainable rural development, which includes a participatory approach to development and implementation of its strategy to improve economic, social and/or environmental conditions, especially by mobilizing solutions offering new clean technologies. The Town Visoko has also adopted the Action Plan for Sustainable Energy Management and Adaptation to Climate Change (SECAP) of the town Visoko for the period until 2030.

Some of the major infrastructures are:

The town Visoko is connected by road infrastructure with other parts of Bosnia and Herzegovina through highway and railway corridors. It is located in the vicinity of the corridor Vc. The A-1 highway currently connects the town Visoko with Zenica-Doboj Canton in one direction and with Jošanica-Vogošća in the other. Primary road M17 connects it to Sarajevo, while several regional roads connect it to the other neighboring municipalities. The town is also stretching along the railway route Sarajevo-Zenica.

Electricity consumption is divided according to tariff rates into the following categories: households, public lighting, business facilities, and large industrial consumers. When it comes to electricity supply, the entire town Visoko is connected to the network of JP "Elektroprivreda BiH". In the post-war period, a significant sanction was made and the construction of new electricity infrastructure is still ongoing. The overall electricity supply in the town is orderly and good. There are no developed sources of renewable energy sources, but town Visoko is planning to give concession on 4 Mini hydro plants on the river Bosna.

There is no built-in district heating system in the town. The town and its population use gas and traditional individual, decentralized heating sources (on wood, wood chops, coal and etc.).

The town Visoko has three telecommunications operators: Telekom Srpske, BH Telekom, and HT Mostar, which offer telecommunications services (fixed and mobile network) and Internet services. The public company PE “BH Pošta”, “Pošta Visoko”, operates in the municipality, whose activity is postal traffic and the development of postal activity in the town and beyond. There are several IT companies that operate in area like Intercomp d.o.o Visoko.

On the territory of the town Visoko, there is currently an organized city water supply system, which includes the area of the urban zone and some suburban settlements and urban areas, with organized management through the work of the Public Utility Company "Visoko" Visoko. The city

water supply system consists of: the Vrutak spring zone with water pumping and preparation facilities, Vrutak and Pertac I pumping stations, Pertac I (3,200 m3), and Pertac II (600 m3) reservoirs, and primary and secondary network pipelines with a total length of about 50 km. The spring "Vrutak na Bucima", about 5 km upstream from the city, is located along the river Fojnica and represents the main source of water from which the water supply of the population from the urban zone and some suburbs. This spring supplies 60% of the town Visoko. Currently, 5,100 households and 600 business entities are supplied from this system, of which 720 are households in suburban local communities. The rest of the town in terms of water supply relies on local water supply systems. These local systems are not in the integrated system of the Public Utility Company. According to the records, the townVisoko has 223 local water supply systems through which 27,769 users are supplied.

The issue of municipal and industrial wastewater has not been resolved in the town Visoko. Due to the lack of sewage system, non-purification of wastewater, leakage from old pipes, and poor maintenance of septic tanks, watercourses, soil, and groundwater are polluted. The issue of waste and fecal waters of the narrower urban part of the city, which has an old and dilapidated sewerage network, has been partially resolved. Due to the age of the sewer system, leakage occurs inside and outside the pipes. Separation and treatment of wastewater are one of the biggest environmental problems of the municipalities of Visoko. Given that the capacities for the development of industrial production, especially leather, automobile, construction, and food, are large, this problem is a priority. The town currently does not have an adequate form of wastewater and fecal water treatment. A strategic challenge is the construction of collectors with treatment and construction of secondary sewerage networks in the city, organized resolution of wastewater issues (collectively or through septic tanks) in rural areas. Also, the further development system for wastewater and its treatment will affect the development of agricultural and industrial plants.

The Visoko has entrusted the collection and disposal of waste to PE "Visoko" Visoko. The townVisoko has signed an agreement with the regional landfill Mošćanica on the disposal of municipal waste. JKP Visocica performs organized collection and removal of municipal waste in the city area and part of suburban settlements. About 50% of the population is covered by organized waste collection and disposal, once a week, six days a week. With the Decision on Amendments to the Decision on Municipal Order in order to increase the coverage of the territory of Visoko town with organized waste collection services, it was extended to settlements outside the city area that are connected to the city water supply system and have not been covered by organized collection and collection of municipal waste.

Change

In the town Visoko there are a number of challenges when it comes to viability and system integration: the problem of water supply and unresolved issue of waste disposal: a number of local communities do not yet have access to drinking water and the part that has access has a water supply network but the system is too old.

Unresolved property and legal relations (significantly affects the economy and agriculture) and fragmentation of possessions, a large number of estates are privately owned and due to the small area surface they are not cultivated.

Insufficient qualitative and quantitative capacities of the city administration that can follow the needs of the economy. Administrative capacities are quite low and require redistribution of tasks and responsibilities of officials.

Business zones and other areas of the city

Limited budget funds for investment in infrastructure of both business zones and other areas of the city

Environment protection

Environment protection, underdeveloped management - in the area of the town Visoko there are no protected areas and awareness of protection is quite low also there is a low level of knowledge and environmental awareness of citizens. There is a key problem of lacking of funds for financing projects in the field of environmental protection, the Authorities allocate relatively small funds for environmental protection projects.

Air pollution

Air pollution and lack of air quality management plan – Since there is industry area that is developed, the city government has no plan or management plan on air protection and prevention of air pollution. Here is also a challenge with an absence of a mechanism for monitoring the state of the air.

Water

The is a constant failure to establish sanitary protection zones around local water supply sources. The challenge also occurs with a water supply of suburban settlements, non-coverage of the rural part of the town with the sewerage network. Also, there is a problem with lack of wastewater treatment plants in some parts of the town and there is unbuilt infrastructure for waste reception and recycling in the town Visoko. Since the area of city Visoko has industrial zone there is a challenge with a water pollution. There is challenge with an irregular maintenance of river flows and a lack of protection plans. Besides this there is an absence of mechanism for monitoring the state of the waters.

Land and soil

Problem and a challenge are an Illegal construction and illegal landfills, and also with excessive and illegal logging that leads to poor sol quality. Here is also a challenge with an absence of a mechanism for monitoring the state of the land and soil.

Energy

Challenge with a use of alternative energy sources, SECAP implementation (sustainable energy action plan)

Waste

Unbuilt infrastructure for waste reception and recycling in the city of Visoko.

Foreseen actions

Air protection: in cooperation with the city authorities, non-governmental organizations and volunteer services, develop planting and landscaping programs in the area of the town Visoko in order to increase air quality and protection and noise protection. Conduct media campaigns and round tables on proper heating systems- appropriate fuel and stoves and use of thermal insulation.

Environment management: Development of an advisory body of local community representatives for the implementation of the Local Environmental Action Plan of the town Visoko. This advisory body should carry out the activities of a sustainable environmental cooperation program with the community. It is necessary to develop programs to assist the administration in creating and establishing a central database on the state of the environment in the town Visoko (possibility of voluntary involvement in activities). In line with that development of the sub- website of the main site town Visoko -Eco information system active local participation and reports on environment

Water management: Actively advocate the development of an Action Plan for wastewater management in the rural area of the town of Visoko. In cooperation with authorities develop a plan for the support of the local NGOs in projects of clean rives and waterfowls, sanitation zones and etc. In cooperation with the authorities, organize the cleaning of illegal landfills, their restauration and mapping.

Energy efficacy: Conduct awareness-raising campaigns on switching on more sustainable energy use and its benefits. In cooperation with the authorities, organize rallies on the prioritization of buildings for heating, low-consumption street lighting and the introduction of lighting in rural areas

Land and soil: Rise awareness on usage of pesticides and other harmful substances. Development of the advisory body of local community representatives on land use. In line with that development of the sub- website of the main site town Visoko -Eco information system active local participation and reports on environment

Pilot Actions

- Develop planting and landscaping programs in the area of the town Visoko in order to increase air quality and protection and noise protection
- Development of the sub- website of the main site town Visoko -Eco information system active local participation and reports on environment
- In cooperation with the authorities, organize the cleaning of illegal landfills, their remediation and mapping.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

According to the 1988 Archaeological Lexicon of Bosnia-Herzegovina, this region has 252 registered locations, 50 of which are in the Visoko area. Out of those, six have so far been declared national monuments of Bosnia, and three are on the temporary list of the Commission to Preserve National Monuments. These six National Monuments of Bosnia and Herzegovina located in this area are:

A. Archaeological site-Prehistoric settlement on the Okolište site in Okolište and Radinovići settlements: declared a national monument by the Decision of the Commission to Preserve National Monuments[44];
B. Bosnian medieval Royal town of Visoki-declared a national monument by the Decision of the Commission to Preserve National Monuments of Bosnia and Herzegovina[45] - Bosnian Royal town located on the top of Visočica hill, where the coronations of Bosnian rulers occurred;
C. Archaeological site Mili/Arnautovići-the place of rest of Bosnian nobility and the place of coronation, and the burial church of Bosnian rulers was declared as a national monument by the Decision of the Commission to Preserve National Monuments[46];
D. Tabačka/Tabhanska mosque: declared as a national monument by the Decision of the Commission to Preserve National Monuments[47];
E. St. Procopius Orthodox Church was declared a national monument by the Decision of the Commission to Preserve National Monuments[48];
F. St. Bonaventure Monastery in Visoko – with movable heritage – was declared a national monument by the Decision of the Commission to Preserve National Monuments in 2012[49].

Šerefudin's White Mosque is out of the great architectural importance to the town and area. It is most notable award came in 1983 when it received the Aga Khan Award for Architecture. Visoko is a town that was always proud of its rich history; Visoko is a cradle of Bosnia and the home of the Charter of Kulin Ban, a document that is considered a birth certificate of middle ages Bosnia. Visočica is a hill overlooking the town of Visoko. Bosnian archeologist and author Semir Osmanagić claim that this hill and several surrounding hills are pyramids and start to explore this area. Even today this is still not jet proven.

[44] Decision No.: 05. 2 - 2 - 1 5 9/0 6 - 3 of 5 September 2006

[45] Decision No.: 05.1-2-1047 / 03-2 of 2 March 2004

[46] Decision No.: 06-6- 894 / 03-2 of 2 July 2003

[47] Decision No.: 08.2-6- 801/03-9 of 9 October 2003

[48] Decision Number: 07.2-2-32/04-3 of 2 March 2004

[49] Decision No.: 07.3-2.3-73/12-19 of 4 June 2012

The town Visoko is a town rich in cultural tradition and on its territory, there are numerous institutions, organizations and associations dealing with cultural activities. The Public Institution ''Native Museum[50]'' Visoko, which was established in 1953, is the oldest museum in the Zenica-Doboj Canton and one of the oldest in Bosnia and Herzegovina. It deals with the collection, processing, protection, preservation and presentation of the museum's holdings, protection of cultural heritage, scientific and research work, and pedagogical and publishing activities. The Public Institution ''Town Library'' Visoko with a stock of about 55,000 books and another non-book material was founded in 1946. It collects, processes, keeps and makes available library holdings and in addition to library activities it deals with educational, cultural and publishing activities, and the protection of cultural and historical heritage.

Citizens Association of Artists ''Gallery Likum '76'' was established in 1970 and it deals with the promotion and affirmation of artistic values through the organization and exchange of individual, group and collective exhibitions, cultural meetings on various topics, as well as incentives for artistic amateurism. In the 1950 Visoko got its amateur theatre and cinema - today's public institution the “Centre of Culture and Education”.

Citizens Association Theatre “Total'', an amateur theatre, which has been continuously operational since 1952, is one of the amateur theatres in Bosnia and Herzegovina with the highest number of awards.

The town Visoko does not have protected natural areas however in accordance with the Spatial plan of Zenica-Doboj Canton identifies as protected areas, for the purpose of recreation, sports, hunting, fishing and tourism, the following areas:

1. The canyon of the river Fojnica; 2. Park - forest "Grad" Visoko; 3. Park-forest "Bešike-Ravne". The management of these areas is the responsibility of the town Visoko, which also has an info tourist centre. The management of the park-forest "Bešike-Ravne" is entrusted to the Foundation "Archaeological Park Bosnian Pyramid of the Sun". Tourist signalization and tourist trails are marked and set up, while the Foundation "Archaeological Park of the Bosnian Pyramid of the Sun", in addition to the installed signalization and roads, also offers tourist guides.

Town Visoko has a lot of natural and archaeological potentials for tourism development. These are the following tourist and archaeological attractions: Prehistoric underground labyrinth of Ravna, Archaeological and tourist park Ravne 2, Archaeological probes on the northern side of the Bosnian Pyramid of the Sun, Archaeological probes on the Bosnian Pyramid of the Moon; Tumulus in Vratnica, Aero spa, Medicinal forest, and Wellness center managed by the Foundation “Pyramid of the Sun”. There are info points of these locations at three locations: (1) at the foot of the Bosnian Pyramid of the Sun, near the archaeological probes, and (2) in front of the entrance to the Ravne Underground Labyrinth and (3) Along with info centers, the city craft stores (mainly for souvenirs from lather) are been opened. Info point at the entrance to park Ravne 2. These are the locations where the guides are located and we offer a selection of multilingual flyers, literature, DVDs, souvenirs, etc. There is also the Tourist Info Center of the town Visoko, Address: Dr. Džananovića no. 2, 71 300 Visoko; Email: turist@infovisoko.com; www.infovisoko.com; Phone: +387 32 738 880 or +387 32 732 566. Along the tourist rout, there is a riding school “Vilenjak.

[50] https://www.zavicajnimuzej.com/

As for the tourist-based project there are several projects that result of cooperation of the government and NGO sector

Project name	Realization	Deadline
Establishment of the Tourist Organization and adaptation and arranging the premises of the Tourist Office of the Town Visoko	Town Visoko	2017
Recreational, therapeutic and sport riding	Town Visoko, Equestrian club	2017 - continuously
Leather Fair	Town Visoko, VISKK Association,JU Zavičajni museum, PE Center for culture and education	2017 - continuously
Days of trade, culture and sports "Visoko summer"	Town Visoko	2017 - continuously
Development and promotion of rural tourism	Town Visoko,Damar youth, Vi-Net	2017-2018
Making souvenirs of the Visoko	Town Visoko,Setup	2018
Dance and song through BiH	NGO KUD Visoko, PE Center for culture and education	2017 - continuously
Multimedia promotional materials about tourismoffer	Mixed Secondary School “Hazim Šabanovic "and Gymnasium Visoko	2017-2018
Bosnian Valley of the Pyramids	Foundation Archaeological park: The Bosnian pyramid of the sun	2017 - continuously
Archaeological and tourist park Ravne 2	Foundation Archaeological park: The Bosnian pyramid of the sun	2017 - continuously
Presentation of intellectual heritage and importantevents - Visoko Days	Town Visoko, Tourist organization	2017 - continuously
The eye of a scout or 10 reasons to come to Visoko	NGO Scout Squad Visoko	2017 - continuously
Welcome spring	NGO Scout Squad Visoko and Mountaineering society Visočica	2017 - continuously
Trails	NGO Scout Squad Visoko and Mountaineering society Visoko	2017 - continuously

Based on available data resources on the current state of accommodation in town Visoko:

Accommodation[51]	Hotels and similar establishments	Other non-hotels accommodation establishments and bed & breakfast	Airbnb and other shared hospitality networks items
Town Visoko	Hotel "Bosnian Pyramid of the Sun"– 3 stars – cca. 58 beds Hotel "Dzale" – 3 stars – cca 42 beds	Motel Park – 3 stars – cca 30 beds	Private accommodation, rural households, cottages and holiday houses – 159 objects with a total of cca 250 beds

No. of restaurants and seated sites in Town Visoko

Restaurants	**Object name**	**Indoor** **space other**	**Open** **space other**	**Total capacity**
Town Visoko	Restaurant Most	50	60	110
	Restaurant No.1	70	30	100
	Restaurant Verdi	70	25	95
	Restaurant Milano	30	16	46
	Restaurant Mahala	60	0	60
	SRD Visoko Fishing club	20	20	40
	Restaurant Avlija	50	0	50
	Restaurant Ibrišević	20	10	30
	Restaurant Vidikovac	40	30	70
	Ćevabdžinica "Kod Ibre"	25	15	40
	Restaurant Rosso&Nero	30	0	30
	Buregdžinica Tabhana Visoko	20	0	20
	Restaurant Suša	70	0	70
	Restaurant Bonaca	50	0	50

No. of the local NGO who are involved in tourist offer and social inclusion is given in table:

Cultural - artistic society "Visoko"

[51] Market research: Air bnb, Booking, Trivago and Tourist info centers of municipalities Vareš and Visoko

Association of Fine Artists "LIKUM 76".
Photo club ZENIT
Citizens' Association “Setup”
Citizens' Association "Omladina Damar"
Citizens' Association "Happy Family"
Citizens' Association "Book Club"
Scout Squad "Visoko"
Citizens' Forum "Visoko"
Youth Association "ECOLOGY"
Women's Association "SUMEJJA"
Association of the Blind of Visoko Town - USOV
Citizens' Association "ORI - Be my friend"
Red Cross
Citizens' Association "Thread of Life"
Golden pigeon breeders' association "Golden pigeon"
Association for Animal Protection and Ecology "Survival"
Youth Association "Bedem"
Citizens' Association "Sevdah for Youth"
Association "Ars traces"
Association "Unikat"
Basketball club "Visoko"
Association ILHBBHCV
Association of Retired Citizens of Visoko Municipality
Diabetes Association DIABETES
Association of Women "Visočke sevdalije"
Equestrian club "Visoko"
Bosnian Bull Breeders and Lovers Club "Golub"
Society for the Protection of Animals "NOA"
Citizens' Association theater “Total”
Citizens' Association "Eko Viking"
Citizens' Association "Art corner" Art corner ""
Visoko Youth Council
gathering for breeding and protection of small animals "Salih Šahinović"
Citizens' Association "Aktiv žena Donje Moštre"

Association of farmers "Visoko"
Rhythmic Gymnastics Club "Visoko"
Society of Physical Education Educators
Sport fishing society
Universal School of Sports
Mountaineering Association "Visocica"
Mountain bike club "Kulin Ban 08"
Paintball club "Extreme - xtremer"
Aeroclub "Izet Kurtalić"
Bowling club "Bosna"
Chess club "Visoko"
Shooting club "Visoko"
Handshake Club "Soldier of Happiness"
Women's Association DUKAT, D. Moštre
Volleyball club "Tempo"
Tennis club "Royal - Royal Bosnia"
Women's handball club "Bosna"
Handball club "BOSNA CENTROTRANS"
Handball club "Visoko"
Handball club "Bosnia - Veterans"
Basketball school "XXL Basket"
Basketball club "Five stars"
Aikido club "Victory over yourself - Agatsu"
Boxing club "Visoko"
Karate club "Fudokan"
Karate club "Moštre"
Karate club "Budućnost"
Karate club "Visoko"
Karate club "Seiken"
Sports Association of the Town Visoko
Municipal Football Association
Association for Sports and Recreation of the Disabled Visoko
Football club "Bosna"
Football school "Attack is the best defense"

Futsal club "Doctors and Wizards"
Galaktikosi Futsal Club
Futsal club "Samirče"
Kosmos Football Club
Football club "Kralupi"
Football club "Uskok"
Football school "VI - Sport"
Football club "Ljiljan"
Football club "Liješeva"
Football club "Bratstvo"
Football club "Monjare Kološići"
Football club "Moštre"
Football club "Omladinac"
Football club "Porječani"
Football club "Zmaj"
Youth football club "Diamond"
Football club "Stari grad Visoko"
Rhythmic Gymnastics Club "Pirouette"
Association "Tea Football School"
Handball school "Mladost 1954"
Equestrian club "Spirit"
Moto club "AL and MI"
Football school "Bosnia - You"
Boxing Club "Bosnia"
Football club "Goduša"
Ecological association "Tree - Arbor vitae"
Paragliding club "Black Eagle"
Association of proponents of healthy living “GOOD LIFE”
Association of farmers "Agrar – Vi"
Association "Human People"
Beekeepers Association “Behar”
Taekwondo club "Black Swans"
Taekwondo club "Bosna"
Foundation “Osman ef. Redžović”

Association of farmers "Stari potok"
Agritourism Association "Orlja"
Farmers Association “Mokronozi”
Farmers Association “Kalimbara”
Citizens' Association "Terramera"
Humanitarian organization "Help"
Association for the Affirmation of Cultural Heritage "Art Safe"
Association of young lovers of performing arts "Confero"
Women's Association "Mosaic"
Roma Association "Amaro Kham - Our Sun"
Foundation “Visoko”
Association "Little people with a big heart"
Association “MOSKE”
Archaeological Park Foundation: Bosnian Pyramid of the Sun.
Tennis club "Bosna"
Football Club “Napredak”
Association of pensioners "Solidarity-VI"
Shooters Association "June 20, 92"
Association Moto Club "Karo" Visoko
Women's Association "Golden Hands of Moštranka"
Association "Our Sun" Dobrinja
Association "Iskorak"
Young Volunteers Association
Society for Sports and Recreation "Centrosport"
Bosniak Cultural Community "Preporod"
Women's Association "PALMA" from Visoko
Association "Mountain Rescue Service - Visoko Station"
Association Women's Football Club "VISOČICA"
Association "SHEIKH OMER EFENDIJA BUKUREVIC"
Association Areo club "POLETI”

Change

As the man challenges in this areas are: Incoherence of the tourist offer, impurity, the disorder of space, legal frameworks at the cantonal level, not at the municipal level, lack of institutions that would work on networking and promotion, a small number of travel agencies work on offering incoming tourism. Disconnection of tour operators and the private sector with the public sector and government, uneducated population and lack of tourist awareness, lack of professional staff, isolation of individual areas, the problem of street begging, there is no systematic approach to road transport development, damaged buildings as a result of the war, devastated natural heritage, lack of infrastructure, accommodation facilities, info bureaus. Destinations are not mapped and there is no adequate signaling, insufficient promotion abroad, lack of authentic and modern souvenirs.

Foreseen actions

Development of regional tourism clusters formed jointly by the public and private sectors: The global tourism trend in the world is that interest groups in tourism come together to meet the needs of tourists in the most efficient way. Public-private partnership is our strategic commitment. The success of the tourism sector depends largely on the business entities operating in this sector. If businesses are successful, the sector will continue to grow, and in turn provide significant benefits not only for the businesses themselves, but for the community as well as the economy as a whole. By partnership we mean cooperation on several levels. Steps in achieving a partnership should start with government institutions that need to show initiative. We will achieve the first step by analyzing the requirements of stakeholders in the tourism sector and jointly planning the next steps. The second step is that the public sector first participates in the development of the infrastructure of a certain tourist destination. The third step is in lobbying to create more favorable conditions for tourism development. Finally, the last step in achieving a partnership is working together to provide the market information we need for the new planning cycle.

Holding regular public and private sector forums for the better planning, discussions on tourism development, solving practical problems and implementing decisions: In order to establish a permanent platform for information, communication and active cooperation among all stakeholders, and in order to implement participatory planning, it is necessary to implement the following measures:

- Organizing annual or semi-annual regular forums of the public and private sector in order to better plan, discuss the development of tourism, solve practical problems and implement decisions. This measure encourages discussion, building trust and partnerships between representatives of different stakeholders in the field of tourism in the area.
- Establishment of a joint dynamic web portal where information and ideas on tourism development, incentives for the economy and the like can be exchanged, in order to inform and communicate with all interest groups. The web portal can contain current information on project activities, plans, as well as ways of participation and opportunities to support the project. They should also provide channels of communication with interested individuals or organizations, in the form of leaving comments and suggestions, forums and the like.
- Organizing workshops and trainings in order to train all stakeholders for the participatory planning process.
- Establishing contacts and cooperation with investors for the development of tourism in BiH and the region.
- Planning and implementation of specific tourism projects jointly by the public and private sectors, for example joint organization of promotional events. Public-private partnerships primarily mean joining forces (synergies) for the implementation of activities aimed at tourism development that none of the sectors could implement alone.

Preparation and implementation of a joint investment plan joint by the private, public and civil sectors: It is necessary to advocate benefits for the private sector in order to develop the tourist offer in new locations, in terms of destination development. Possible benefits can be given in the form of a financial incentive (exemption from paying certain fees) or facilitation of the establishment and performance of tourism activities by the private sector (eg facilitation of administrative requirements for registration new tourist facilities, etc.). In order to fully develop new tourist destinations, the public and private sectors need to invest together in certain facilities. This primarily refers to cases where there is mutual interest, and the parties individually are not able to successfully design and implement such activities.

Collection of real and relevant statistical data in the field on supply and demand in Visoko based on a well-designed research methodology, and their placement in the public

Formation of the Destination Management Organization (DMO): DMO processes information, makes reservations between the tourist board, service providers and consumers. DMO can offer more products, accommodation reservation possibilities, offer of packages, excursions, transfers and other products on a pay per booking basis. DMO sells products through its own call and info centers, then online on the Internet for end customers or professional travel agents. Everything is done from one system, without the need for prior investment.

Mapping and visual linking of all destinations: Once the state of existing and potential attractions has been identified, and in order to achieve the development of a true multi destination tourist offer of Visoko, it is useful to visualize them on a topographic map, and to identify the geographical links that unite them. Mapping work is particularly important for planning the development of tourism in protected areas. A detailed zoning map allows areas to be identified according to their ecological value, tourism potential and vulnerability. By mapping the area, we get a careful overview of attractions and roads in nature reserves, in order to provide a satisfying experience for different types of visitors, without compromising environmental resources. Outdoor areas, those less sensitive, e.g., are often the best place to create and host centers for visitors. From here, a series of short circular routes can be created that will lead to discovering the nature of the protected area.

Prioritization of investments in infrastructure of new "stars" within the infrastructure investment plan: This refers to the development of existing and new tourism products, and the sustainable use of natural and cultural resources for tourism purposes. Products generally go through four phases of their life cycle. Strategically, Visoko needs new "stars" who will eventually grow into a category of tourist destinations that bring income regularly and successfully. Specifically, in view of the tourist potentials that Visoko currently possesses, the role of the new "stars" of tourism offers, new mines of pyramids in Visoko may take over in the near future. The mentioned destination does not represent the final list of possible stars. In order to create the conditions for this destination to become a "star", it is necessary to invest in the tourist infrastructure and encourage local entrepreneurship, and especially in the promotion of these destinations. It should be noted that the promotion of new destinations of this type is crucial for their success.

Preparation and implementation of subsidized programs and training for additional training for work in the tourism sector: In order to ensure the long-term development of tourism potentials and quality human resources, the impact on the education system that creates a skilled workforce must be of strategic importance for the development of tourism. The aim of the partnership is to affirm employment opportunities in tourism, and to encourage participants to enroll in courses that are directly or indirectly related to tourism. In cooperation with private and public educational institutions, it is

necessary to work on specific schooling programs that are needed by the community. In contact with the private sector, skills and knowledge should be assessed are needed in the labor market to be able to influence educational programs. Also, in addition to this organization of courses for tourist guides for each destination will be asset.

Pilot Actions

- Establishment of a joint dynamic web portal
- Development of existing and new tourism products
- Mapping and visual linking of all destinations

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

The bearers of the economic development in the town Visoko are companies from the branches such as the production of textiles and textile products, production of leather and leather products, production and processing of food products, and part production of construction materials and metal processing industry. In addition to the intensive development of industry and trade, a significant contribution to the development of the town Visoko was given by agriculture, construction, then transport and crafts. The existing capacities in cattle breeding and cattle fattening, milk production, fruit nurseries, animal feed factory, and developed veterinary services represent strength and a good basis for further development of primary agricultural production in the town Visoko. Here are present some of the largest companies in Bosnia and Herzegovina such as “Prevent” that make the leather and textile upholstery for all major manufacturers in the automotive industry in Europe or “Vispak” the food and beverage company from AS Group family

There are several companies in the town Visoko that deal with the metal processing, wood, and construction industries. The wood industry also has great development potential thanks primarily to the abundance of forest natural resources. There are several companies in the town Visoko that deal with the metal processing, wood, and construction industries. The wood industry also has great development potential thanks primarily to the abundance of forest natural resources. In the construction materials industry, "IGM Visoko" stands out as the leading manufacturer of brick and styrofoam products in Bosnia and Herzegovina. «SECOM doo is a highly respectable company in the field of production of solid glued wooden beech boards, furniture, and briquettes according to customer requirements in the domestic and EU markets.

The main activity of the company "Ugarak produkt" d.o.o is the high production and installation of high-quality PVC joinery and aluminum joinery. "Metal - As" d.o.o Visoko - a factory of radiators and boilers is a company.

Wood products are traditional in BiH. Several companies are engaged in the production and processing of wood, such as Smajić Drvo d.o.o. Visoko, FRISCHEIS wood processing Visoko, Secom d.o.o producer of wood chops, and others.

Regarding programs related to production and processing, the Government of Visoko, together with Zenica-Doboj Canton, has developed programs and incentives for various branches of production, although most attention is focused on agricultural production which is a generator of new businesses and employment.

Rural parts of the town Visoko are ideal for agriculture production. In the area of the town Visoko, a large number of food items of a wide range are produced, as follows:

- milk and milk products,
- beef and poultry meat products,
- mill and bakery products,
- various pasta,
- animal feed,
- juices of various kinds,
- fruits and vegetables for consumption and processing,
- production of honey and various honey products,
- forest fruits and vegetables and
- other agri-food products.

The agricultural and food industry has a long tradition in the town Visoko with a well-qualified workforce, of which today in these industries are employed many workers and sole proprietors, i.e. farmers. The town Visoko has approximately 0.22 ha of agricultural land per capita, which represents good potential for the development of agricultural and food production in the town Visoko.

According to official data, 11 companies whose main activity is agricultural production and 110 natural persons (craftsmen) registered for agricultural activity have been registered in the town Visoko. There are 4 registered agricultural cooperatives in the town (ZZ "Visoko", General Agricultural Cooperative "Ide-al" Agricultural Cooperative "Moštre" and General Agricultural Production and Service Cooperative "Bios") and 9 associations in the field of agricultural production.

According to the data kept in the Register of Agricultural Producers and Agricultural Clients, the number of registered persons in the Town is 1111. Holders of agricultural production development are the following legal entities: "Suša commerce" d.o.o. Visoko, PPUZ "Bios" p.o. High, Fruti-Funghi d.o.o. Visoko, "VoćarPiramida" d.o.o. Visoko and the general cooperative "Ide-al" Visoko.

Sown areas of selected crops in the town Visoko (in hectares)[52]:

	Wheat	Ray	Barley	Oats	Corn	Potatoes	Onions	Bean
Town Visoko	241	8	50	3	200	500	42	223

[52] Federal Bureau of Statistics of the Federation of BiH - Crop production in FBiH in 2019:

Sown areas of selected crops in the town Visoko (in hectares)[53]:

	Cabbage	Tomato	Pepper	Clover	Clover Lucerne	Maize green	Forage beet	Clover grass et.mixture
Town Visoko	40	39	92	322	180	304	21	1700

In agriculture, there is an evident increase in the production of footage plants - silage corn, as well as the production of vegetables indoors (greenhouse production), which has been developing intensively in the last five years. It is estimated that in the area of the town Visoko, there are approximately 50,000 m2 of land under greenhouses

When it comes to fruit growing, about 190 hectares of orchards were formed, mainly apples, pears, cherries, and sour cherries. 750 dunums of raspberries have been established in the town Visoko.

Visoko Town works to encourage raspberry production with the Program "Development of modern berry production in the town Visoko in order to employ the population in rural areas" which includes the organization of berry production on a long-term level and absolutely modern basis in all segments, as one of the most profitable branches of BiH, with the entire infrastructure. The development of agriculture in the berry sector is the result of:

- adequate market and high demand for fruits with an organized purchase system implemented by one of the largest companies "Frutti-Funghi"
- huge unemployment of the population in rural areas, which sees the cultivation of berries as a chance for employment and income
- relatively cheap labor compared to EU countries which are the dominant market for berries
- suitable resources in terms of climate

The holder of this program is the company "Frutti-Funghi" d.o.o. Export-Import. The company started operating in 2001, where initially the company was engaged in the purchase and processing of only mushrooms (spruce, porcini, chanterelle) in fresh, dry and cared for condition. with the help of USAID-LAMP re-registered in the business entity "Frutti-Funghi" d.o.o Export-Import. Since 2005, it has been operating on the domestic and foreign markets independently without intermediaries in trade, which has enabled its further development and prosperity, which is reflected in the increase of share capital, number of employees and subcontractors, and development products in quantitative and qualitative terms (with the purchase of three types of mushrooms initially at ten as well as the berry segment: raspberry, blackberry, blueberry, strawberry both from natural populations and from plantations). The products are exported to Italy, Austria, Germany, France, Slovenia and Turkey. Today, the company "Frutti Funghi" is an absolutely

[53] Federal Bureau of Statistics of the Federation of BiH - Crop production in FBiH in 2019:

modern complex that is a representer of berries, where one of the key links is a modern nursery with a capacity of about 650,000 pieces of seedlings of different crops, types and cultivars of berries.

This program is designed so that the development of fruit production in the town Visoko is based on local production of planting material within the company "Frutti-Funghi" which has a nursery capacity in cooperation with the town Visoko. After production, the Town would allocate planting material to the local population, i.e., potential subcontractors of the company "Frutti-Fungh", which would provide a guaranteed system of purchase and employment of the local population and strengthen the capacity of the local company and ensure market competitiveness.

Program goals:

- Employment of the rural population directly and indirectly (permanent employees in the company and new workers and two agronomist consultants; employment of potential berry producers - end users of the program: about 100 users - since there are three families on average then it can be said that the number of end users was 300 people)
- Indirect employment would include 25 seasonal workers with a structure of 10 males and 15 females, and all subcontractors and members of their families who earn income from a given production. In addition, work would be provided for all persons in the distribution chain of the raw material base and the final product.
- Realization of chances for direct and indirect foreign investments
- Greater opportunities for the placement of final products, ie an increase in sales on the domestic and foreign markets where there will be a direct increase in exports, purchases and sales
- Increasing the quality of the final product
- All of the above will result in local and regional development.

Results:

1. Increasing the number of jobs
2. Increasing the production of berries
3. Expansion of existing company capacities
4. Sustainable development, both companies and regions
5. Improved quality of domestic products
6. Reducing the imbalance of BiH trade
7. Increased competitiveness
8. Increase in exports, decrease in imports

Companies in the field of farming, greenhouse production and fruit growing in the town Visoko such as General Cooperative "IDE-AL" in Visoko, Agricultural and Transport Cooperative "Bios", "Frutti-funghi" Ltd. Visoko and "Voćar piramida" Ltd. Visoko have a special importance for cooperation with small farmers, especially in terms of assistance in marketing their products.

When we talk about animal production, the most important branch is cattle breeding. According to statistics, the number of cattle is 3,860, of which the largest percentage are cows and pregnant heifers. The number of livestock in the town Visoko looks like this:

- cattle 3860 (cows and pregnant heifers)
- sheep 6200 (breeding sheep)
- pigs 270 (sows and sows)
- horses 170 (mares and foals)
- poultry 38500 (laying hens)
- goats 70016

Poultry production in the town Visoko has a growing trend as well as the construction of modern facilities for fattening a minimum capacity of 5,000 broilers. Beekeeping in the town also has an upward trajectory, the number of hives is estimated at 2700.

In the area of the town Visoko there are processing capacities from which the following companies can stand out: "Vispak" d.d. High, Rampart d.o.o. High, Vita-Life d.o.o. Visoko, Akova Group - Brovis d.d. Visoko, meat industry "Semić" d.o.o. Highly. The favorable geographical position of the entire territory of the town Visoko and good transport connections have a positive effect on increasing the physical volume of the production program, expanding the offer of new products, expanding the distribution network, and the market in general. The Town Visoko has built brands in the food and processing industry that are recognizable around the world, which opens up opportunities for additional investment and investment in this industry to further improve and enhance sales, and achieve additional growth in this area of industry. Confirmation of competence for real Bosnian coffee and Bosnian cuisine are certainly the brands "Zlatna džezva", "Bosanska kafa", "Espresso", "Begova čorba", "Sarajevska supa", "Tarhana", "Tajna", and there are also "Stampi" , "Espresso", "Tiru - Liru", and others and all are brands of Vispak dd Visoko. Akova Impex has a sales and distribution character and places on the market more than a hundred different products of the company Ovako (production of meat products) and the company BROVIS (production of chicken meat) and all products, including chicken, are sold under the recognizable brand "Ovako". The main activity of the company "Rampart" d.o.o. There is a high production of petit biscuits, wafers, tearings, tea biscuits, salty sticks, salty pretzels, sugar cubes, which are recognizable in both domestic and foreign markets. Vita-life d.o.o. Visoko has developed and launched its first own Vitella brand since its inception.

In BiH, there is a tradition of the production of dried meat products, among which a special place is occupied by dried meat and sudzuk coming from the town Visoko. Dried meat and sudzuk have been made in Visoko since 1750 and for some years therefore Visoko has a tradition, experience, and capacities, and as many as five studies have been written that present Visoko as an ecologically favorable place for the production of organic food. In Visoko, about a hundred families are engaged in this business, and the quality and taste of dried meat and sudzuka (meat sausage) depend on the diet of cattle, the preparation of meat and wood that is burned during drying. The company that stands in front of the others in this field is the company Semić. The Semić meat industry has been a representative of the production of the highest quality meat products in Bosnia and Herzegovina for many years. There is also a ViPS Association of meat processors "VISOČKA PEČENICA I SUDŽUKA" which gathers meat producers from town Visoko.

Regarding milk production and processing, several companies stand out in this business as LEMEŠ d.o.o milk production and processing, Craft production and processing of milk " ZLATA " Smajić Zlatka, Grajani Visoko, Milk processing " SMAJIĆ " Visoko, Farm of dairy cows " PORIJEČANI "and so on, while most households have their own products that are marketed by Zenička dairy fabric. There is also an Association of Milk Producers VI MILK Visoko who gathers milk and dairy producers in the area of town Visoko.

The citizens of Bosnia and Herzegovina truly enjoy tasty and healthy food and drink. Traditional food is often prepared with meat, and meals are plentiful and delicious. The meat is of extraordinary quality, often organic, and well prepared. Meat is the ingredient of some of the most popular Bosnian dishes such as bosanski lonac, ćevapi, begova čorba, burek, and grah. A variety of spices is used in Bosnian cuisine, although in small quantities. Sauces are almost entirely natural. Typical ingredients of Bosnian dishes are tomatoes, potatoes, onions, garlic, peppers, cucumbers, carrots, cabbage, mushrooms, spinach, squash, and beans. Paprika, pepper, parsley, bay leaf, and celery are regularly used in Bosnian cuisine. Milk, cream, and sour cream are often used in and with traditional Bosnian dishes. Typical meat dishes include primarily beef and lamb. Some local specialties are ćevapi, burek, dolma, sarma, pilav , gulaš, ajvar, and a whole range of Eastern sweets. Homemade pies are one of the favorite dishes in the whole country. They can be made of various ingredients. The pie made form of meat is called burek, the one made from potatoes is called krompiruša and cheese pie is called sirnica and so on. Bosnia is home to homemade spirit (rakija). The most common and most popular homemade spirit is the plum brandy, but spirits from other local fruits are also common: pear, grape, cherry, walnut, apricot, apple, and various medicinal herbs, etc. Homemade spirits are of excellent quality often with 40% of alcohol or above. As for drinks, black coffee is inevitable in Bosnia and Herzegovina, as well as the very ritual of drinking and enjoying coffee with friends and acquaintances often served with rahat lokum, another oriental delicacy, or a small cube of sugar. The exhibition and sales fair of agricultural and food products "Autumn in Visoko" was created with the idea to gather meat processors and the emphasis was on the promotion of Visoko cured meat products. Today this fair brings together all producers of food and diet products from Visoko. In Visoko is September-Exhibition - sales fair "Days of Organic Production" is being held every year, where the emphasis is placed exclusively on organically produced food, and the participants in the event are organic producers. Traditionally, the most common products presented by domestic producers are honey and other honey products, teas, fruits, vegetables, home-made juices and jams, medicinal herbs, and various cheeses.

Town Visoko even today recognizable for the leather and fur, Visoko's dry meat, and the traditional crafts of the Goduš and Liješevac region, which are also considered one of the most beautiful souvenirs. If you are a fan of these products, antiques, handicrafts, visit Visoko shops, which abound in a rich and varied offer. There are roughly 60 producers of the leather souvenirs in town Visoko. Also, there are some new innovative brands coming from the small startups like liker brand “Kraljica” and start-ups like “Grow your garden” and etc.

Change

The main challenges in agriculture aim for the change are: Fragmented land, slow course of privatization of agricultural capacities, unsettled property legal relations, primary agricultural production is extensive, backward production technologies, lack of knowledge, lack of scientific research work and training of quality staff, an environment in which agricultural production and processing can hardly be in the function of real renewal and development, the age and qualification structure of workers in primary agricultural production is unfavorable, the low level of specialization of production (mostly farmers deal with everything) deals with the possible placement of goods, partially organized purchase of agricultural products (milk, eggs, broiler

chickens, etc.), existence of veterinary service and institute, significant areas of land damaged by mining and landfills, there are no institutions and funds for stimulation and incentives in agriculture, the work of inspection services is disorganized and insufficient, weak organization of agricultural enterprises and farmers, and their demotivation is pronounced, insufficiently present organized purchase of market surpluses, low marketing knowledge, weak purchasing power of consumers, weak and inadequate compliance of production with EU standards and agricultural land is insufficiently protected.

Foreseen actions

Agricultural organizations

Initiating an association model - clusters of traditional agricultural producers and other traditional producers; introduction to the models of association in the region; continuous education of producers about the advantages of association; study visits to producer associations in the area; example of an association / cooperative - good practice; consolidation of production by establishing associations and cooperatives; grouping/uniting producers by merging to increase production; associated producers to receive subsidies; continuous education of producers to change the perception of association; constant contacts and clarification of the need for association; unite producers by production lines - meat, milk, rural tourism and etc.

Product market and placement

Initiating an increase in production through increasing areas; consolidation of property; Initiation of use traditional production technology and standardization in this field; organizing training on the introduction of traditional technologies; getting acquainted with the technology production of new (old but not used anymore) crops to the required market, constantly informing producers about the market trends; professional services together with producers determine the basic directions of development towards standardized production; at the municipal level to develop a concrete program of production standardization; education to change mainstream perceptions of production; introducing farmers to the law on animal welfare; establishment of experimental farms - sheep, cattle.

Measures and support services to farmers and producers

Introducing new topics and approaches to education; training a professional service to function and adapt to needs manufacturers; find the most appropriate way to inform farmers; sharing notices of all positive changes through public media; regular contact agricultural producers with the Department of Agriculture of the town government; regular contact producers with the Department of Economy of the town government; organize field workshops; constant contact with farmers through local communities and municipal authorities; devise incentive mechanisms for women's participation in training programs and hold trainings in locations that are convenient for them due to the jobs they perform; increase the participation and activity of women in decision-making in agricultural associations and other forms of producers organizations - strengthening their managerial skills; increase the visibility of women in agribusiness by supporting participation in fairs, promotions, etc.

Pilot Actions

- Initiating an increase in production through increasing areas
- Development of the regular contact of agricultural producers with the Department of Agriculture of the town government
- Professional services together with producers determine the basic directions of development towards standardized production
- Introduction to the models of association in the region

Association of Local Autonomy of Albania – ALBANIA

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Association of Local Autonomy of Albania – PP7

Municipalities of Klos, Mat & Mirdite

Region: Lezhe & Diber

Country: Albania

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

In all three pilot areas there is a religious harmony, which continues to be one of the most valuable things in the development of our society. Religious beliefs are mainly Muslim and Christian, where they are widely intertwined in their families. Marriage ceremonies through families with different religious views are in common, where day by day religious harmony is expanding. The population of the areas is mixed, there are inhabitants who come from other surrounding provinces and who are best adapted to the area where they currently live. The areas are known for the great human values they carry, where hospitality is one of the features that characterizes the population. Neighbors live in harmony helping each other in times of celebrations and need. In recent years, the mentality of the locals has been developed, especially with the emancipation of women.

After a long time, the women councillors of the Municipal Council of Klos have created an organization that operates throughout Albania, called the "Alliance of Women Councillors of Klos", this is intended as a space to express their needs and take different initiatives for the good of the community. There are many cases when local businesses show solidarity with the social needs of the community, their solidarity has made them come to the aid of many families in need in the most emergency cases.

On the other hand, the Municipality of Mirdita sees as a serious alternative the development of tourism to influence the improvement of socio-economic indicators of the area, so has defined as the main priorities the development of tourism in its territory defined in the Local Development Operational Plan for the Municipality of Mirdita and Strategy Plan. For this, in cooperation with the Albania-Austria Partnerschaft Association, it has built the Info-Tower located on Rruga e Kombit. This institution, as part of the structure of the municipality, aims to develop tourism in the territory of the Municipality of Mirdita. Referring to the defined initiatives and priorities, the liberation of synergies between the community, local government and donors has begun to be felt. Some aspects where involvement in activities that ensure social cohesion are:

- Hiking groups of different categories have taken initiatives for cleaning the environment, planting wild seeds in burned forests, creating, and marking hiking trails, etc.
- Activities organized by cultural groups to bring back the tradition through family holidays and traditional dances (school activities, activities organized by the cultural centre and by private entities).
- Co-financing in some small projects' municipality-donor-community (opening of rural roads in some neighbourhoods or areas, rehabilitation of irrigation canals in villages, etc.)

In recent years, there have been local initiatives and several peripheral international initiatives which have promoted the development of human and social capital in the areas. Projects that focus on the rights of women, children, people with disabilities have had a positive impact on raising awareness of the social development of the surrounding areas.

PROJECTS THAT ARE BEING IMPLEMENTED

The project "Contributing to a culture that promotes tolerance, diversity and inclusion as a way of life".

With the support of the US Embassy in Albania, the newly formed Klos Youth Council has shown interest in proposing a project-idea that is being implemented day by day. With the support of the Municipality of Klos, youth representatives have thought that in the framework of the project "Contributing to a culture that promotes tolerance, diversity and inclusion as a way of life", to propose as a project-idea, the enrichment of the Klos City Library, where beneficiaries will be, young people, student citizens, etc. Seeing the opportunity for investment, analysing the situation of the city and the needs and shortcomings that have been thought to create the opportunity for investment through a genuine analysis to rehabilitate a functional library for our community, young people, and for all those passionate about literature.

The purpose of this project is:

- For the library to be functional, and its staff should always be ready to serve anyone who wants to attend it.

- For the library to be attended by everyone and as much as possible.

- For the library environment to be comfortable and attractive so that everyone can attend it willingly.

For the project-idea of the youth, the support of the mayor was provided by performing some services for the library environment.

The project is expected to be completed by the end of May.

Info-Tower Mirdita

Info-Tower Mirdita represents the Tourism Sector in the Municipality of Mirdita. It is the centre of tourism development. Contains info-points, museums, and tourism staff offices.

It is a project conceived and realized by the Albania-Austria Partnership Association with the President Mrs. Marianne Graf (AAP-Marianne Graf). It was inaugurated in December 2017. The value of the project is over 300 thousand euros (since it is a gift, we do not know the exact intellectual value).

Investment table in the Municipality of Mat for the years 2019-2020

No.	Object of investment	Value with VAT	Source of funding
1.	**"Repair and maintenance of irrigation canals"**	**8 800 860**	Municipality of Mat
2.	**"Construction of the network of Kuz Blloku Drita No.1 and Drita No. 2 and the New Quarter, Burrel Town"**	**86 104 998**	State Budget Ministry of Infrastructure
3.	**"Construction of public taps"**	**1 298 750**	Municipality of Mat
4.	**"Rehabilitation of the premises of the Dormitory of the Municipality of Mat"**	**13 897 104**	Municipality of Mat
5.	**"Rehabilitation of the Shoshaj catchment dam"**	**22 844 474**	State Budget, Ministry of Agriculture
6.	**"Construction of water supply system for water supply of the city of Burrel, of the villages of the administrative unit Derjan and Rukaj - Lot 1"**	**669 056 344**	State budget, AKUM
7.	**"Asphalt concrete coating of internal roads in the city of Burrel, Mat Municipality"**	**11 794 070**	Municipality of Mat
8.	**Reconstruction of Ahmet Zogu Square and Geraldine Park**	**82 666 000**	Albanian Development Fund
9	**Construction of the German-Midh-Koder Qerre aqueduct**	**111 310 940**	Albanian Development Fund
10.	**Providing service for people with disabilities, physiotherapy, and speech therapy in the OAZ day centre**	**1 100 000**	UNDP + B MAT

11.	**"Construction of the sports field school 28 November"**	**1 032 675.83**	From the Slovak Embassy
12.	**"Rehabilitation of the water supply line, the work of taking Vinjoll"**	**4 673 953.33**	From the grant and income, divided for 2020 and 2021
13.	**Public safety at local level in the Municipality of Mat**	**700 000**	FLAG
14.	**Awareness and information through the legal and psychological service for victims of domestic violence**	**246 000**	FLAG
15.	**Coordinated response to gender-based violence in the Municipality of Mat**	**1 000 00**	**"Woman to Woman"** + UNDP
16.	**"To advance the protection and care for children in Albania 2019-2020**	**1744 096**	Save the Children
17.	**Good education and childcare**	**41 998 547**	IADSA
18.	**Reconstruction of the 9-year school "31 July" Burrel**	**78 000 000**	State budget, Ministry of Agriculture
19.	**Provision of one-stop Government Services ADISA**	**3 000 000**	State Budget
20.	**Reconstruction of the Derjan irrigation canal**	**20 000 000**	State budget, Ministry of Agriculture
21.	**Construction of the garden in the village of Frankth**	**1 500 000**	Vizion NGO

SWOT ANALYSIS

STRENGTHS	WEAKNESSES
• Hospitality of area residents • Open community for cooperation	• High level of poverty.

• Solidarity community in difficult times. • Inclusion of all age groups. • Inclusion by gender. • Positive reaction to development initiatives • Religious harmony, mixed population • Strengthening the role of women in leadership positions	• Low quality of basic services (education, health, utilities, road infrastructure) • Lack of social treatment centres.
OPPORTUNITIES	**THREATS**
• Sustainable development • Return of apartments to the guesthouse • Strengthening the local economy • Increase of socio-economic indicators • Socialization and progress in changing the local mentality	• Leaving the area • Population aging

Change

Social and Relationship Capital consists of intangibles (shared values, commitments, and knowledge) that form the basis of the reputation and trust that we have developed and is defined as “networks together with shared norms, values and understandings that facilitate co-operation within or among groups”. In this definition, we can think of networks as real-world links between groups or individuals and in this case between local people of these areas and the local government. Our aim is to facilitate and create the communication bridge between these two actors.

Foreseen actions

1. Raising awareness to increase citizen participation in local government.

2. Acting as a mediator actor in gathering information about the concerns and problems that the local population has or may have in the future in relation to local government.
3. Organizing training sessions on the possibilities of increasing the quality of basic services such as (education, health, utilities, road infrastructure) and setting up social treatment centers.
4. Encouraging the establishment of a social enterprise to respond to the common needs of the local population and territory.
5. Organizing exchanges of experiences between generations in the fields of handicrafts, agriculture, handicrafts, etc. in order to preserve local identity.

Pilot Actions

1. Raising awareness to increase citizen participation in local government.

TOPIC 2: YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE; WITHOUT THEM THE VILLAGE HAS NO FUTURE

State of the art

Young people in rural areas have not held youth groups or forums for a long period of time due to the lack of infrastructure for the development of their activities. I can say that the great desire of young people stands out to the smallest opportunities that are occasionally provided by various organizations in support of young people. A good initiative is the one that for the first time Youth Councils are being created with high school students giving them the voice they deserve. The young people had other collaborations with the COD centre at the Prime Minister, conducting continuous webinars with the network of young people to be as close as possible to their demands and needs. There are young people who have returned from emigration and opened their own private businesses, and who have decided to live in Klos. But on the other hand, there are young people who have migrated to great opportunities, where most have decided to leave for the capital or in many cases and emigrate abroad. Unfortunately, in these areas there are not great employment opportunities, and therefore young people decide to leave for a better life.

In the conditions of transition, as in all of Albania, the departure of young people continues to be a worrying problem for the future. Abandonment of the area creates chances for diminishing opportunities for development.

A more detailed example is that of the municipality of Mirdita: where the number of young people (18-29 years old) is about 6300. Most of them are looking for a job in their country. Unable to secure a steady job near their families they have migrated west or migrated to larger cities. 59% of jobseekers are female and 41% are male. There is a lack of in-depth analysis of the reasons that keeps women and girls away from the labour market than men (municipal social plan).

In our perception, which is a perception benefited from direct contacts in the area, it turns out that young people want to be involved in the sector of tourism, which makes us optimistic that initiatives in this sector can be sustainable, although the capacity of professional service in this regard is limited.

Preparing for the job market, the existence of a profession is related to the type of education, especially vocational or higher. Only 6.6% of unemployed jobseekers have vocational education and 6% higher education. 85% of them have general secondary education or high school education. This characteristic is higher in women (60% of this group) than in men, which is one of the reasons why they are in a higher percentage than men looking for a job (municipal social plan).

For young people, several small projects have been implemented by civil society actors supported by foreign donors that have consisted of training in hotel tourism and cooking (ProSeed Program by GIZ).

Also, in Mirdita there are two schools of vocational education, where one is public and the other non-public. Mainly professions related to mechanical, hydraulic, electrical services are supported by these schools, but in the non-public school the attention has been given for hotel, tourism, and social service, which create opportunities to support the needs of qualified staff.

Finally, it is worth noting that most young people are qualified in various professional fields but given the lack of a large market in our territory they have chosen to migrate. Also, many young people have shown interest in the Agri-tourism sector for the area as many of them have applied to programs for financing projects such as inns, farms, orchards, etc. A very strong point of the areas remains the young age of the population, but on the other hand, the opportunities are limited, and this is affecting the depopulation of the area. Vocational education is being placed at the centre of state policies, to give young people more employment and qualification opportunities.

PROJECTS THAT ARE BEING IMPLEMENTED

Project "E-MOTION: School Mobilization for ECO-Innovation in the Municipality of Klos".

In the framework of the Italian-Albanian Debt for Development Swap Program IADSA, the Municipality of Klos, in cooperation with the partners Caritas Rreshen, VIS Albania and CISP Albania, has won the fund to implement the project " E-MOTION: School Mobilization for ECO-Innovation in the Municipality of Klos ".

Thanks to this project, it has become possible to finance the reconstruction of the school gym "Tahir Hoxha" to improve it not only as a sports facility but also as a meeting point and promotion of a healthy and sustainable lifestyle for young people and all the community of the Municipality of Klos. The project consists of starting the works for the reconstruction of the gym of the elementary & secondary school "Tahir Hoxha" as well as its return to a multifunctional centre. This project aims to improve educational services in the Municipality of Klos, by introducing new quality, innovative and comprehensive teaching practices of students through the creation of European standards, thanks to the purchase of new sports equipment, audio service, green ideas, school kindergarten and differentiation of waste collection groups, to continuously minimize waste in public spaces.

The direct beneficiaries of this project are young people.

The project "Good education and care of the child"

In the framework of the Italian-Albanian IADSA program, the Municipality of Mat, in cooperation with the partners, has won the fund to implement the project Good Education and Child Care in the Municipality of Mat.

Thanks to this project, the children of the city of Burrel have benefited from the reconstruction of two kindergartens in the city of Burrel. The direct beneficiaries of this project are more than 300 children from 3 to 6 years old.

This project is in the phase of its implementation. The amount financed by IADSA is 40 999 745 lek with VAT.

This project ends in September 2021.

More Alternatives Toward Youths Education and Social-economic Integration - MAT-YESi

This project focuses on the establishment of a professional course centre in the city of Burrel that will help many young people to benefit from a profession as Tourist Guide, in Cooking, IT, etc. This project is in the phase of signing the cooperation agreement between the municipality of Mat and the European Commission in the focus of the EU program for socio-economic development (as an alternative to drugs cultivation and trafficking).

Beneficiaries of this project are young people aged 18-30 who will benefit from free courses.

This project will last 18 months from the signing of the contract. Also, in this project are foreseen the support of 8 projects with a grant from 3000-5000 €.

The total amount of this project is € 270,750.

GIZ-funded ProSeed Program

A project from the GIZ-funded ProSeed Program and implemented by World Vision focused on families and young people returning from emigration. The project also had the support of young people to create start-ups.

Another project funded by GIZ in cooperation with the vocational school “Shën Jozefi Punëtor” had to do with the training of young people for service in the hotel and in the field of tourism.

We do not have the values of the projects.

SWOT ANALYSIS

STRENGTHS	WEAKNESSES
• High number of young people • Interest in technology and services. • Involvement in development issues. • Willingness to volunteer • Young initiators and volunteers • We already have young people who group and have created their own Councils as an action structure for their activity. • Young people returning home to start their own businesses (mostly guesthouses or other tourism-oriented businesses)	• Desire to emigrate. • Lack of support from institutions. • Lack of recreation centres and multifunctional centres. • Lack of funding for their activities. • Lack of business incubation centres. • Tendency to "get rich" quickly. • Concentration of university education only in the capital. • Lack of a career system for young people. • Society (public opinion) that does not create a "warm" climate for young people.
OPPORTUNITIES	**THREATS**
• Opportunity to get involved in EU schemes after the opening of negotiations. • Tendency to create support structures for young people. • Opportunity to get involved in innovation projects. • With the new structure created as a Youth Council, collaborations with NGOs will increase.	• Lack of clear youth policies. • Orientation towards general education. • Lack of structures that identify "skills" in young people. • Tendency to get away from the village. • Non-return of young people after university education. • Lack of Capacities • Non-standardized education • Non-professional people

Change

The de-population of these areas, mainly from a young age, is a constant risk, as a result of which it is necessary to make these areas attractive to the current population, but also to those who have left. Young population is a necessary factor for the development of the area, their lack leads to a decrease in the labour force and an increase in the percentage of the elderly population. Our focus will be in making this area attractive for the young population.

Foreseen actions

1. Organizing exchanges of experiences between generations in the fields of handicrafts, agriculture, handicrafts, etc. in order to preserve local identity.
2. Training of young people on the awareness of the importance of participation in local decision-making.
3. Promotion, support and facilitation of youth associations in finding and implementing projects that benefit the area and young people.
4. Training sessions on carrier counselling by exploiting the resources of the pilot areas.

Pilot Actions

1. Training of young people on the awareness of the importance of participation in local decision-making.

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

The areas have a potential for the development of innovative projects but so far, the genuine projects have been somewhat peripheral. For e.g., The municipality of Klos, as a small municipality it does not have the capacity to support and develop programs for intelligent villages. There is currently no program or project related to this much needed aspect, which unfortunately cannot be developed in the municipality of Klos. One aspect that has influenced the improvement of environmental quality, we can say that is the initiative undertaken by the municipality and the Environmental Forum of Klos, the only NGO organization that operates in environmental protection. The initiative consists of the implementation of successive cleaning actions including local institutions to enable a spread throughout the territory of the municipality of Klos. The Klos Environmental Forum has a page on the social network Facebook, where it also conducts an awareness campaign for citizens on environmental protection.

On the other side, the Areas present a rich environment for the development of renewable energy sources. Rich in water resources, with many sunny days and sub-areas where the wind blows constantly, which can create the opportunity to increase energy production structures, which affect the increase of employment of the inhabitants of the area and consequently the improvement. of their socio-economic conditions.

The Qafë Molla HydraPower was built in Mirditë, which uses the waters of the two branches of the Fan River. In addition to the new jobs created by this HydraPower, Qafë Molla Lake has also benefited, which creates opportunities for increasing the diversification of the tourist offer.

Although the area has potential for alternative sources of renewable energy, they have not been exploited. Utilizing them and promoting sustainable development is one of our priorities.

Furthermore, the Municipality of Mat has a consolidated electricity system where in its territory were built two hydropower plants Ulez and Shkopet which were built since 1967 where in addition to energy production these two hydropower plants have created two lakes in this valley which are two tourist attractions that have created great opportunities for the villages around them.

Also, in the territory of municipalities are built some small huts which have increased energy production and positively affecting the areas where they are honoured both in the employment of persons and in the performance of public services (maintenance of road segments, repair irrigation canals, etc.).

The strengths of this sector are the many opportunities of the areas for the development of innovative ideas to have a stable energy sustainability. But on the other hand, these initiatives are still lacking, and as a result the areas remain still underdeveloped in this regard.

PROJECTS THAT ARE BEING IMPLEMENTED

Beyond Borders-Introducing Smart Tourism and Sharing Economy"

Municipality of Mat Mat (two municipalities Mat and Klos), Dibër and Bulqiza with partner, Biologist of Albania, lead partners -CSO Local Agency for Development, as well as Institute for Research in Environment, Civil Engineering and Energy, after applying to the IPA 2 program, 2014-2020 (Second Program for Cross-Border Cooperation) Republic of Macedonia - Republic of Albania, supported by the EU (European Union), based on one of the thematic priorities offered by this program as the promotion of tourism and cultural and natural heritage (regulation TP4IPA II), the project entitled "Beyond Borders" was implemented - Introducing Smart Tourism and Sharing Economy ".

The value of the project won for all the above-mentioned partners is 304.054.00 Euro, 85% from EU contribution and 15% contribution from each of the partners.

The project has started the implementation, it will last 27 months.

Qafë Molla HPP

Qafë Molla HPP is a private-public partnership. Its value is thought to be over 200m euros. As a result of this investment, the Qafë Molla lake has been obtained, which is an important potential for the development of tourism and the diversification of the tourist offer. Drafting development plans creates a harmonious development in nature.

SWOT ANLYSIS

STRENGTHS	WEAKNESSES
• Abundant natural resources (water, wind, sunny days) and favourable for renewable energy. • Unique nature rich in flora and fauna.	• Lack of tradition in inclusion in intelligent villages. • Non-functioning of the protection structures of the central inspectorate of environmental protection.

• Diversified relief. • Responsive community • Activity of some environmental organizations • Initiating individuals • Presence of local Forums on Environmental Protection "Klos Environmental Forum".	• Lack of financial capacity by local structures for intervention and environmental protection, because of the delegation without the necessary instruments. • Numerous permits for the use of natural resources (minerals, quarries, washing machines, HPPs, forests). • Lack of direct investment and intelligent projects for forest and environmental protection. • Private entities that manage water for profitable interests. (HPPs)
OPPORTUNITIES	**THREATS**
• Sustainable development (balanced) • Protected and clean environment • Rich biodiversity • Opportunity to generate economic income. • Youth employment	• Lack of regional development policies. • Lack of local management and development plans. • Lack of financial support from government structures and international organizations. • Lack of Capacities for intelligent villages

Change

The pilot areas are small municipalities that do not have the capacity to support and develop programs for intelligent villages. There is currently no program or project related to this much needed aspect. The only initiatives consist of the implementation of successive cleaning actions including local institutions to enable a spread throughout the territory. These areas are rich in biodiversity and provide the opportunity to generate economic income, but they lack in regional development policies, in local management and development plans and in financial support from government structures and international organizations

Foreseen actions

1. Conducting awareness campaigns to attract financial support from government structures and international organizations
2. Conducting awareness campaigns for citizens on environmental protection.
3. Encourage local people to mobilise and take action to improve their quality of life.

4. Re-configuring of social practices, in response to societal challenges, which seeks to enhance outcomes on societal well-being and necessarily includes the engagement of civil society actors.
5. Create active group of local citizens who will drive the overall Smart Villages process.
6. Eligible actions / interventions for funding in the roadmap might include a) ‘soft’ investments such as animation, advice, training, research, feasibility, and technical studies; and b) small-scale, tangible investments. The engagement of external actors / experts from outside of the community (e.g., specialist advisors, academics, or community facilitators) could be considered an eligible expense in view of ensuring that the community has the necessary capacity to implement the proposed actions.

Pilot Actions

1. Conducting awareness campaigns for citizens on environmental protection.

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Today more and more the field of tourism in the territory of the municipalities is coming to life. This is also seen in the desire of the locals to develop this field. There are many who have opened their businesses, there are others who open the doors of their homes in anticipation of visitors. What is worth mentioning is the priority that is being given to tourism by local institutions. With the small opportunities it has is giving breath and life to the development of tourism. Currently e.g. The municipality of Klos is in the stages of implementation and execution of a project where the impact it will have on tourism is expected to be extremely important. A project which consists in the construction of a historical museum for Klos, as well as the creation of several hiking trails in the surrounding areas. This project aims to develop the tourism strategy in Klos, where there will be no lack of tourist guides, posters, and info points. On the other hand, recently the municipality itself has started to introduce and promote tourist spots in its territory. During the summer season, the municipality has presented a picture of tourist places where through daily guides that can be accessed online on the website of the municipality, the accessible tourist points are presented. To be realistic, we still do not have a real tourist guide in the territory of the municipality of Klos.

For the above, 2 guest houses in the villages of Klos are in the process of realization by private entities. The old towers are another asset of tourism in Klos, are precisely the owners of the house where with their modest conditions have built their own tourism strategy that characterizes the hospitality in the villages where they live, but also as a business providing income for their families.

The areas represent a place where nature has bestowed unique landscapes and beauties, as well as a wonderful climate accompanied by a relief that starts from 20 m to 2020 m above sea level. In general, the environment has preserved its naturalness. In these areas can be developed mountain tourism and in particular ecotourism, which practices mild interventions in the environment, historical-religious tourism, ethnographic tourism etc.

In terms of tourism development e.g., Mirdite area has undertaken and are in the process of a series of initiatives. Initially, through donors, a tourism development centre was established, which also serves as an InfoPoint and a museum. Tourism in Mirdita is based mostly of "hiking", where the visitor while walking in addition to nature can get acquainted with the cultural heritage, history, religion, traditions, people, and traditional cuisine.

Since this type of economic activity has never taken place in our area, it was necessary to start by encouraging the residents. Initially, 10 years ago, an Austrian named Marianne Graf encouraged a family in the village of Old Katund (today in the group of 100 villages) to set up a service structure (hotel, restaurant). The performance of this subject continued to be productive, causing other families in that village to set up other service structures for visitors.

To consolidate tourism, the Municipality of Mirdita realized the construction of 38 hiking trails with a length of over 400 km supported by the Regional Development Program in Albania. In addition to the trails, the website: www.hikingmirdita.com is also operational. A dedicated staff was created for the development of tourism in the municipality that promotes the area to agencies, donors, local and foreign tour operators. Creates products, facilitates processes and provides information to entities wishing to be involved in tourism. Currently in Mirdita we are working to create two new destinations equipped with services to the visitor.

The first destination is located near the former Spaç Prison and near Munella Mountain. An accommodation facility and restaurant are being set up. Identification elements that make the destination unique are being established. The second destination is located at another point of Mirdita, on the border with Mat on the shore of the Uraka River in a place called Trangë / Lufaj. Here, too, work is underway to create a guesthouse and create conditions for visitors to enjoy the beautiful nature and organic products of the area. Also, in an attractive place on top of Mount Vela, where the statue of St. Mary is placed and where on the first Saturday of every June pilgrims and nature lovers climb up to meet the Virgin is improving infrastructure and creating special identifying and attractive elements for all ages, but mainly for young lovers.

Qafë Molla Lake presents an important potential for creating an attractive destination for eco-tourism and water sports. Given that this lake is new, concrete initiatives for intervention have not started yet, but the trends are noticed by many individuals and entities. In this context, to have a sustainable development in the whole territory around this lake, it is necessary to draft a detailed development plan to address concrete steps.

Furthermore, the municipality of Mat lies almost in the same territory as the ethnographic province of Mat and has hilly and mountainous terrain. It lies on both sides of the Mat River and forests occupy most of the territory of the new municipality. The use of forests for the wood industry is currently limited, as old forests have been severely damaged by uncontrolled logging and a large part of the forest area is currently in the regeneration phase.

It is worth mentioning a high development of the **ETHNOGRAPHIC HERITAGE** of the areas, for example the area of Burrel, more specifically that of Ulëza, which has a long history and rich in time and space. The civilization of this area belongs to centuries ago, leaving traces in our days. The folk costumes and costume design of the area deserve more attention in the future and is a novelty for attracting visitors to this area.

NATURAL RESOURCES: By itself, the administrative territories offer opportunities for rest and accommodation for family tourism. Initiatives for the creation of leisure conditions and the development of tourism in the area can be supported throughout its space. Nature and resources, relief, hydrography, the Regional Park and lakes, climate, biodiversity, etc. have a positive impact on the economic and social development of households in this area and in the civic perception the development of tourism remains one of the strongest points of the future.

BUSINESSES: There are several registered businesses in the administrative unit. Businesses operate in the urban areas and a small part of them in the villages of this unit. Businesses mainly perform service activities where the most concentrated are bars, cafes, restaurants, retail outlets and other services.

ACCOMMODATION: Increasing the accommodation capacity and quality of service is an opportunity for further tourism development in the future. There are some businesses that provide conditions and service for the reception and escort of vacationers and visitors, which are a source of income for the pilot areas. Improving conditions in the service industry will bring mutual benefits to both the community and private businesses, enabling economic development of the area.

Strengths and weaknesses for tourism development

Strengths

1- Very favourable geographical position for the development of tourism.

2- Short distance to the capital and major commercial cities.

3- Natural and cultural attractions and the surrounding villages.

4- Favourable climate for the development of year-round tourism.

5- Numerous water resources that enable the development of entertainment and sports activities.

6- Host community.

Weaknesses

1- Poor marketing in promoting the area.

2- Lack of investment of private enterprises.

3- The phenomenon of population migration, mainly young people and able to work.

4- Lack of vocational schools in the field of tourism.

5- Lack of guides and tour operators.

6- Lack of accommodation systems and services with quality standards.

7- Competitive tourist market.

Plans and activities in the field of Tourism

1- Creating a favourable climate and facilitation policies for investors in the field of tourism.

2- Compilation of brochures and tourist materials for the unit where will be highlighted the most prominent values of culture, tradition, beautiful and rich nature.

3- Reconstruction of historical cultural objects in each area of the unit (churches) and their promotion and preservation.

4- Establishment of recreational and entertainment facilities for young people, children, and the elderly.

5- Promotion of cultural heritage through local and national fairs.

6-Establishment of the lake line and the necessary spaces for the beach.

7- Creating the necessary spaces for setting up campsites.

8- Compilation and publication of tourist guides and leaflets.

9- Encouraging the business for the construction of accommodation facilities, bars-restaurants as well as the provision of quality service.

10- Placement of tourist signage for cultural and cult objects.

11- Construction of recreational areas for residents.

12- Encouraging restaurants to enliven the traditional menus of the area.

13- Establishment of a botanical corner to reflect the plant wealth of the areas.

PROJECTS THAT ARE BEING IMPLEMENTED

Discovering Hidden Attraction Project

Cross-border project between the Municipality of Klos and the Municipality of Demir Hisar in Northern Macedonia and the partner organizations "ART POINT-GUNGO" and "FLAG". The project aims to discover tourist attractions in the two neighbouring countries, enabling the development of tourism and the preservation of cultural heritage. In Klos will be invested in the construction of the ethnographic museum, the improvement of the tourist infrastructure in Balgjaj, Vasha Bridge and other potential areas, as well as in the support and promotion of the providers of local products.

The project is funded by the European Union, within the cross-border program 2014-2020 between Albania and Macedonia.

The project is expected to be completed in July this year.

Project title: Promotion of mountain tourism in the Municipality of Mirdita through the conversion of natural resources into visitable and accessible tourism products.

Donor: Albania Regional Development Program Funded by the Swiss Government and the Austrian Government

Project value: 38 790 euros

Overall objective:

To promote mountain tourism in the territory of the Municipality of Mirdita, by turning natural resources into visitable tourism products and accessible in hard & softcopy, to increase the number of visitors and improve the economic indicators of the area.

Specific objectives:

• Mark 35 mountain trails throughout the territory of the Municipality of Mirdita

• Launch the website www.visitmirdita.com

• Publish maps of tourist trails

• Create technical infrastructure (purchase of equipment)

• To promote tourism products

Creating new destinations:

The first destination

It is located near the former Spaç Prison and near Munella Mountain. An accommodation facility and restaurant are being set up. Identification elements that make the destination unique are being established. This destination is being set up with the support of AAP-Marianne Graf and the community. The approximate value is about 350 thousand euros.

The second destination

It is in another point of Mirdita, on the border with Mat on the bank of the Uraka River in a place called Trangë / Lufaj. Here, too, work is underway to create a guesthouse and create conditions for visitors to enjoy the beautiful nature and organic products of the area. This destination is being set up with the support of AAP-Marianne Graf and the community. The approximate value is about 400 thousand euros.

The third destination

A project started 12 years ago with the twinning of Mount Velino in Italy and Mount Vela in Albania. The statue of St. Mary is located at the top of the mountain in a triangular pyramid. In the morning the sun is reflected from the area of Mirdita, in the afternoon it is reflected from the area of Kurbin and in the west from Lezha and Shkodra. On the first Saturday of every June, pilgrims and nature lovers climb up to meet the Virgin.

For this destination the infrastructure is being improved and special identifying and attractive elements are being created for all ages, but mainly for young lovers.

It is currently being supported by AAP-Marianne Graf, the Municipality of Mirdita and the community of the village of Rrëja e Velës. The value of the project is thought to reach approximately 60 thousand euros.

In all three destinations the work is ongoing.

Another initiative is heritage protection. Mainly for the reconstruction of Towers-traditional dwellings. AAP-Marianne Graf has supported several families in protecting the towers and adapting them to guest houses for visitors.

SWOT ANALYSIS

STRENGTHS	**WEAKNESSES**
• Favourable geographical position and proximity to major axes and major urban centres, or ports and airports. • Community awareness that tourism is one of the main opportunities for economic development. • Presence of some accommodation and service structures • Significant initiatives for the creation of guest houses. • Rich cultural heritage (traditions and customs, ethnography, religion, historical monuments, etc.). • Old toponyms and objects. • Traditions in the cultivation of indigenous agricultural and livestock crops. • Suitable for hiking and ecotourism development. • • Suitable for water activities and sports. • Possibility of developing thematic tourism • Opportunity for the development of adventure tourism. • Donors who support sustainable development and biodiversity conservation. • Municipal structures dedicated to the development of ecotourism (Info-Tower).	• Lack of tradition in tourism services. • Lack of structured markets. • Decrease in artisanal and agricultural production. • Low involvement of the area by tour operators and national and international development agencies. • Low promotion of tourism potential. • Poor road infrastructure.
OPPORTUNITIES	**THREATS**
• Development of the local economy • Strengthening housing.	• Lack of investment • Lack of human capacity

• Conversion of apartments to the guest house • Self-employment of families • Trade development • Increasing socio-economic indicators, through direct employment and sale of products or services to the visitor. • Environmental protection (forests, waste, biodiversity). • Possibility of inclusion in regional tourism packages. • Possibility to apply in ARDA, IPARD… support schemes	• Land parcelling and lack of initiatives to solve property problems. • Indiscriminate use of lake water by HPP, where it can move the lake level. • Lack of development plans for the lake. • Lack of local development facilitation policies (tax ...).

Change

The favourable geographical position, proximity to major axes and major urban centres, or ports and airports, rich cultural heritage (traditions and customs, ethnography, religion, historical monuments, etc.) makes this area perfect for tourism development, especially ecotourism, thematic tourism, adventure tourism, water activities and sports. Currently, from the conversations with the locals, we found that a part of the residents has started to invest or have invested in family tourism businesses with the creation of some accommodation and service structures and with the creation of guest houses. In this area there are also municipal structures dedicated to the development of ecotourism (Info-Tower). What has been ascertained during the forums is the low promotion of tourism potential and poor road infrastructure which are seen as problems for tourists because of creating difficulties in finding the guesthouses, inns, restaurants, Agri-tourisms etc. which are not visible from the main road.

Foreseen actions

1. Installation of road signs for finding cultural attractions, inns, restaurants, etc.
2. Establishing connection with the organizers of various music festivals as an opportunity to organize these festivals in these areas as well.
3. Cooking courses for learning the traditional recipes of the area.
4. Creating an annual and seasonal calendar of activities.
5. Training programs to improve the quality of service and promote the area.

Pilot Actions

1. Installation of road signs for finding cultural attractions, inns, restaurants, etc.

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

The territory of the municipalities is mainly characterized by mountainous and rural terrain. The main engine of the economy is agriculture and livestock. The locals engage in agriculture, producing fresh local products. We have concrete cases where farmers have opened their dairies working and expanding the business on a large scale. A great help for the development of the economy, especially of the municipality of Klos, is the Sunday market, where traders from all the villages of the municipality gather to sell their organic products. People from the surrounding provinces also come to this market, where it has been a tradition for many years to go shopping in Klos. Beekeeping is another asset for the economic development of Klos, due to the favourable climate many farmers decide to engage in beekeeping.

While in Mirdita, handicrafts have traditionally been developed and agrarian and beekeeping products have been processed. Crafts have been represented by work of iron, stone, wood (carving, traditional musical instruments, parts for work tools and animal accessories), clay work, traditional clothing, tailoring, straw work, crochet, etc. Products such as alcoholic beverages (brandy, wine, liqueur, vinegar), honey, jam, compote, dairy (goat cheese, milk, butter, cottage cheese…), traditional dishes, cakes, pickles, pastries, dried fruits, etc. the inhabitants of this area make use of their family products.

In the conditions of economic impoverishment of the areas, the population has decreased significantly. Immigration and migration are attracting more and more of the labour force. The number of tourists is very low. As a result, the economic indicators of the area have fallen. Local products, both agricultural and artisanal, are becoming less and less marketable due to lack of sales, as well as the high costs of individual marketing.

About 50% of the inhabitants live in rural areas. Their livelihood relies mainly on remittances and limited agricultural activities. Agricultural production is mainly used for household self-consumption because farmers in these areas either cannot reach markets for sale, or do not have attractive products for these markets. The agrarian family economy fails to generate income for self-employment.

There have been several initiatives, sometimes individually and sometimes in the form of artisan groups, mainly for traditional clothing, but few have had the opportunity to market their products.

Promoting local products, encouraging households to produce them, and facilitating the market entry of products would have a positive impact on increasing household financial incomes. As a result, families would be more protected. Family members would stand next to each other and curb the departure of the population.

In this context e.g. The Municipality of Mirdita in Cooperation with Albania-Austria Partnerschaft -Marianne Graf is building a centre to support Agri-products and handicrafts which will promote, train and mediate the sale of local organic products in the wider market.

In the Municipality of Mat and specifically in the town of Ulëz, although handicrafts and agriculture, in addition to representing the "knowledge of the community", they are also strong points and have a positive impact on the sustainable development of tourism in this area.

Regarding the current situation, although in this area there is no lack of desire and passion, there is a limited number of inhabitants to promote the handicraft tradition and early crafts, carrying out woodwork and carvings, loom work and folk costumes, works handicrafts such as embroidery, crochet, etc., which promote originality by keeping alive today the tradition and culture of handicrafts. But we can simply consider them as local services as they are not part of the list as businesses and tourism enterprises.

Craft initiatives in this administrative unit can be considered as social values, as existing resources but we cannot consider them as businesses as they are still at a stage where there is a lack of promotion of entrepreneurship, experience, sales market, culture of doing business, etc.

As for agricultural businesses, we can say that in this unit, although there are a considerable number of farmers registered in the relevant registers, we still do not have consolidated agricultural businesses. This fact is not only related to the minimal culture that exists among residents and the community in relation to "doing business" but there are several factors that have influenced the infrastructure, subsidies, promotion, etc. dominant factors.

In recent years, several projects have been implemented in cooperation with foreign donors through representatives of embassies, various associations, NGOs, or local associations such as "Miqësia Ulëz", which have focused on raising awareness of the community and residents of this area for promotion and sustainable development of tourism. In this regard, more than in any other unit of the municipality of Mat, the community, and residents of the unit Ulëz are involved and have participated in fairs held not only locally but also beyond, where they have promoted and follow the tradition of ethno-cultural heritage, their handicrafts, clothing, woodwork, and carvings, but also traditional cooking, Floréal wealth and medicinal plants, etc.

Market research and encouragement of private investors for the opening of a department for handicraft products as well as taking measures for contracting with local and foreign private entities producing confectionery, and identification of relevant markets for handicraft products are plans that should be undertaken with the aim to have a socio-economic development of these areas.

PROJECTS THAT ARE BEING IMPLEMENTED

To revive the traditions and use the organic products of the area to increase the socio-economic indicators of households, a centre is being built to support Agri-products and handicrafts. The centre would serve as a promoter, trainer, and promoter of local products. Creating production groups, standardizing production will be an important focus. The centre will also create intermediary instruments for the products of the area and the large market.

Donors: AAP-Marianne Graf

Beneficiary: Municipality of Mirdita

Approximate value: over 300 thousand euros

Status: In process

SWOT ANALYSIS

STRENGTHS	WEAKNESSES
• Tradition in viticulture • Arbëri Wine as a well-known registered trademark. • Subsidizing farmers • Numerous initiatives in agritourism • Traditions in the craft • The tendency of individuals to engage in non-exhaustive activities.	• Lack of structured markets. • Lack of financing for trade. • Difficulties in engaging young people. • Fading of handicrafts and Agri-processing. • Lack of processing of dairy and livestock products. • Lack of product certification. • Non-functional infrastructure and not supported by logistics and decentralization for food monitoring.
OPPORTUNITIES	**THREATS**
• Growth of the local economy. • Farm development, empowerment of farmers. • Opening trading opportunities. • Possibility to apply in ARDA, IPARD… support schemes	• Fading of the handicraft profession. • Lack of authentic material in the market for handicraft products. • Complicated procedures for product certification.

Change

Due to the lack of structured markets this is an area that should be supported through farmers' subsidies for farm development, empowerment of farmers, processing of dairy and livestock products and in the development of Agri-tourism which would bring development to the whole area. The tradition in viticulture is a strong point of these areas. A concrete example of the products of this area mentioned above is Vera Arbërit (Arbëri Wine) as a well-known registered trademark. Another strong point is the handicraft profession which is being lost day by day and which should be supported not only for the development of the area but also for the preservation of culture and tradition.

Foreseen actions

1. Handicraft tour which will be a tour through which handicrafts will be promoted through the exhibition of local traditional handicrafts accompanied by an explanation of techniques.
2. Tour of local products such as Vera Arbrit (Arbri Wine) and other local products to promote and encourage the growth of these products by locals, as a way to attract tourists.
3. Tradita Martaneshit Festival where all recreational businesses of the area will be promoted in every production field they cover, including handicrafts, production of various agricultural and livestock products, promotion of opportunities for accommodation of tourists, various entertainment activities offered in the area, etc.

Pilot Actions

1. Handicraft tour which will be a tour through which handicrafts will be promoted through the exhibition of local traditional handicrafts accompanied by an explanation of techniques.

Regional Agency for Socio – Economic Development – Banat Ltd – SERBIA

LOCAL ACTION PLAN

FOR THE CONSTRUCTION OF THE TRANSNATIONAL ACTION PLAN

Partner name and number: Regional Agency for Socio – Economic Development – Banat Ltd – PP8

Municipality of Zrenjanin

Region: Vojvodina

Country: Serbia

TOPIC 1: SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT

State of the art

In last decades, Serbia is faced with negative demographic trends. It particularly threatens rural areas relatively distant from major centers. Belo Blato population is melting and aging at same time. One of the consequences is increasing number of abandoned houses bought by people from the capital city which are used for recreational purposes. This additionally burdens social and relational capital of Belo Blato. However, there is a unique situation relating to the primary school where education still realizes in four languages (Serbian, Hungarian, Slovak and Bulgarian). Beside that, the School and other local actors initiate different activities and projects among them are some which go beyond the local significance.

Change

In order to slow down depopulation, it is necessary to revive everyday life and nurture it with different activities/projects aimed to strengthen local cohesion. In this word, the efforts will be focused on preservation of cultural heritage as well as intergenerational exchanges. Beside these, villagers will be more involved in decision making processes related to their everyday life.

Foreseen actions

1. Organising intergenerational exchanges on topics such as agriculture, handicrafts, culture and local traditions in order to disseminate and consolidate local identity by enriching it with creative contributions;
2. Actions to facilitate citizens' democratic participation in local governance and development policies (community of change);
3. Shared management or regeneration of buildings, gardens or public spaces, for social and cultural activities, ensuring their use by all;
4. Cooperation pacts between administration and citizens for the direct management of cultural and environmental assets by the resident population (with significant results in terms of participation and cultural and social benefits for communities);
5. Cooperation agreements between the administration and individual or associated citizens for the care and management of common green spaces and gardens;
6. Organising training sessions on issues of participation and community empowerment;
7. Encouraging the creation of a community cooperative as a multi-service social enterprise to respond to the shared needs of the population and the territory;
8. Creation of common gardens.

Pilot Actions

1. Organising intergenerational exchanges on topics such as agriculture, handicrafts, culture and local traditions in order to disseminate and consolidate local identity by enriching it with creative contributions;

TOPIC 2: “YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE, WITHOUT THEM THE VILLAGE HAS NO FUTURE".

State of the art

Decline in population of Belo Blato is most severe among the youngsters. Generally speaking, small communities mostly do not offer variety of activities that could be economically and socially interesting to this group. While numerous of activities that involve school population are implemented throughout various projects, older teenagers and youngsters in their early twenties are not in the focus relating new initiatives. Self-entrepreneurship remains as an alternative for this state of the art, but social circumstances are not favorable for that endeavor. There are a few, let say private businesses in the village run by the youngsters, but they are far away to claim that youngsters are recognized as a driving force and sustainability factor in the local community.

Change

In order to develop tighter bondage with the local community it is necessary and extremely important to encourage young people for express their creativity and energy aimed to local wellbeing as well as to their economic independence. Taking into account local uniqueness that mostly come from multiculturalism, wealth in water resources, traditional and artistic crafts and design etc. local creativity should be supported and helped by “old” knowledge speeding up the integration of young people into the future project of communities. All initiatives in this segment should be tightly connected with the nature preservation principle.

Foreseen actions

1. To establish eco-educative centre - involving youngsters into eco activities and tradition preservations throughout self-entreprenurship fostering;
2. To build “Carska Bara” Etno-Eco complex;
3. Creation of spaces, services and facilities to facilitate and support the "creative propensity" and networking of young people at local level, in the community, in the various sectors of entrepreneurial job creation, in art and cultural activity, in the management of innovative services linked to the environment (creation of co- working, co-living);
4. Promoting and facilitating youth associations for the implementation of socially, environmentally and culturally useful projects;

Pilot Actions

1. To establish eco-educative centre - involving youngsters into eco activities and tradition preservationas throughout self-entreprenurship fostering;

TOPIC 3: INTELLIGENT AND RESILIENT VILLAGES AND TERRITORIES, BEARERS OF AN IDEA OF THE FUTURE

State of the art

Entering Belo Blato every visitor practically enters the new dimension. First of all, going into the mulberry tree line alongside the road which is the only connection with the outer world, every visitor physically feels relaxed. Secondly, when interact with locals, every visitor could recognize high level of tolerance, regardless it is national, social, educational or some else. On the other hand all of this create an image of the community that it is traditional and not linked to the new principles of the modern societies, particularly those summirised in the “EU Action for SMART VILLAGES”, where re underlined traditional and new networks and services enhanced through digital, telecommunication technologies, innovations and better use of knowledge, benefiting inhabitants and businesses. However, modern approaches and technologies didn’t go around Belo Blato, but there are still huge area where they could be implemented.

Change

In order to introduce new approaches and technologies into the concept of intelligent and resilient villages, first actions in Belo Blato will be orientated to the landscape recultivation and improved management of resources, particularly natural ones.

Foreseen actions

On the basis of the objectives and results of Change, please describe the interventions you intend to carry out (listed by priority)

1. Coordinated image of the village: actions to "decorate" and improve the urban landscape (public furniture and facilities, removal of cables and overhead wires, horizontal and vertical signage, signs, shelters, benches, etc.)
2. Belo Blato “Green Path” reconstruction in leght of 1,200 m;
3. Establising and building of visitor-touristic-recreational centre;
4. Land recultivation for sport fishing and bathing place;
5. Revitalising promenade Salivan alongside old embankment and its connection with tourist unity of Belo Blato and Carska Bara – Green Pth – tracing and preparation for the construction;
6. Carski drum (Imperial Road) – connecting the main road with the mulberry tree line, restoring the Austro-Hungarian history and connecting with EUROVELO;

7. Introducing urban elements such as parks, green walls and roofs, which host biodiversity and allow ecosystems to function and provide their services by creating links between urban, peri-urban and rural areas;
8. Replace public lighting both inside and outside buildings with traditional lamps with the latest generation LED-type ones, also with light sensors and flow regulation;
9. Introduce and disseminate green building practices and enhancement of building traditions, including the use of traditional local building materials (e.g. Reed);
10. Spreading soft mobility through the implementation of cycle paths and pedestrian routes, the promotion of the use of bicycles, electric cars, local public transport, hoping for the introduction of public transport with low or no polluting emissions;
11. Encouraging the recovery of rainwater for irrigation and domestic use;
12. Planning and supporting the separate collection of waste, including domestic waste oil, which is highly polluting, domestic composters or community composters, recycling and reuse;

Pilot Actions

Describe the actions that local government and citizens believe can immediately initiate visible and shared change.

1. Coordinated image of the village: actions to "decorate" and improve the urban landscape (public furniture and facilities, removal of cables and overhead wires, horizontal and vertical signage, signs, shelters, benches, etc.)

TOPIC 4: UTILISATION AND INCREASE OF TOURIST VOCATION, WITH A VIEW TO SUSTAINABILITY AND EMPLOYMENT: THE HOSPITABLE COMMUNITY

State of the art

Without any doubt Belo Blato is a community that have a great potential to attract different kind of visitors/tourist. Its touristic offer ranges from cultural and historical heritage combined with nature uniqueness's (Ramsar area Carska Bara, fishing and bird hunting area, numerous small plane lakes). Beside these, already are developed some tourist manifestations, mostly related to the gastronomy (Sausage and homemade brandy festival, Sheep days, Sweet day). However, these potentials are not utilized on proper way so, villagers don't see the tourism as an occupation, but rather as a way to spend time on an interesting way and, in the best scenario, to promote the village and be usefull for the community.

Change

There is a high sense of Belo Blato as a multicultural community as well as of their uniqueness relating natural resources. In order to make some steps forward in tourism development it is necessary to change the attitude toward tourist offer. As the experiential factor is becoming increasingly important as part of the motivation to travel and holiday, it is highly important to allowed tourists to be emotionally involved with their hosts and let them to get in touch with the identity of an area. Villagers should take part in the story of the territory through a continuous production of content, images, sounds and perceptions that remain there, and that can travel on the web.

Foreseen actions

1. Establisment of the Info centre;
2. Promote the creation of a local coalition of tourism, accommodation, culture and business operators who will work together on a permanent basis to create economies of scale, common reception services, a voluntary quality framework (hospitality charter), use shared strategies and means of communication promoting a single image of the tourist destination;
3. Create an annual programme of events in the area that do not compete with each other and that enhance the potential attractiveness without "straining" environmental, physical and socio-cultural resources;
4. Organising photosafary on Belo Blato territory;

5. Organising rock and alternative music festival
6. Constructing the scow on bega river – connecting with the main roadways
7. Introduce new services and improve existing services for the population and tourist- visitors (public transport, signposting, parking, usability of resources);
8. Promote the emergence of home restaurants (where dinners are organised to allow temporary citizens - tourists - to taste local flavours, in private homes and with non- professional chefs). Home restaurants should be encouraged where there are no or few restaurants;
9. Training programmes for tourism, culture and craft operators in hospitality, empathy and attention to details in tourist reception;
10. Study and create proposals for authentic and unique experiences in the area, lasting one or more days, and making the guest (but also the citizen) feel involved in local life and the local community (craft workshops, traditional recipes, visits to wineries and workshops, environmental sports activities, community lunches and dinners, photography courses, bird watching, gathering wild herbs, educational farms, etc.);
11. Identify a place that becomes “the Guest's home" where common activities are carried out (room with kitchen equipment, meeting equipment, workshops and professional courses, show room for displaying local products, wine shop, smartworking and/or coworking stations, ...) And where booking functions are centralised;

Pilot Actions

1. Establisment of info centre;
2. Promote the creation of a local coalition of tourism, accommodation, culture and business operators who will work together on a permanent basis to create economies of scale, common reception services, a voluntary quality framework (hospitality charter), use shared strategies and means of communication promoting a single image of the tourist destination;
3. Create an annual programme of events in the area that do not compete with each other and that enhance the potential attractiveness without "straining" environmental, physical and socio-cultural resources;

TOPIC 5: PRODUCTIVE KNOW-HOW

State of the art

Belo Blato predecessors origins from different ethnic groups, mostly from Germans, Slovaks, Hungarians, Bulgarians, Romas and Serbs. Handicraft is some kind of material cultural heritage of every ethnic group. So, there is a variety of handicrafts techniques and traditional products in Belo Blato. Area of everyday life when craft products are recognized spreads from, gastronomy/agrifood processing, embroidery, pottery, wood processing, construction, etc.

Change

In order to put handicraft in more favourable position related to toursits it is necessary to support them, as a start-up ones as well as just make more visible the existing ones. Craft enterprises produce goods and/or provide local services that contribute significantly to determining the degree and level of quality of life of a local community and they are interesting places for visiting them, learn some and finally buy some authentic products.

Foreseen actions

1. Foundation of a "Memory Bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly and as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it;
2. Organisation of a Summer festival of old crafts (cane products, carpentry, blacksmithting, cake makimg, embroidery, gastronomy,...).
3. Stimulate the creative activity of associations already present in the area to develop projects directly linked to cultivation or collateral projects (horticultural therapy projects; children's readings in the gardens; courses on the recovery/recycling of materials; therapeutic courses on ecological themes; natural cooking courses, etc.);
4. Craft workshops with individual and group lessons to learn how to make objects, recognise and research materials and raw materials (flowers and grasses for wool, wicker, rush, broom and asphodel for baskets, etc.);
5. Learning craft techniques and in-depth study of materials for schoolchildren;

Pilot Actions

1. Foundation of a "Memory Bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly and as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it;

CHAPTER 6 – PILOT ACTIONS FORESEEN IN PROJECT PARTNERS' LAPs

Emilia-Romagna Region - ITALY

Village of "Boretto"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
An action that conveys interests and curiosities towards the Po destination: the implementation, for example, of a special boat that can promote this type of tourism through all the coastal municipalities involved.	An action of youth exchange with other partners, combined with on-site training actions.	Workshops, training activities, cultural heritage implementation programs.	From the comparison with the other territories involved, the desire to systematize the tourist excellence already present emerges, but also the need for help to better structure the next steps, in an area often devoid of system logic. The idea could be to develop a tourism masterplan linked to the Emilian PO.	Among the possible actions, from a system perspective, there could be that of making the most of local production, first and foremost on the borettana onion

Village of "Brescello"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the	Also among young people to bring out the propensity to highlight, exhibit and exchange ideas, products of knowledge and know-	Involvement of the public interested in Guareschi's legacy thanks to educational tours or thematic workshops in the area.	From the comparison with the other territories involved, the desire to systematize the tourist excellence already present emerges, but also the need	Workshops, training activities, cultural heritage implementation programs

municipality and from the Stakeholders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.	how with other Adrionet partners		for help to better structure the next steps, in an area often devoid of system logic. The idea could be to develop a tourism masterplan linked to the Emilian PO.	

Village of "Calendasco"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
The relational capital understood as a tendency towards hospitality - which is the millennial heritage of Calendasco, a stop on the Via deiRomei since the Middle Ages - should also be valued among the population itself, perhaps with special moments of disclosure and training	Involving the younger generations, both thanks to training activities that make it possible to enhance the territorial excellence, and thanks to exchanges between the different villages of the various partners involved.	Create a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.	From the comparison with the other territories involved, the desire to systematize the tourist excellence already present emerges, but also the need for help to better structure the next steps, in an area often devoid of system logic. The idea could be to develop a tourism masterplan linked to the Emilian PO.	Enhance knowledge and these already active through ad hoc promotional activities, aimed at different targets and from various sources.

Village of "Caorso"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
A propensity to highlight, exhibit and exchange	Create creative workshops also aimed at stimulating	The resilient village logic could be developed and	From the comparison with the other territories	Among the possible actions, from a system

ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the Stakeholders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.	creativity and self-entrepreneurship / entrepreneurship / social entrepreneurship. The productive sectors of excellence represent a great opportunity for young people Training and knowledge exchange activities, also with partners from different countries	enhanced through joint initiatives that can highlight the industriousness and hospitality rooted in the local population	involved, the desire to systematize the tourist excellence already present emerges, but also the need for help to better structure the next steps, in an area often devoid of system logic. The idea could be to develop a tourism masterplan linked to the Emilian PO.	perspective, there could be that of making the most of local production

Village of "Castelvetro Piacentino"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the Stakeholders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.	Involving the younger generations, both thanks to training activities that make it possible to enhance the territorial excellence, and thanks to exchanges between the different villages of the various partners involved.	Create a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners The idea of an action that conveys interests and curiosity towards the Po destination also comes to light.	Development of the attractiveness of cycle tourism thanks to structural actions (increase in the supply of vehicles) or system actions (network of cycle paths, common signs, etc ...)	Among the possible actions, from a system perspective, there could be that of making the most of local production, primarily on food and wine products

Village of "Colorno"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the Stakeholders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.	Also among young people to bring out the propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners	The resilient village logic could be developed and enhanced through joint initiatives that can highlight the industriousness and hospitality rooted in the local population	From the comparison with the other territories involved, the desire to systematize the tourist excellence already present emerges, but also the need for help to better structure the next steps, in an area often devoid of system logic. The idea could be to develop a tourism masterplan linked to the Emilian PO.	Among the possible actions, from a system perspective, there could be that of making the most of local production, primarily on food and wine products

Village of "Luzzara"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the Stakeholders	Also among young people to bring out the propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners	Involvement of the public interested in Zavattini's legacy thanks to educational tours or thematic workshops in the area.	From the comparison with the other territories involved, the desire to systematize the tourist excellence already present emerges, but also the need for help to better structure the next steps, in an area often devoid of system logic. The idea could be to	Workshops, training activities, cultural heritage implementation programs

The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.			develop a tourism masterplan linked to the Emilian PO.	

Village of "Monticelli d'Ongina"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Relational capital, understood as a tendency towards hospitality, should also be valued among the population itself, perhaps with special moments of disclosure and training.	A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the Stakeholders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.	The resilient village logic could be developed and enhanced through joint initiatives that can highlight the industriousness and hospitality rooted in the local population	From the comparison with the other territories involved, the desire to systematize the tourist excellence already present emerges, but also the need for help to better structure the next steps, in an area often devoid of system logic. The idea could be to develop a tourism masterplan linked to the Emilian PO.	Among the possible actions, from a system perspective, there could be that of making the most of local production, primarily on food and wine products

Village of "Zibello"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Relational capital, understood as a tendency towards hospitality, should	To bring out also among young people a propensity to highlight, exhibit and	The resilient village logic could be developed and enhanced through joint	From the comparison with the other territories involved, the desire to	Among the possible actions, from a system perspective, there could be

also be valued among the population itself, perhaps with special moments of dissemination and training	exchange ideas, products of knowledge and know-how with the other Adrionet partners. The idea of an action that conveys interests and curiosity towards the PO destination also comes to light	initiatives that can highlight the industriousness and hospitality rooted in the local population	systematize the tourist excellence already present emerges, but also the need for help to better structure the next steps, in an area often devoid of system logic. The idea could be to develop a tourism masterplan linked to the Emilian PO.	that of making the most of local production, first of all on the main product of local gastronomy, Culatello di Zibello

Village of "Roccabianca"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the Stakeholders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.	To bring out also among young people a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with the other Adrionet partners. The idea of an action that conveys interests and curiosity towards the PO destination also comes to light	The resilient village logic could be developed and enhanced through joint initiatives that can highlight the industriousness and hospitality rooted in the local population	An action that conveys interests and curiosities towards the Po destination, "Il Mondo Piccolo" by Guareschi, a symbol of an entire territory.	Among the possible actions, from a system perspective, there could be that of making the most of local production, first of all on the main product of local gastronomy, Culatello di Zibello

Village of "Villanova d'Arda"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL,	TOPIC 2 YOUNG PEOPLE ARE THE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW

A RESOURCE FOR DEVELOPMENT	FUTURE OF THE VILLAGE			
A propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with other Adrionet partners emerges in the municipality and from the Stakeholders The idea of an action that conveys interests and curiosity towards the PO destination also comes to light.	To bring out also among young people a propensity to highlight, exhibit and exchange ideas, products of knowledge and know-how with the other Adrionet partners. The idea of an action that conveys interests and curiosity towards the PO destination also comes to light	Involvement of the public interested in Giuseppe Verdi's legacy thanks to educational tours or thematic workshops in the area.	Development of the attractiveness of cycle tourism thanks to structural actions (increase in the supply of vehicles) or system (network of cycle paths, common signs)	Among the possible actions, from a system perspective, there could be that of making the most of local production, primarily on food and wine products

Regional Development Centre Koper - SLOVENIA

Village of "Hrastovlje"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Preparation of the cultural association statute. Preparation of the agreement for taking into management co-working space in the centre of the village.	In Hrastovlje village committee will prepare project documentation and apply to municipality call for the construction of a children's playground.	Drinking water: promotion of the initiative of the drinking fountains with free fresh water accessible to all citizens as an example of good practice – reinventing tradition, promotion of banning single use of plastics, raise awareness of the importance of the clean water	Creating a short video content about JožePohlen. Preparation of the concept and final product.	//

Village of "Kubed"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Active participation in the preparation of the Municipality of Koper strategy for the development and promotion of the destination Karst edge – Outdoor Sport Park.	//	//	Hostel: Preparation of the project documentation with the financial plan. Preparation of the material for the promotional activities / digital activities – video presentation, electronic leaflets; guided tours	//

Local Community Gračišče with Kubed village is working to revive the Šavrinka Route, which would link Istria - Croatian, Slovenian and Italian. First will be organised an international event where all association connected with the Šavrinka women are connected. The eventwilltakesplace in Kubed.				

Villages of "Rodik and Beka"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Events, workshops and seminars	completing some sports infrastructure	**Beka** Making an agreement with the company 2TDK and Municipality of HrpeljeKozina for financing action that will regulate and develop stainable mobility (marking cycling paths; new bypass etc.). Installation of signage in the village and in the park.	Management plan – management plan for archaeological sites and for developing tourism. Management plan will consist of local action plan, guidelines, and tools for monitoring and participatory planning process. Digitalization of one in the area of the prehistoric site Ajdovščina.	**Rodik** Organisation of workshop for basket weaving, blacksmithing (there was a strong blacksmithing trade in Rodik (archaeological excavations). **Beka** Organisation of the workshops connected with the herbalism

		Maintenance of the paths within the Landscape Park Beka. **Rodik** Completed the documentation for the construction of the connecting water pipeline Ilirska Bistrica – Rodik. With the construction of the water pipeline will also be implemented rad plastering of the Brkini ridge road of which one part is Artviže – Rodik macadam road - part of the Mythical Park route. Rodik is also getting a renovated village entrance. The construction of a new railway bridge will give Rodik a more beautiful appearance and make the road safer.		

Public Institution for the development of the Međimurje County REDEA - CROATIA

Village of "Nedelišće"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Daily care for the elderly with active participation of children from kindergarten and elementary schools	Promote an active participation of young people through the Association of youth or establishment of an umbrella NGO linking all the NGOs dealing with youth-related topics	Entertaining educational activities on the topic of environmental and nature protection for all generations, but especially for the children.	Thematic (or cross-thematic attractions) routes through the municipality for all ages and interest groups	Use of a "ceker" (a traditional bag) as the motive for an integrated promotion of municipality – production of souvenirs, t-shirts, skirts, hoodies, hats, etc. with the motive of "ceker" for different events and manifestations
A system for activating elderly to care for children who are not enrolled in nurseries or kindergartens		A content for different types of smart applications (tailored for all generations) related to the environment and nature	Smart applications for the interpretations of the cultural, historical and natural heritage (also using augmented or virtual reality features). Along the routes, it should be possible to buy local products.	
A "living room in the open" which would include a kind of temporary outdoor daily center with different games and activities for all generations but especially targeted at the elderly population and children, also people with				

disabilities. This could be organized several times a year, especially in warmer times of the year.				

Village of "Štrigova"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
SOS button – a security sensor for the elderly – an innovative action that requires co-creation with IT experts in terms of developing a sensory button/bracelet that will be connected to the elderly person's network of family members, relatives, neighbours and medical centres/doctors	Develop an ongoing programme for Štrigova's newly adapted modern Cultural centre with different activities for the youth but also all residents and visitors of Štrigova	Mobile application for waste separation and other eco actions	Activities that integrate a biking and walking tours in combination with the visits to cultural heritage sites and gastro-eno degustation (an integrated tourism package)	One day event that would promote intergenerational cooperation The event would consist of different activities: • Food fair with "*pogačice*", traditional cakes and other traditional local food • Drawing, traditional games, sportsand other kind of competition with - grandparents as judges • Workshops - ceramics, traditional crafts, cooking and baking, learning the Štrigova language, etc.

				• Sale of local products
Organized transport for the elderly to the center of Štrigova or nearby cities of Čakovec and Varaždin to run different errands (Medical centres, hospitals, pharmacies, bank, Cultural centre, social activities etc.).	Strengthen the capacity of the Youth association at the Municipality level of that could be also involved in the organisation of different activities	Different campaigns: "Leave no trace eco campaigns"; "Štrigova with no plastic" or "Zero waste" campaign	Happiness festival - a combination of sport and recreation activities with a food fair and other fun activities that will promote local community spirit and active lifestyle	
"Be different" - different workshops that will boost creativity and open-mindedness of the local community (fun interactive events)				
"A Mayor for a day" action to increase citizen awareness of the Municipality's role and responsibilities, and increase their participation in the future community projects				

Village of "Sveta Marija"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
"Once upon a time"- Engage elderly in storytelling activities for	"Lace club" - Activation of the lace group in the school and related	Eco cleaning action and campaign (#zero plastic campaign; Sveta Marija	"Story of lacemaking" - storytelling workshops; educational and other	Intergenerational exchange in "know how" through lacemaking

the youngest about their life in the village, traditional games, way of life in the village etc. Encourage a cooperation between the local associations, primary school “Sveta Marija” and the kindergarten Kockavica	activities that will promote lacemaking and lace as an intangible heritage among the youth - exploring modern interpretation of lace and lacemaking with new partners in design, fashion, textile, household items, digital interpretation of stories and lace patterns etc.	with no plastic campaign) and activities related to the protection and promotion of Drava river (e.g. a multi-day river festival).	activities for the local community and visitors	clubs, schools and other activities so that older people with "skills" can become "mentors" of young people eager to build a project designed to "challenge themselves".

Region of Central Macedonia - Greece

Village of "Dafni"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Proper cooperation and productive collaboration between local authorities and the Municipality	Creating cultural competitions for young talents	Introduce and disseminate green building practices and enhancement of building traditions	Create new events	Craft days - shops and workshops open to visitors on certain Sundays of the year
Organising training sessions on issues of participation and community empowerment	Introducing education programmes in schools on active citizenship	Planning and supporting the separate collection of waste	Create only ECO-friendly events	Support for the opening of new local quality craft workshops with tutors from local elderly craftsmen
Encouraging the creation of a Community Cooperative as a multi-service social enterprise	Proposing environmental and cultural itineraries for young people	Banning single-use plastic from public places, festivals and events	Train all economic operators (including petrol station attendants) and traffic wardens to be welcoming, empathetic and attentive to hospitality	Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community
Creation of common gardens		Encouraging the recovery of rainwater for irrigation and domestic use		

Village of "Emmanuel Pappas"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW

Proper cooperation and productive collaboration between local authorities and the Municipality	Setting up a municipal council for young people to assist the Local Authority in designing actions and initiatives for young people	Regulation and management of running water through the use of flow reducers in public and private buildings and campaigns to inform and raise awareness among the public of the importance of saving drinking water	Create an annual programme of events in the area that do not compete with each other and that enhance the potential attractiveness without "straining" environmental, physical and socio-cultural resources	Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community
Encouraging the creation of a Community Cooperative as a multi-service social enterprise	Promoting and facilitating youth associations	Banning single-use plastic from public places, festivals and events	Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation	Foundation of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly
Creation of common gardens	The creation of training courses to boost young people's confidence	Planning and supporting the separate collection of waste, including domestic waste oil, which is highly polluting, domestic composters or community composters, recycling and reuse	Create only ECO-friendly events	Stimulate the creative activity of associations already present in the area todevelop projects directly linked to cultivation or collateral projects(horticultural therapy projects; children's readings in the gardens; courses on the recovery/recycling of materials; therapeutic courses on ecological themes; natural cooking courses, etc.)

		Spreading soft mobility through the implementation of cycle paths and pedestrian routes, the promotion of the use of bicycles, electric cars, local public transport	Training programmes for tourism, culture and craft operators in hospitality, empathy and attention to details in tourist reception	
			Train all economic operators (including petrol station attendants) and traffic wardens to be welcoming, empathetic and attentive to hospitality	

Village of "Vryta"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Actions to facilitate citizens' democratic participation in local governance and development policies (community of change)	Creating cultural competitions for young talents	Regulation and management of running water through the use of flow reducers in public and private buildings and campaigns to inform and raise awareness among the public of the importance of saving drinking water	Identify a place that becomes "The Guest's House" where common activities are carried out and where booking functions are centralised	Reopening the local mill,
Actions to improve the cultural landscape of the village in order to increase its attractiveness and social openness	Introducing education programmes in schools on active citizenship and commitment to the care of the common good	Banning single-use plastic from public places, festivals and events	Capitalizing the nearby lake for fishing and boating by the tourists	Establishing a museum inside the mill

(museums, events, technologies related to cultural fruition, etc.)				
Urban regeneration through the use of co-design methods aimed at the recovery and re-functionalization of common goods and services for the improvement of the quality of life	Proposing environmental and cultural itineraries for young people to learn about the characteristics of the territory and its unique opportunities	Planning and supporting the separate collection of waste, including domestic waste oil, which is highly polluting, domestic composters or community composters, recycling and reuse	Giving tourists the ability to visit places in and around the village of significant historical value, offering on the other hand a more authentic experience with the surrounding nature	Programmes for tourist participation in agricultural work, as well as participation in the fields of fish farming or livestock farming
Shared management or regeneration of buildings, gardens or public spaces, for social and cultural activities, ensuring their use by all		Spreading soft mobility through the implementation of cycle paths and pedestrian routes, the promotion of the use of bicycles, electric cars, local public transport	Study and create proposals for authentic and unique experiences in the area, lasting one or more days, and making the guest (but also the citizen) feel involved in local life and the local community (craft workshops, traditional recipes, visits to wineries and workshops environmental sports activities, community lunches and dinners, photography courses, bird watching, gathering wild herbs, educational farms, etc	Craft workshops with individual and group lessons

Village of "Afytos"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL,	TOPIC 2 YOUNG PEOPLE ARE THE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW

A RESOURCE FOR DEVELOPMENT	FUTURE OF THE VILLAGE			
Cooperation pacts between administration and citizens for the direct management of cultural and environmental assets by the resident population (with significant results in terms of participation and cultural and social benefits for communities)	Creation of spaces, services and facilities to facilitate and support the "creative propensity" and networking of young people at local level	Introduce and disseminate green building practices and enhancement of building traditions, including the use of traditional local building materials	Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation	Establishment of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly and as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it
Cooperation agreements between the administration and individual or associated citizens for the care and management of common green spaces and gardens	Setting up a municipal council for young people to assist the Local Authority in designing actions and initiatives for young people	Planning and supporting the separate collection of waste	Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted and disseminated	Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and with local sales outlets in the framework of a national and international web-based valorisation system
Organising training sessions on issues of participation and community empowerment	Promoting and facilitating youth associations for the implementation of socially, environmentally and culturally useful projects	Banning single-use plastic from public places, festivals and events	Train all economic operators (including petrol station attendants) and traffic wardens to be	

			welcoming, empathetic and attentive to hospitality	
Actions to facilitate citizens' democratic participation in local governance and development policies	Creating cultural competitions for young talent	Encouraging the recovery of rainwater for irrigation and domestic use		

Village of "Nikiti"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Cooperation pacts between administration and citizens for the direct management of cultural and environmental assets by the resident population (with significant results in terms of participation and cultural and social benefits for communities	Creation of spaces, services and facilities to facilitate and support the "creative propensity" and networking of young people at local level	Introduce and disseminate green building practices and enhancement of building traditions, including the use of traditional local building materials	Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation	Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community
Urban regeneration through the use of co-design methods aimed at the recovery and re-functionalization of common goods and services	Setting up a municipal council for young people to assist the Local Authority in designing actions and initiatives for young people	Planning and supporting the separate collection of waste	Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted and disseminated	Foundation of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft

				culture, the stories and knowledge of the elderly and as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it
	Promoting and facilitating youth associations for the implementation of socially, environmentally and culturally useful projects	Banning single-use plastic from public places, festivals and events		
	Creating cultural competitions for young talent	Encouraging the recovery of rainwater for irrigation and domestic use		

Village of "Kitros"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Organising training sessions on issues of participation and community empowerment	Creating cultural competitions for young talents	Regulation and management of running water through the use of flow reducers in public and private buildings and campaigns to inform and raise awareness among the public of the	Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation	Establishment of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and

		importance of saving drinking water		knowledge of the elderly and as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it
Encouraging the creation of a Community Cooperative as a multi-service social enterprise to respond to the shared needs of the population and the territory	Introducing education programmes in schools on active citizenship and commitment to the care of the common good	Banning single-use plastic from public places, festivals and events	Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted and disseminated	Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and with local sales outlets in the framework of a national and international web-based valorisation system
Actions to facilitate citizens' democratic participation in local governance and development policies	Proposing environmental and cultural itineraries for young people	Planning and supporting the separate collection of waste, including domestic waste oil, which is highly polluting, domestic composters or community composters, recycling and reuse	Train all economic operators (including petrol station attendants) and traffic wardens to be welcoming, empathetic and attentive to hospitality	
		Spreading soft mobility through the implementation of cycle paths and pedestrian routes, the promotion of the use of bicycles, electric cars, local public transport		

Village of "Arkochori"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Organising training sessions on issues of participation and community empowerment	Setting up a municipal council for young people to assist the Local Authority in designing actions and initiatives for young people	Regulation and management of running water through the use of flow reducers in public and private buildings and campaigns to inform and raiseawareness among the public of the importance of saving drinking water	Create an annual programme of events in the area that do not compete with each other and that enhance the potential attractiveness without "straining" environmental, physical and socio-cultural resources	Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community
Encouraging the creation of a Community Cooperative as a multi-service social enterprise to respond to the shared needs of the population and the territory	Promoting and facilitating youth associations for the implementation of socially, environmentally and culturally useful projects	Banning single-use plastic from public places, festivals and events	Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation	
Creation of common gardens	The creation of training courses to boost young people's confidence and empowerment towards business creation	Planning and supporting the separate collection of waste, including domestic waste oil, which is highly polluting, domestic composters or community composters, recycling and reuse	Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted and disseminated	Foundation of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly and as a document to be preserved and

				safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it
		Spreading soft mobility through the implementation of cycle paths and pedestrian routes, the promotion of the use of bicycles, electric cars, local public transport	Training programmes for tourism, culture and craft operators in hospitality, empathy and attention to details in tourist reception	
			Train all economic operators (including petrol station attendants) and traffic wardens to be welcoming, empathetic and attentive to hospitality	

Village of "Goumenissa"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Allowing each regional/local council, to produce substantial and solid results regarding the	Capitalizing upon the military encampment, by transforming it into a recreational cultural center	Restoration of the old buildings of the village with the use of traditional materials	Rejuvenation and restoration of the historical center	Creation of seminars/workshops around vineyards and wine making process

village's future, by avoiding huge bureaucratic processes.				
Creation of recreational park	Establishing a Technological Education Institute for young students	Beginning of the biowaste treatment process	Exploiting the heritage aspects of the village (the French water fountain and the ossuary	Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community
Actions to facilitate citizens' democratic participation in local governance and development policies	Rejuvenation of the "2 rivers" location, into creating an open and "networking hive" for youngsters	Replacement of water pipes made by asbestos	Promotion of religion tourism	Foundation of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly and as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it
	Creation of a school for students with special needs	Planning and supporting the separate collection of waste, including domestic waste oil	Promotion of wine-tourism	

		Banning single-use plastic from public places, festivals and events	Study and create proposals for authentic and unique experiences in the area, lasting one or more days, and making the guest (but also the citizen) feel involved in local life and the local community	
			Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation	
			Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted and disseminated	
			Training programmes for tourism, culture and craft operators in hospitality, empathy and attention to details in tourist reception	

			Train all economic operators (including petrol station attendants) and trafficwardens to be welcoming, empathetic and attentive to hospitality	

Village of "Ossa"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Allowing each regional/local council, to produce substantial and solid results regarding the village's future, by avoiding huge bureaucratic processes.	Setting up a municipal council for young people to assist the Local Authority in designing actions and initiatives for young people	Information to interested parties on any relevant action/information/programme to be announced.	Ensure that all local operators are familiar with the area, its resources and special features, that they know how to tell and describe it and that they know how to benefit from it by associating their quality policy with the area itself	Establishment of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly and as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simplecuriosity, to learn about it
Creation of recreational park	Introducing education programmes in schools on active citizenship and commitment to the care of the common good	Effort for a lower environmental footprint of the settlement.	Create an annual programme of events in the area that do not compete witheach other and that enhance the potential	Creating sustainable agriculture gardens that represent an opportunity for practice and welcome

			attractiveness without environmental, physical and socio-cultural resources	for the guests of the Hospitable Community
Actions to facilitate citizens' democratic participation in local governance and development policies	Promotion, at local level, of "Creativity Workshops" to help strengthen the creation of relations, relationships of trust and joint actions among young people	New technology and energy saving lamps.	Create only ECO-friendly events, i.e events in which good environmental practices of waste reduction and separate waste collection are promoted and disseminated	Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and with local sales outlets in the framework of a national and international web-based valorisation system
	Creation of spaces, services and facilities to facilitate and support the "creative propensity" and networking of young people at local level	Organized waste collection and recycling activities.	Training programmes for tourism, culture and craft operators in hospitality, empathy and attention to details in tourist reception	Stimulate the creative activity of associations already present in the area todevelop projects directly linked to cultivation or collateral projects (horticultural therapy projects/ children's readings in the gardens/ courses on the recovery/recycling of materials/ therapeutic courses on ecological themes /natural cooking courses, etc
		More recycling bins and compost distribution.	Create new events that can be consolidated over time and involve a large part of	

		Improvement of greenery and parks	the citizenship in their realization	
		Common effort for the general cleanliness of the village		

Village of "Palaios Panteleimonas"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Allowing each regional/local council, to produce substantial and solid results regarding the village's future, by avoiding huge bureaucratic processes.	Creation of spaces, services and facilities to facilitate and support the "creative propensity" and networking of young people at local level	Introduce and disseminate green building practices and enhancement of building traditions, including the use of traditional local building materials	Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation	Craft days - shops and workshops open to visitors on certain Sundays of the year
Creation of recreational park	Setting up a municipal council for young people to assist the Local Authority in designing actions and initiatives for young people	Planning and supporting the separate collection of waste	Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted and disseminated	Support for the opening of new local quality craft workshops with tutors from local elderly craftsmen
Actions to facilitate citizens' democratic participation in local governance and development policies	Promoting and facilitating youth associations for the implementation of socially, environmentally and culturally useful projects	Banning single-use plastic from public places, festivals and events		Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community

	Creating cultural competitions for young talent	Encouraging the recovery of rainwater for irrigation and domestic use		

Village of "Petrokerasa"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Organising training sessions on issues of participation and community empowerment	Creating cultural competitions for young talents	Regulation and management of running water through the use of flow reducers in public and private buildings and campaigns to inform and raise awareness among the public of the importance of saving drinking water	Create an annual programme of events in the area that do not compete with each other and that enhance the potential attractiveness without "straining" environmental, physical and socio-cultural resources	Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community
Encouraging the creation of a Community Cooperative as a multi-servicesocial enterprise to respond to the shared needs of the population and the territory	Introducing education programmes in schools on active citizenship and commitment to the care of the common good	Banning single-use plastic from public places, festivals and events	Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation	Foundation of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly and as a document to be preserved and

				safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it
Creation of common gardens.	Proposing environmental and cultural itineraries for young people to learn about the characteristics of the territory and its unique opportunities	Planning and supporting the separate collection of waste, including domestic waste oil, which is highly polluting, domestic composters or community composters, recycling and reuse	Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted and disseminated	
		Spreading soft mobility through the implementation of cycle paths and pedestrian routes, the promotion of the use of bicycles, electric cars, local public transport	Training programmes for tourism, culture and craft operators in hospitality, empathy and attention to details in tourist reception	
			Train all economic operators (including petrol station attendants) and trafficwardens to be welcoming, empathetic and attentive to hospitality	

Village of "Seli"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Organising training sessions on issues of participation and community empowerment	Setting up a municipal council for young people to assist the Local Authority in designing actions and initiatives for young people	Regulation and management of running water through the use of flow reducers in public and private buildings and campaigns to inform and raise awareness among the public of the importance of saving drinking water	Create an annual programme of events in the area that do not compete with each other and that enhance the potential attractiveness without "straining" environmental, physical and socio-cultural resources	Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community
Encouraging the creation of a Community Cooperative as a multi-servicesocial enterprise to respond to the shared needs of the population and the territory	Promoting and facilitating youth associations	Banning single-use plastic from public places, festivals and events	Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation	Foundation of a "memory bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly
Creation of common gardens	The creation of training courses to boost young people's confidence	Planning and supporting the separate collection of waste, including domestic waste oil, which is highly polluting, domestic composters or community composters, recycling and reuse	Training programmes for tourism, culture and craft operators in hospitality, empathy and attention to details in tourist reception	
		Spreading soft mobility through the implementation	Train all economic operators (including petrol	

		of cycle paths and pedestrian routes, the promotion of the use of bicycles, electric cars, local public transport	station attendants) and traffic wardens to be welcoming, empathetic and attentive to hospitality	
			Create only ECO-friendly events, i.e. events in which good environmental practices of waste reduction and separate waste collection are promoted and disseminated	

Village of "Skra"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Allowing each regional/local council, to produce substantial and solid results regarding the village's future, by avoiding huge bureaucratic processes.	Setting up a municipal council for young people to assist the Local Authority in designing actions and initiatives for young people	Restoration of the old buildings of the village with the use of traditional materials	Promote the emergence of home restaurants (where dinners are organised to allow temporary citizens - tourists - to taste local flavours, in private homes and with nonprofessional chefs). Home restaurants should be encouraged where there are no or few restaurants	Creation of seminars/workshops around vineyards and wine made process
Creation of recreational park	Promoting and facilitating youth associations for the implementation of socially, environmentally and culturally useful projects	Planning and supporting the separate collection of waste, including domestic waste oil	Create an annual programme of events in the area that do not compete with each other and that enhance the potential	Foundation of a "memory bank": an archive of images, written accounts and photos as a contribution by young

			attractiveness without "straining" environmental, physical and socio-cultural resources	people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly and as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it
Actions to facilitate citizens' democratic participation in local governance and development policies	Creating cultural competitions for young talents	Banning single-use plastic from public places, festivals and events	Create new events that can be consolidated over time and involve a large part of the citizenship in their realisation	Creating sustainable agriculture gardens that represent an opportunity for practice and welcome for the guests of the Hospitable Community
	Introducing education programmes in schools on active citizenship and commitment to the care of the common good		Training programmes for tourism, culture and craft operators in hospitality, empathy and attention to details in tourist reception	
			Train all economic operators (including petrol station attendants) and traffic wardens to be welcoming, empathetic and attentive to hospitality	

Department for Development and International Projects of Zenica-Doboj Canton – BOSNIA AND HERZEGOVINA

Village of "Olovo"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Playground reconstruction - in schools especially and kindergartens	Establishment and operation of youth clubs / centers	NGOs projects of clean rives and waterfowls, sanitation zones and etc	Mapping and visual linking of all destinations on the area of Municipality Olovo	Education of entrepreneurs
Programs for the procurement of technical equipment for regional schools	Supporting projects of organizations / associations involving young volunteers and organizations	Clean up wild dumps and raise awareness about the harmfulness of illegal dumps	Establishment of a tourist information point	Establishment of the central database on agricultural and organic production
Development of the cultural programs and its implementation	Youth information system and Youth counseling system	Development of the advisory body of local community representatives on land use	Web page of the tourist offer of Municipality Olovo	Establishment of a database on agricultural resources in the municipality

Village of "Vareš"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
One plate more - initiative „One plate more" has a aim to prevent the surplus food wasting and to donate the food to people in need.	Project NEW CINEMA – Develop a center and give it a new cultural meaning like cultural HUB	Development of the new NGO who has aim to work on nature protection	Maintaining a promotional web portal of the destination and conducting social media campaigns	Formation of agricultural cooperatives/cluster

Cooperation with informal citizens' group will work on initiative promotion among target groups and beneficiaries.				
Defining key cultural products in the "branding" of the municipality and promote it	Project reconstruction of the sport area – organization and reconstruction of sport filed for various sports and conduct competition among the Youngs from different schools from the region	Conduct campaign on "how healthy nature and environment are important"	AgrotourismVareš - To provide the guest with a different experience of Istria through a better reception, individuality, familiarity, to enable him a direct encounter with nature, cultural heritage, all in a rural environment, ecologically still in balance with natural laws.	Thematically unite regional entities through institutionalization or project tasks, and establish the Advisory Council for Organic Production of Vareš, the Consortium of Producers and the Advisory Center for Sustainable Development and Production of Typical Products
		Raise awareness on nature protection	Bike tourism - By creating an integral tourist product, we enrich and diversify our tourist product	Education and promotion
		Project build and plant new green line in order to increase air, land and water protection	The path of health and friendship – VAREŠ - Revitalization of old hiking trails, protection of the route and establishment of a new bicycle and hiking trail for the purpose of tourist development	

Village of "Visoko"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Digitalizationprocess: Educationprograms	Networking programs for young entrepreneurs and the development of coworking spaces for new entrepreneurs	Develop planting and landscaping programs in the area of the town Visoko in order to increase air quality and protection and noise protection	Establishment of a joint dynamic web portal	Initiating an increase in production through increasing areas
Voluntary work around the school buildings – young dads in actions	Career guidance for young people	Development of the sub-website of the main site town Visoko -Eco information system active local participation and reports on environment	Development of existing and new tourism products	Development of the regular contact of agricultural producers with the Department of Agriculture of the town government
Development of the bonds with other cultural societies from the region and their performance in town Visoko – rise a bond with other cultural institution and NGOs to raise a level of the cultural sphere in town.	Events (fair, conference, panel, etc.) in order to promote and affirm youth activism, youth policy, as well as good practices at the local, national and European level	In cooperation with the authorities, organize the cleaning of illegal landfills, their remediation and mapping.	Mapping and visual linking of all destinations	Professional services together with producers determine the basic directions of development towards standardized production
	Establishment of the effective cross-sectoral information and counseling bodies for young people and parents			Introduction to the models of association in the region
	Support the work of the Youth Advisory Council			

Association of Local Autonomy of Albania - ALBANIA

Villages of KLOS, MAT & MIRDITE

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Raising awareness to increase citizen participation in local government	Training of young people on the awareness of the importance of participation in local decision-making	Conducting awareness campaigns for citizens on environmental protection	Installation of road signs for finding cultural attractions, inns, restaurants, etc	Handicraft tour which will be a tour through which handicrafts will be promoted through the exhibition of local traditional handicrafts accompanied by an explanation of techniques

Regional Agency for Socio – Economic Development – Banat Ltd - SERBIA

Village of "Belo Blato"

TOPIC 1 SOCIAL AND RELATIONAL CAPITAL, A RESOURCE FOR DEVELOPMENT	TOPIC 2 YOUNG PEOPLE ARE THE FUTURE OF THE VILLAGE	TOPIC 3 INTELLIGENT AND RESILIENT VILLAGES	TOPIC 4 UTILISATION AND INCREASE OF TOURIST VOCATION	TOPIC 5 PRODUCTIVE KNOW-HOW
Organising intergenerational exchanges on topics such as agriculture, handicrafts, culture and local traditions in order to disseminate and consolidate local identity by enriching it with creative contributions	To establish eco-educative centre - involving youngsters into eco activities and tradition preservation throughout self-entrepreneurship fostering	Coordinated image of the village: actions to "decorate" and improve the urban landscape (public furniture and facilities, removal of cables and overhead wires, horizontal and vertical signage, signs, shelters, benches, etc.)	Establisment of info centre	Foundation of a "Memory Bank": an archive of images, written accounts and photos as a contribution by young people to the documentation and enhancement of local craft culture, the stories and knowledge of the elderly and as a document to be preserved and safeguarded that constitutes an audiovisual map of the area, available to anyone with the desire, or simple curiosity, to learn about it;
			Promote the creation of a local coalition of tourism, accommodation, culture and business operators who will work together on a permanent basis to create economies of scale, common reception services, a voluntary	

			quality framework (hospitality charter), use shared strategies and means of communication promoting a single image of the tourist destination	
			Create an annual programme of events in the area that do not compete with each other and that enhance the potential attractiveness without "straining" environmental, physical and socio-cultural resources	

CONCLUSIONS

The TAP will be tested during the ADRIONET project through the implementation of pilot demonstration actions (WPT2): one horizontal pilot action (a joint action to be implemented in all project pilot areas) and sub-thematic vertical pilot actions.

The challenge of the ADRIONET project and the goal we are striving for is the creation of a transnational network of "authentic villages", whose main aim is to preserve and enhance, with innovative approaches, the natural and cultural landscapes consisting of villages and their surroundings along river/lake basins, hilly and/or marginal/peripheral areas (at risk of depopulation).

The main aggregative instrument of the Network will be a transnational online platform through which the various experiences of territorial/socio-economic regeneration of villages will be collected, documented and disseminated also through a dissemination manual (downloadable from the project website), with the aim of obtaining from the ADRIONET experience useful lessons and recommendations for the valorisation of territorial processes (led by local communities) in other European territories facing similar challenges.

The partnership will define a post-project duration plan, so as to ensure a continuation of the activities, outputs and results initiated by the project (including post-project management of the established network, online platform, etc.).

The network, the online platform, the dissemination manual and the post-project life plan will all be presented at the final project event.

ANNEX 1 - SUMMARY OF LOCAL ACTIONS PLANS (LAPs)

ANNEX 1 – SUMMARY OF LOCAL ACTIONS PLANS (LAPs)					
Topic	**Village**	**State of the art**	**Expected change**	**Foreseen actions**	**Pilot actions**
1. Social capital	Hrastovlje	The village has a committee, which meets to discuss about the further development, investments, problems in the village, organizing events etc. Participation in the committee is voluntary. Inhabitants are members of the Community Cooperative Bržanija. It is gathering local inhabitants from all small villages under the Karst Edge. The village useto have, in past years, associations which organized events	Establishment of cultural association in Hrastovlje To make an agreement with the Municipality of Koper for the co-working space which was established years ago by the Municipality of Koper, and now is not active Re-establishment of the place for bowling (as social aggregation center: in the past, bowling was a way for gathering local people to have fun and to discuss everyday problems in the village)	Establishment of cultural association in Hrastovlje – first step is to gather local inhabitants and to present the aim of the association and how to be part and to cooperate. Preparation of the agreement for taking into management co-working space in the centre of the village	Preparation of the cultural association statute. Preparation of the agreement for taking into management co-working space in the centre of the village.
	Kubed	The village has a committee, which meets to discuss about the further development, investments, problems in the village, organizing events etc. Participation in the committee is voluntary. Inhabitants are members of the Community Cooperative Bržanija. It is gathering local inhabitants from all small villages under the Karst Edge.	To strengthen networking between associations	Meetings to start communication process between associations and the municipality to find a solution for the development of tourism.	Active participation in the preparation of the Municipality of Koper strategy for the development and promotion of the destination Karst edge – Outdoor Sport Park. Project to revive the Šavrinka Route:international event where all association connected with the Šavrinka women are connected.

		There are active NGOs/CSOs Presence of a “guest house” for events, exhibitions workshops, concerts it is located in the centre of the village in the old mill.			
	Rodik	Municipal funds for associations Quite young population, in the last 30 years emigration stopped	to establish strong community with all inhabitants in organizing events; in co-planning future development; environmental maintenance etc	Young people are very important for the future of the village and municipality, for this reason they will try to encourage young to actively participate in the associations and village life. This gives young people a sense of belonging, importance and strengthens the links between the generations Including new and temporary citizens in the village and supporting an intercultural perspective	new events, workshops and seminars
	Beka	An association for preserving cultural heritage sustainable tourism 20 inhabitants	Inhabitants in Beka want some changes that will lead to a better life for local community and preservation of nature	Representatives of Beka is working on preparing an agreement with the company 2TDK and Municipality of Hrpelje - Kozina to build a house for local community as a retaliatory action, because near Beka is now a building site for the railway Including new and temporary citizens in the village and supporting an intercultural perspective	new events, workshops and seminars

	Nedelišće	Pop: < 12,000, low unemployment Vibrant civil society (81 NGOs) A cultural-art association originating from 1937	Young families struggle with adequate housing and child-care; Still lack of systematic care for the elders - further inclusion in the community actions; Lack of intergenerational cooperation and exchange of knowledge Roma minority low integration	Activities bringing together elders and young people (trips, events, inter-village competitions, presence in daily care centers, open-air activities) Ensure regular help and number of services for elders and needy groups, including construction of homes for full-time stay of the elderly population	Daily care for the elderly with active participation of children from kindergarten and elementary schools System of activating the elders in the care for children not in nurseries or kindergarten Living room in the open → outdoor daily center with games and activities promoting physical and mental health
	Štrigova	Pop: < 3,000, continuously declining (-25% in last 30 years), ageing Availability of quality social infrastructure Preserved nature, tradition and intangible cultural heritage as a basis for tourism Active cultural and social life (even connecting younger and elder generations) Many support measures for the youth Lack of cooperation among stakeholders	Supporting services for elders and intergenerational cooperation Increase awareness about inclusion of the elders and people with disabilities Encouraging openness towards new people and cultures Boost democratic participation and decision making at the Municipality level	Organize different thematic community events to learn about different cultures Transport for the elders (medical centres, pharmacies, bank, cultural-social-tourism activities etc.), even volunteered by young people (intergenerational cooperation) Support the Štrigova Pensioners Association to better coordinate activities for their members (over 300) “Clubs for the elders” to organize different activities (from fun to recreation and potential occasional jobs). “A Mayor for a day” action to increase citizen awareness of the Municipality’s role	Organized transport for the elders “Be different” - Organizing different workshops for creativity and open-mindedness "A Mayor for a day" - raising citizen awareness of the Municipality's role and responsibilities

				Create a “HELP SERVICE” for elders and other marginalized groups, providing different services on a continuous basis	
	Sveta Marija	Pop: < 3,000, ageing Availability of quality social infrastructure Preserved nature, tradition and intangible cultural heritage as a basis for tourism Vibrant civil society (16 associations, even connecting younger and elder generations), due to support by Municipality funding programmes Lack of spaces for the elders Lack of cooperation among stakeholders in resolving issues of common interest	Assess the needs of the elders and co-create different support programmes (social, recreational, cultural etc.) Strengthen support capacity of associations through training programmes Enable mentoring to young people by elders (Svetomarska lace, traditional crafts) Increase awareness the of young people about Svetomarska lace and other intangible cultural heritage	Engage elders in storytelling activities on traditions of Sveta Marija and on Mura-Drava park Volunteering to the benefit of the elders Healthy ageing – organized walking tours for the elders with young people as guides Open air social games and exercises for the elders (adjustable to people with disabilities) Workshops for elders and other marginalized groups on previously mapped needs (computer skills, healthy cooking, yoga ...) Develop a dictionary of dialect phrases and proverbs of Sveta Marija	“Once upon a time”- Engage elders in storytelling activities on traditions of Sveta Marija
	Visoko	Population: abundant (< 39,000) Several programmes for local communities	Outflow of young people insufficient institutional, organizational, and spatial capacities for social activities	Digitalization Integrating activities and capacity building for local development management	Education programmes in digitalization Voluntary work around the school buildings

		Huge presence of NGOs (205) All Schools	Cultural activities to be strengthen Insufficient working space for the large number of NGOs	Education and skills Strengthening the civil sector Sports and culture	Development of the bonds with other cultural societies from the region and their performance in town Visoko – rise a bond with other cultural institution and NGOs to raise a level of the cultural sphere in town.
	Olovo	Population: not scarce, but sparse Population: not old (but so perceived) Unemployment: not high Good presence of NGOs and sports org Schools at primary/secondary 1	(Perceived) ageing of pop High juvenile unemployment Increasing poverty Reduction in budget for projects	Digitalization Education and skills Quality of life (for target segments) Sports and culture	Playground reconstruction Technical equipment procurement of schools Cultural programs
	Vareš	Population: not scarce, but sparse Population: not old (but so perceived) Several programs for social inclusion/care (one for vulnerable groups, working mothers, refugees) Active women association Heavy unemployment	Underdeveloped entrepreneurial sector Insufficient involvement of the NGO sector, lack in knowledge of social needs, non-recognition of needs in social protection Insufficient communication with local communities	Digitalization Improving quality of life of children/students with insufficient means Home care and home help Programmes for people with disabilities Sports and culture	Fighting food waste

	Belo Blato	Demographic crash Ageing Just one (primary) school	Reviving everyday life with activities/projects aimed to strengthen local cohesion	Intergenerational exchanges on agriculture, handicrafts, local culture Facilitating democratic participation in local governance and development policies (community of change) Shared management or regenerated buildings, gardens and public spaces for social and cultural activities Cooperation pacts between administration and citizens for the direct management of cultural and environmental assets Community empowerment activities Encouraging the creation of a community cooperative to respond to local needs Creation of common gardens.	Intergenerational exchanges on agriculture, handicrafts, culture and local traditions
	Mirdita Mat Klos	Open community for cooperation Inclusion of all age groups and by gender Positive reaction to development initiatives	Facilitating and creating a communication bridge between local people and LAs	Raising awareness to increase citizen participation in local government Acting as a mediator between local population and LAs in gathering information on concerns and problems	Raising awareness to increase citizen participation in local government

		Religious harmony, mixed population Strengthening the role of women in leadership positions Low quality of basic services Lack of social treatment centres		Organizing training sessions on increasing the quality of basic services (education, health, utilities, road infrastructure) and setting up social treatment centers Encouraging the establishment of a social enterprise to respond to needs of local population Organizing exchanges of experiences between generations in handicrafts, agriculture, etc. to preserve local identity	
	Nikiti	Strong human capital Population divided in two cultural groups	Need for actions that strengthen and promote social cohesion	Improve the cultural landscape of the village to increase attractiveness and social openness (museums, events, technologies for cultural fruition, etc.) Urban regeneration through participatory methods aimed at the recovery and re-functionalization of common goods Encouraging the creation of a Community Cooperative to respond to shared needs of population	Cooperation pacts between administration and citizens for the direct management of cultural and environmental assets by the resident population Urban regeneration through participatory methods aimed at the recovery and re-functionalization of common goods
	Afytos	Strong social cohesion	Active participation of all ages in organised volunteering	Shared management/regeneration of buildings, gardens and public	Cooperation pacts between administration and citizens for the direct management of

		Relatively large village, with active human capital No active participation in decision making	activities for the benefit of local communities	spaces for social and cultural activities Improve the cultural landscape of the village to increase attractiveness and social openness (museums, events, technologies for cultural fruition, etc.)	cultural and environmental assets by the resident population Cooperation agreements between the administration and individual or associated citizens for the care and management of common green spaces and gardens Organising training sessions on issues of participation and community empowerment Actions to facilitate citizens' democratic participation in local governance and development policies
	Arkochori	Willingness to preserve the tradition of the village Few permanent residents, ageing	Need for more active concern and participation in the decision-making of the village	Voluntary work and social commitment of the population by dedicating time and skills to carry out socially useful tasks Facilitating citizens' participation in local governance (community of change) Improve the cultural landscape of the village to increase attractiveness and social openness (museums, events, technologies for cultural fruition, etc.)	Organising training sessions on issues of participation and community empowerment Encouraging the creation of a Community Cooperative to respond to shared needs of population Creation of common gardens
	Goumenissa	Strong sense of belonging, numerous active associations	Need for more active concern and participation in the decision-making of the village	Improve the cultural landscape of the village to	Allowing each regional/local council to produce substantial

		Cooperation among people with different origins Reluctance for innovation, generation gap		increase attractiveness and social openness Urban regeneration through participatory methods aimed at the recovery and re-functionalization of common goods Encouraging the creation of a Community Cooperative to respond to shared needs of population	results regarding the village's future, avoiding bureaucracy Creation of recreational park Facilitating citizens' participation in local governance
	Seli	Willingness to preserve the tradition of the village Few permanent residents, ageing	Active participation of all ages in organised volunteering activities for the benefit of local communities	Voluntary work and commitment of population to carry out socially useful tasks Facilitating citizens' participation in local governance (community of change)	Organising training sessions on participation and community empowerment Encouraging the creation of a Community Cooperative to respond to shared needs of population Creation of common gardens
	Vryta	Willingness to preserve the tradition of the village Few permanent residents, ageing	Active participation of all ages in organised volunteering activities for the benefit of local communities	Urban renewal: (creation of a central square, improvement of road connection with the nearby villages and of road network around the lake, renovation and upgrade of the stadium, cobbling the streets of the village, improvement of the "Community Building")	Facilitating citizens' participation in local governance (community of change) Improve the cultural landscape of the village to increase attractiveness and social openness (museums, events, technologies for cultural fruition, etc.) Urban regeneration through participatory methods aimed at the recovery and re-

					functionalization of common goods
	Kitros	Relatively large village, with active human capital The village population consists of three sub-cultural groups/neighborhoods	Active participation of all ages in organised volunteering activities for the benefit of local communities	Improve the cultural landscape of the village to increase attractiveness and social openness (museums, events, technologies for cultural fruition, etc.) Urban regeneration through participatory methods aimed at the recovery and re-functionalization of common goods Cooperation pacts between administration and citizens for the direct management of cultural and environmental assets by the resident population	Organising training sessions on participation and community empowerment Encouraging the creation of a Community Cooperative to respond to shared needs of population Facilitating citizens' participation in local governance
	Palaios P.	Strong orientation to tourism Lack of human capital (just a few residents)	Need for more active concern and participation in the decision-making of the village	Improve the cultural landscape of the village to increase attractiveness and social openness (museums, events, technologies for cultural fruition, etc.) Urban regeneration through participatory methods aimed at the recovery and re-functionalization of common goods Encouraging the creation of a Community Cooperative to respond to shared needs of population	Allowing each regional/local council to produce substantial results regarding the village's future, avoiding bureaucracy Creation of recreational park Facilitating citizens' participation in local governance

	Dafni	Very active Cultural Associations Cooperation between citizens and LAs Women's Cultural and Traditional Dance Association Migration and ageing of population	Population needing for examples and best practices for new activities Need of higher participation by population	Projects on architectural value and cultural/historic significance funded by EU programmes Shared management/regeneration of buildings, gardens and public spaces for social and cultural activities	Encouraging the creation of a Community Cooperative to respond to shared needs of population Creation of common gardens
	Emmanuel P.	Strong bonds among citizens, close cooperation between citizens and LAs Very active cultural associations with thousands of members with origins in the area living elsewhere High patriotic spirit	Need for more active concern and participation in the decision-making of the village	Voluntary work and commitment of population to carry out socially useful tasks Facilitating citizens' participation in local governance (community of change)	Organising training sessions on participation and community empowerment Encouraging the creation of a Community Cooperative to respond to shared needs of population Creation of common gardens
	Ossa	Willingness to preserve the tradition of the village Few permanent residents, ageing	Need for actions that strengthen and promote social cohesion	Keeping on LAs initiatives to improve the daily life of the citizen, through the search for relevant programmes or resources Continuing the cultural, social and spiritual development of members by cultural association	Allowing each regional/local council to produce substantial results regarding the village's future, avoiding bureaucracy Creation of recreational park Facilitating citizens' participation in local governance
	Petrokerasa	Willingness to preserve the tradition of the village Few permanent residents, ageing	Active participation of all ages in organised volunteering activities for the benefit of local communities	Voluntary work and commitment of population to carry out socially useful tasks Urban regeneration through participatory methods aimed	Organising training sessions on participation and community empowerment Encouraging the creation of a Community Cooperative to

				at the recovery and re-functionalization of common goods Facilitating citizens' participation in local governance (community of change)	respond to shared needs of population Creation of common gardens
	Calendasco	Social cohesion Sense of hospitality Environmental and identity awareness in local communities Good presence of sport and cultural org.	Tourism: focus on accommodation	Development of tourist destination based on accommodation and fishing activities	Cooperation between partners Improvement of common projects
	Caorso	Good presence of sport and cultural associations Rich architectural heritage Social cohesion	Development of new methods of communication	Involvement of young people Cultural exchanges between partner villages	Improvement of common projects between partners
	Castelvetro P.	Rich presence of sport and cultural org. Promotion of culture: reading and library services	Development of new methods of communication Tourism focused on river Po resources, production of the white garlic of Piacenza, itineray of Verdi places	Creation and promotion of a tourist destination based on culture, gastronomy and environment	Cooperation between partners
	Monticelli d`O.	Good presence of sport and cultural org.	Need for a better promotion of the cultural heritage	Promotion of the history: importance of the village as a Jewish place Promotion of the rich local cuisine	Cooperation between partners

				EU Projects focused on restoring connectivity in Po river basin	
	Villanova Arda	Social cohesion Presence of an important paralympic centre and various sport org.	Tourism focused on river Po resources, production of a particular variety of cherries, itinerary of Verdi places	Creation and promotion of a tourist destination based on culture, gastronomy and environment	Cooperation between partners
	Colorno	Rich architectural heritage Presence of different sport and cultural org.	Need for a better diffusion of the knowledge	Enhancement of tourist appeal	Cooperation between partners
	Polesine-Zibello	Social cohesion Good presence of sport and cultural associations	Need for a better diffusion of the knowledge	Development of new methods of communication Involvement of young generations	Cooperation between partners
	Roccabianca	Good presence of cultural ass.	Need for a better diffusion of the knowledge	Tourism based on gastronomy, navigation, cycling	Cooperation between partners
	Boretto	Social cohesion Museums, sport and social ass.	Need for a better diffusion of the knowledge	Tourism based on gastronomy, navigation, cycling	Cooperation between partners
	Brescello	-	-	-	-
	Luzzara	Social cohesion Important artistic and environmental heritage Social and sport org.	Need for a better diffusion of the knowledge	Tourism based on culture and environment	Cooperation between partners
	Bondeno	-	-	-	-

Topic	Village	State of the art	Expected change	Foreseen actions	Pilot actions
2. Young people	Hrastovlje	Municipality of Koper started with the participatory process for the preparation of the strategy for the tourism development of the Karst Edge named OSP – Outdoor Sport Park Strategy Every years Association Boškarin with help of local community and municipality organise Ex-tempore mainly for creative young people Young people are not engaged in the village life. Reason for this situation are according to the village committee, bad experiences from the past	-	-	Village committee will prepare project documentation and apply to municipality call for the construction of a children's playground.
	Kubed	Municipality of Koper started with the participatory process for the preparation of the strategy for the tourism development of the Karst Edge named OSP – Outdoor Sport Park Strategy Artistic residences in birth house of famous Istrian poet and priest - Alojz Kocjančič Some young people have decided to continue farming, but unfortunately they encounter bureaucratic	Encourage creativity of young people and their performance at the territory.	Creativity workshops – organisation of different workshops, talk shows, performances, painting classes	-

		obstacles that prevent them from expanding their activities			
	Rodik	Young people involved in the village life (events co-creation and participation)	For young people, an important part of growing up is socialising with peers, finding their identity through the different groups they try to belong to	To raise awareness in young people about the importance of local identity, local history and tradition, why events such as the festival of the village patron, carnival	-
	Beka	Within the Festival Dreams at Beka every year are organised workshop for the youngest - theatre workshops	For young people, an important part of growing up is socialising with peers, finding their identity through the different groups they try to belong to	To raise awareness in young people about the importance of local identity, local history and tradition, why events such as the festival of the village patron, carnival	-
	Nedelišće	Opportunities for the participation of young people in the community life Decrease in the number of elementary school children Lack of nurseries for children 0-3, lack of leisure activities for young people (social activities, entertainment etc.) 13-17	Need to revive dormant Youth council Too little activities for young people, too little NGOs attracting young people Lack of professional orientation support for young people	NGOs design and lead the extracurricular activities for the school children (sports, computers and programming, photo workshops, dance, etc.) NGOs with young people create thematic tours through the Municipality for citizens and tourists Award procedure for young entrepreneurs and farmers Active participation of young people in the development strategy of the municipality via Youth Council Study trips for young entrepreneurs and farmers to see other successful examples abroad or elsewhere in Croatia	Establishment of an umbrella NGO linking all NGOs dealing with youth-related topics

				Re-designing MESAP as an incubator for start-ups, offering all relevant business support services and trainings	
	Štrigova	Strong pro-natal policies and support to young families (“from marriage to the birth of a child”) Municipality’s support to young people and young families (financing transport, scholarships, housing, …) Cultural centre as a gathering place for young people	Co-creating with young people different activities (sport and recreation, culture, social) Increase youth participation and engagement in the community life, strengthening the capacity of Municipal Youth Council Increase cooperation and capacity of associations and organisations/schools/kindergarten working with young people Increase intergenerational cooperation	Strengthen capacity of the Youth association in organizing activities and increase participation Creative workshops to boost creativity and self-employability/entrepreneurship Networking events in the community to strengthen trust and cooperation, even connecting young people with the retired men association Finding a coordinator/manager for the Cultural centre among elders or young volunteers Youth involvement in the firefighter association, activities including firefighters and school children; competitions, camps etc. Organize youth camps to boost their confidence and skills Ensuring new community spaces for young people, from the improvement of the children playground to a new bike pump-track	Developing a continuous programme for newly adapted modern Cultural centre (for young people, residents and visitors) Strengthen the capacity of the Youth association at the Municipality level

	Sveta Marija	Youth council active in preparing and adopting decisions for young people Infrastructure for sport and recreation in place Municipality's support to young people and young families (financing transport, scholarships, housing, …) Cultural centre as a gathering place for young people Declining trend in the number of pupils in primary schools. No nursery group in the kindergarten Lack of interest of young people for social events in the Municipality	Assess interest among children and young people to organize activities with Municipality, associations, and other stakeholders Strengthening the capacity of the Youth council to create new opportunities	Design Thinking and other methodologies to boost creativity and self-employability/self-entrepreneurship Networking events at the local level to help the creation of trust relationships and joint actions between young people Training programmes for businesses (resume writing, presentation skills, job search etc.) "Lace club" activation in the school and related activities to promote lacemaking Exhibition on lace (with modern media) in the Cultural centre Eco cleaning actions of the Drava River Photo and video competitions on cultural and natural endowment of Sveta Marija Organisation of fun games, events and workshops for young people Creation of co-working spaces for young people	"Lace club" activation in the school and related activities to promote lacemaking (even as intangible heritage) among young people

				Certification programmes for river guides	
	Visoko	Financial support students and young people Many youth associations Municipal Youth Council composed by NGOs, providing instructions to Municipal Council on the needs of young people	Economic and social security for young people (labor market difficult to access) Quality and job-oriented education Participation in decision-making processes Cultural program and facilities for young people	Informing young people to facilitate access to the labor market Professional development programs for teachers on non-formal education Development of Youth participation culture Campaigns on health education (drugs, sexually transmitted diseases, …)	Networking programs for young entrepreneurs and coworking spaces Career guidance for young people Information and counseling bodies for young people and parents Events to promote and affirm youth activism, youth policy Support the work of the Youth Advisory Council
	Olovo	No youth strategy Financial support to young start-ups (but not transparent) No upper schools, moving after primary/secondary first	Lack of transparent criteria for allocating funds to NGOs dealing with youth issues Unused space belonging to Municipality Insufficient information of young people about the work of youth organizations Insufficient use of sports fields and facilities for recreational sports	Encouraging the growth of general youth employability Supporting the development of entrepreneurship, self-employment and housing of young people Support for youth and youth organizations networking Support for youth volunteering	Establishment and operation of youth clubs/centers Supporting projects of NGOs involving young volunteers and organizations Youth information system and Youth counseling system
	Vareš	Pronounced trend of youth migration Insufficient health and social protection for young people	Young people not involved in civic initiatives Low awareness of active life and sports	Support in job-orientation (writing a CV, job application letter, job interview)	NEW CINEMA (cultural hub) Reconstruction of the sport area

		Mismatch educational profiles/needs of labor market Youth association UG "Initiative" Vareš closed (lack of funding and interest)	Low knowledge of local cultural and historical heritage Uninformed about the possibilities of using free time in the field of culture;	Campaigns on health education (drugs, sexually transmitted diseases, …) Education on volunteerism; Spreading relevance of higher education	
	Belo Blato	Ageing → higher decrease in young population Low employment, self-entrepreneurship as an alternative	Stimulating creativity (starting from multi-linguism)	Eco-educative centre to involve young people in environmental and tradition preservation ("Carska Bara") Creation of spaces, services and facilities to support the "creative propensity" and networking of young people Promoting and facilitating youth associations	Eco-educative centre to involve young people in environmental and tradition preservation
	Mirdita Mat Klos	High number of young people Interest in technology and services Involvement in development issues Willingness to volunteer Existence of Youth Councils Young people returning home to start their own businesses (mostly tourism-oriented businesses)	Lack of young people leads to a decrease in the labour force. The focus will be in making the area attractive for the young population	Organizing exchanges of experiences between generations in handicrafts, agriculture, etc. to preserve local identity Training young people on the importance of participation in local decision-making Promotion, support and facilitation of youth associations in implementing projects for the benefit of the area	Training young people on the importance of participation in local decision-making

		Lack of support from institutions (involvement and financing) Lack of recreation centres, multifunctional centres and incubators Lack of a career system for young people		Training sessions on carrier counselling by exploiting the resources of the pilot areas	
	Nikiti	Young people as a large proportion of permanent residents Lack of facilities and recreational activities	Need for bottom up disrupting programmes involving young people, making their opinions heard and appreciated	Promotion of "Creativity Workshops" to strengthen the creation of relationships Education programmes in schools on active citizenship and commitment Creating cultural competitions for young talents Creation of spaces, services and facilities to support the creative propensity and networking of young people	Creation of spaces, services and facilities to support the creative propensity and networking of young people Setting up a municipal council for young people to assist LAs in designing actions and initiatives for them Promoting and facilitating youth associations Creating cultural competitions for young talents
	Afytos	Young people as a large proportion of permanent residents Lack of facilities and recreational activities	Need for bottom up disrupting programmes involving young people, making their opinions heard and appreciated	Promotion of "Creativity Workshops" to strengthen the creation of relationships Education programmes in schools on active citizenship and commitment Creating cultural competitions for young talents	Creation of spaces, services and facilities to support the creative propensity and networking of young people Setting up a municipal council for young people to assist LAs in designing actions and initiatives for them

				Creation of spaces, services and facilities to support the creative propensity and networking of young people	Promoting and facilitating youth associations Creating cultural competitions for young talents
	Arkochori	Young people participate in village's cultural associations and athletic clubs Lack of jobs	Need for bottom up disrupting programmes involving young people, making their opinions heard and appreciated	Promotion of "Creativity Workshops" to strengthen the creation of relationships Education programmes in schools on active citizenship and commitment Creating cultural competitions for young talents Creation of spaces, services and facilities to support the creative propensity and networking of young people	Setting up a municipal council for young people to assist LAs in designing actions and initiatives for them Promoting and facilitating youth associations Courses to boost young people's confidence and empowerment towards business creation
	Goumenissa	Young people participate in village's cultural associations and athletic clubs No incentives for young people to stay in the village, stopping them migrating to metropolitan centers	Need for bottom up disrupting programmes involving young people, making their opinions heard and appreciated	Promotion of "Creativity Workshops" to strengthen the creation of relationships Setting up a municipal council for young people to assist LAs in designing actions and initiatives Courses to boost young people's confidence and empowerment towards business creation	Transforming the military encampment in a recreational cultural center Rejuvenation of the "2 rivers" location creating an open and networking hive for young people Establishing a Technological Education Institute for young students Creation of a school for students with special needs

	Seli	Presence of young people only during the holiday period Low presence during the rest of the year	Need for bottom up disrupting programmes involving young people, making their opinions heard and appreciated	Promotion of "Creativity Workshops" to strengthen the creation of relationships Education programmes in schools on active citizenship and commitment Creating cultural competitions for young talents Creation of spaces, services and facilities to support the creative propensity and networking of young people	Setting up a municipal council for young people to assist LAs in designing actions and initiatives for them Promoting and facilitating youth associations Creation of training courses to boost young people's confidence
	Vryta	Young people very caring for the area No incentives for young people to stay in the village, stopping them migrating to metropolitan centers	A request for a change of attitude in the way the village incorporates young people into their decision-making process	Promotion of "Creativity Workshops" to strengthen the creation of relationships Setting up a municipal council for young people to assist LAs in designing actions and initiatives Creation of a “Youth Hub” at the “Island” location Seminars for young people on valorizing and trading local cherries	Cultural competitions for young talents Education programmes in schools on active citizenship and commitment to the care of the common good Environmental and cultural itineraries for young people to learn about the characteristics of the territory
	Kitros	Young people as a large proportion of permanent residents Lack of facilities and recreational activities	Need for bottom up disrupting programmes involving young people, making their opinions heard and appreciated	Promotion of "Creativity Workshops" to strengthen the creation of relationships Education programmes in schools on active citizenship and commitment	Cultural competitions for young talents Education programmes in schools on active citizenship and commitment to the care of the common good

				Creating cultural competitions for young talents Creation of spaces, services and facilities to support the creative propensity and networking of young people	Environmental and cultural itineraries for young people to learn about the characteristics of the territory
	Palaios P.	Young and business oriented permanent residents No incentives for young people to stay in the village, stopping them migrating to metropolitan centers	Need for bottom up disrupting programmes involving young people, making their opinions heard and appreciated	Promotion of "Creativity Workshops" to strengthen the creation of relationships Education programmes in schools on active citizenship and commitment Creating cultural competitions for young talents Creation of spaces, services and facilities to support the creative propensity and networking of young people	Setting up a municipal council for young people to assist LAs in designing actions and initiatives for them Promoting and facilitating youth associations Creation of spaces, services and facilities to support the creative propensity and networking of young people Cultural competitions for young talents
	Dafni	Young population is dynamic (approx. 45/400 inhabitants, participation) No incentives for young people to stay in the village, stopping them migrating to metropolitan centers	Need for bottom up disrupting programmes involving young people, making their opinions heard and appreciated	Promotion of "Creativity Workshops" to strengthen the creation of relationships Education programmes in schools on active citizenship and commitment Creating cultural competitions for young talents Creation of spaces, services and facilities to support the	Cultural competitions for young talents Education programmes in schools on active citizenship and commitment to the care of the common good Environmental and cultural itineraries for young people to learn about the characteristics of the territory

				creative propensity and networking of young people	
	Emmanuel P.	Very active and caring for the area, young people (125/500) participate in village's cultural associations and athletic clubs No incentives for young people to stay in the village, stopping them migrating to metropolitan centers	Need for bottom up disrupting programmes involving young people, making their opinions heard and appreciated	Promotion of "Creativity Workshops" to strengthen the creation of relationships Education programmes in schools on active citizenship and commitment Creating cultural competitions for young talents Creation of spaces, services and facilities to support the creative propensity and networking of young people	Setting up a municipal council for young people to assist LAs in designing actions and initiatives for them Promoting and facilitating youth associations Creation of training courses to boost young people's confidence
	Ossa	Young people who choose to stay in the village continue the family business Low percentage of young people within the community (and declining)	Scarce opportunities for young people, need for financial incentives to start an activity	Specific education needs: foreign languages, music, creative activities, innovative programmes, organic agriculture Creation of training courses to boost young people's confidence	Setting up a municipal council for young people to assist LAs in designing actions and initiatives for them Education programmes in schools on active citizenship and commitment Promotion of "Creativity Workshops" to strengthen the creation of relationships Creation of spaces, services and facilities to support the creative propensity and networking of young people
	Petrokerasa	Young people who choose to stay in the village continue the family business	Need for bottom up disrupting programmes involving young people, making their opinions heard and appreciated	Promotion of "Creativity Workshops" to strengthen the creation of relationships	Cultural competitions for young talents

		Declining and ageing population		Setting up a municipal council for young people to assist LAs in designing actions and initiatives Creation of a “Youth Hub” at the “Island” location Seminars for young people on editing and trading local cherries (?)	Education programmes in schools on active citizenship and commitment to the care of the common good Environmental and cultural itineraries for young people to learn about the characteristics of the territory
	Calendasco	Current good presence of young people, (but decreasing)	Need for greater involvement of young generations	Development of digital tools Global connection	Educational activities Cultural exchanges between partners
	Caorso	Increase of young people	Need for greater involvement of young generations	Valorization of digital tools Creation of projects and new opportunities	Training activities Development of business skills
	Castelvetro P.	Drastic decrease of young people in the near future	Need for greater involvement and motivation of young generations	Creation of cultural and social activities Development of business skills through workshops	Cultural exchanges between partners
	Monticelli d`O.	Decrease of young people	Need for greater involvement of young generations	Promotion of local art, culture and gastronomy	Communication between partners
	Villanova Arda	Decrease of young people	Need for greater involvement of young generations	Creation of projects and new opportunities	Communication between partners
	Colorno	Decrease of young people	Need for greater involvement of young generations	Importance of rugby and photo associations as a cultural vehicle	Communication between partners
	Polesine-Zibello	Decrease of young people Good presence of social and environmental projects	Need for greater involvement of young generations	Valorization of digital tools Greater motivation of young generations	Cooperation between partners

	Roccabianca	Decrease of young people	Need for greater involvement of young generations	Workshops for business skills	Cooperation between partners
	Boretto	Decrease of young people	Need for greater involvement of young generations	Promotion of activities and new opportunities for young people	Cultural exchanges between partners
	Brescello				
	Luzzara	Decrease of young people	Need for greater involvement of young generations	Valorization of digital tools Development of business skills through workshops	Communication between partners
	Bondeno				

Topic	Village	State of the art	Expected change	Foreseen actions	Pilot actions
3. Smart villages	Hrastovlje	Solar power plant (in construction) Presence of ecological islands for separate waste collection	-	Guidelines to organize events to reduce single plastic use and plastic pollution, volume and impact of certain plastic products on the environment Limiting noise pollution: to establish traffic circles and to place speed bumps	-
	Kubed	Presence of ecological islands for separate waste collection	-	-	-
	Rodik	-	-	-	-
	Beka	Beka Landscape Park (completing the natural heritage of the Glinščica stream)	-	Promotion of cycling tourism Improving waste management collection	Promotion of sustainable mobility (marking cycling paths; new bypass etc.)
	Nedelišće	Well connected (junction between Central Europe and Adriatic Sea, most of intra-county roads pass through) Part of Regional Park Mura-Drava Uncontrolled activities (mainly agriculture) which could jeopardize underground water's quality Low separating and recycling solid waste	Too little care for the protection of water sources Insufficient use of renewable energy sources Insufficient awareness on the importance of nature and environment protection	Availability of local healthy food via short supply chains, promoting web-shops and local fruits and vegetable in local schools Education and implementation of programmes on environmental protection, energy efficiency and renewables Creation and use of videogames on environmental protection ("edutainment") Implementation of system of e-bicycles for the citizens and visitors	Edutainment on env. and nature protection Development of content for different smart applications and generations, related to environment and nature

				Prevention of illegal construction (strengthening of inspection services)	
	Štrigova	Nature; streams and springs, green hills and valleys Thermal water and gas field Neither sewage nor water purifiers (release of septic tanks into streams) No guides for cycling, hiking	Increase awareness of local community about waste separation Increase awareness on benefits from healthy habits (walking, cycling, e-mobility)	e-biking tours using the existing trails Using solar energy for lighting different areas/points of the village Mobile application for waste separation and other eco-actions Games to increase young people awareness and participation in environment “Little environmentalist”- eco clubs and groups in kindergarten and schools Promotional campaigns on healthy lifestyle (eating habits, exercise, use of bicycles and e-mobility) Investments and support facilities for cycling (e-bike stops/services; bike friendly accommodations and rest houses etc.) Improvement of sewerage and water purifier	Mobile application for waste separation and other eco actions Organisation of different campaigns

				Higher recourse to renewables in households and public places	
	Sveta Marija	Waste collection and separation (more than 50% of separated waste) Rail connection Mura-Drava Regional Park (high level of biodiversity) Lack of walking and bike paths Digital divide (bad connection)	Increase awareness of local people on the importance of using hiking and biking trails Campaigns and other activities on green issues (waste management and recycling, nature protection etc.) Increase awareness and supporting rest houses/tree houses, promoting glamping/river tourism	Campaign to increase awareness among both locals and visitors to leave no garbage/impact in nature Promotion and support for the design and building of innovative rest/tree houses along the river Drava Workshops, educational and eco walks and trails, cycling (active and educational tourism) Eco cleaning actions and campaigns River festival to celebrate and promote the Drava river (picnic, fishing and BBQs, canoeing and canoe races, bike and hike, games etc.) Investments and support facilities for cycling (e-bike stops/services; bike friendly accommodations and rest houses etc.)	Eco cleaning action and campaign (#zero plastic campaign; Sveta Marija with no plastic campaign) and activities related to the protection and promotion of Drava river (e.g. a multi-day river festival)
	Visoko	Very connected Water supply system managed by Public Utility Co. "Visoko"	Some local communities with no access to drinking water Environmental protection	Media campaigns on proper heating systems- appropriate fuel and use of thermal insulation	Develop planting and landscaping programmes to increase air quality

		Lack of sewage system, watercourses, soil, and groundwater polluted	Air pollution (industries) Unsafe and insufficient water supply (no sanitary protection zones around sources)	Development of an Action Plan for wastewater management in the rural area Awareness-raising campaigns on sustainable energy and land use	Development of the sub-website (within Visoko website) on eco-information for local participation and reports on environment Cleaning of illegal landfills, remediation and mapping
	Olovo	No smart services Unhealthy disposal facilities for waste (landfill)	Low attention for nature and environment protection No monitoring for air pollution Unsafe and insufficient water supply (mainly in the rural area)	NGOs sensibilization on env issues Development of an Action Plan for wastewater management in the rural area Awareness-raising campaigns on sustainable energy, waste disposal and recycling	NGOs projects of clean rivers and waterfowls Raise awareness about the harmfulness of illegal dumps Development of the advisory body of local community representatives on land use
	Vareš	Great potential for drinking water Rural waterworks infrastructurally in poor condition (lack of maintenance and poor management) Water pollution (ex-mines) No waste recycling Wood waste byproduct of forest valorization (project for the reuse blocked)	Environmental protection No monitoring for air pollution Unsafe and insufficient water supply (no sanitary protection zones around sources) More renewables More recycling	NGOs sensibilization on env issues Development of an Action Plan for wastewater management in the rural area Awareness-raising campaigns on sustainable energy, waste disposal and recycling	New NGO to deal with nature protection Raise awareness on nature protection (campaigns) Build and plant new green line in order to increase air, land and water protection
	Belo Blato	Traditional community, not linked to the new principles of modern societies	A new management for landscape and natural resources	Coordinated image of the village to improve the urban landscape	Coordinated image of the village: actions (public furniture and facilities, removal of cables and aerial wires, horizontal and

				Belo Blato “Green Path” reconstruction (Revitalising promenade Salivan alongside old embankment) Establishment of a visitors’ recreational center Fishing and bathing hotspots Restoring the Austro-Hungarian Carski drum (Imperial Road) Creating links between urban, peri-urban and rural areas Replace public lighting both inside and outside buildings with LED, light sensors and flow regulation Enhancement of building traditions Spreading soft mobility through cycle paths and pedestrian routes Planning and supporting the separate collection of waste	vertical signage, signs, shelters, benches, etc.)
	Mirdita Mat Klos	Abundant natural resources and favourable for renewable energy	Small municipalities with no capacity in supporting and developing programs for Smart villages	Awareness campaigns for financial support from government and international organizations	Awareness campaigns for citizens on environmental protection

		Unique nature rich in flora and fauna Presence of local Forums on environment Lack of tradition in Smart villages Non-functioning of env. protection central institutions Lack of financial capacity by local structures for env. Protection and forests Numerous permits for the use of natural resources (minerals, quarries, washing machines, HPPs, forests)	Only initiatives: cleaning actions including local institutions Richness in biodiversity	Awareness campaigns for citizens on environmental protection Encouraging local population to take action to improve the quality of their life Re-configuring social practices to enhance outcomes on societal well-being and engagement of civil society agents Creating active group of local citizens to drive an overall Smart Villages process	
	Nikiti	Potential for energy consumption programmes Lack of education in energy consumption, pollution, recycling	Increasing awareness in protecting and valorising local natural assets	Coordinated image of the village: actions to decorate the urban landscape Renovating housing and living conditions in public and private buildings (e.g. energy saving and renewables) Introducing urban elements such as parks, green walls and roofs, biodiversity	Introduce and disseminate green building practices, including the use of traditional materials Planning and supporting the separate collection of waste (including single-use plastic ban) Encouraging the recovery of rainwater for irrigation and domestic use
	Afytos	Potential for solar energy	Increasing awareness in protecting and valorising local natural assets	Coordinated image of the village: actions to decorate the urban landscape	Introduce and disseminate green building practices, including the use of traditional materials

		Lack of education in energy consumption, pollution, recycling		Renovating housing and living conditions in public and private buildings (e.g. energy saving and renewables) Introducing urban elements such as parks, green walls and roofs, biodiversity	Planning and supporting the separate collection of waste (including single-use plastic ban) Encouraging the recovery of rainwater for irrigation and domestic use
	Arkochori	Logging, charcoal production, animal husbandry and beekeeping Wild nature The basics for sustainable and smart villages not adopted yet	Increasing awareness in protecting and valorising local natural assets	Coordinated image of the village: actions to decorate the urban landscape Renovating housing and living conditions in public and private buildings (e.g. energy saving and renewables) Introducing urban elements such as parks, green walls and roofs, biodiversity	Campaigns to raise awareness on the importance of saving drinking water (and practices as the use of flow reducers in public and private buildings) Banning single-use plastic from public places, festivals and events Planning and supporting the separate collection of waste (including single-use plastic ban) Spreading soft mobility through (cycle and pedestrian routes, promoting the use of bicycles, electric cars, local public transports)
	Goumenissa	Environment of great quality and value, which citizens respect and protect Lack of education in energy consumption, pollution, recycling	Increasing awareness in protecting and valorising local natural assets	Remove and/or reduce the presence of environmental detractors Coordinated image of the village: actions to decorate the urban landscape (even with the use of traditional materials)	Restoration of old buildings with the use of traditional materials Beginning of biowaste treatment process Replacement of water pipes with asbestos

				Renovating housing and living conditions in public and private buildings (e.g. energy saving and renewables, LED in blic lighting both inside and outside)	Planning and supporting the separate collection of waste (including single-use plastic ban)
	Seli	Attitude to life with animals and vegetables in the local households Lack of education in environmental issues	Increasing awareness in protecting and valorising local natural assets	Coordinated image of the village: actions to decorate the urban landscape Renovating housing and living conditions in public and private buildings (e.g. energy saving and renewables)	Campaigns to raise awareness on the importance of saving drinking water (and practices as the use of flow reducers in public and private buildings) Banning single-use plastic from public places, festivals and events Planning and supporting the separate collection of waste (including single-use plastic ban) Spreading soft mobility through (cycle and pedestrian routes, promoting the use of bicycles, electric cars, local public transports)
	Vryta	The basics for sustainable and smart villages not adopted yet	Increasing awareness in protecting and valorising local natural assets	Creation of a hydroelectric dam (Brousna) Cleaning the river's banks Biological treatment of wastewater around the lake Informing farmers about new irrigation methods	Campaigns to raise awareness on the importance of saving drinking water (and practices as the use of flow reducers in public and private buildings) Banning single-use plastic from public places, festivals and events Planning and supporting the separate collection of waste (including single-use plastic ban)

				Creation of cycle/pedestrian path networks around the villages and the lake	Spreading soft mobility through (cycle and pedestrian routes, promoting the use of bicycles, electric cars, local public transports)
	Kitros	Potential for solar energy Lack of education in energy consumption, pollution, recycling	Increasing awareness in protecting and valorising local natural assets	Coordinated image of the village: actions to decorate the urban landscape Renovating housing and living conditions in public and private buildings (e.g. energy saving and renewables) Introducing urban elements such as parks, green walls and roofs, biodiversity	Campaigns to raise awareness on the importance of saving drinking water (and practices as the use of flow reducers in public and private buildings) Banning single-use plastic from public places, festivals and events Planning and supporting the separate collection of waste (including single-use plastic ban) Spreading soft mobility through (cycle and pedestrian routes, promoting the use of bicycles, electric cars, local public transports)
	Palaios P.	Preservation of the local architecture, using construction materials from the surrounded area Lack of education in energy consumption, pollution, recycling	Increasing awareness in protecting and valorising local natural assets	Coordinated image of the village: actions to decorate the urban landscape Renovating housing and living conditions in public and private buildings (e.g. energy saving and renewables) Introducing urban elements such as parks, green walls and roofs, biodiversity	Introduce and disseminate green building practices, including the use of traditional materials Planning and supporting the separate collection of waste (including single-use plastic ban) Encouraging the recovery of rainwater for irrigation and domestic use

	Dafni	No urban regeneration High degree of environmental consciousness and sensitivity Minimum use of cars and other means of transport in the village	Need for rejuvenation of the village	Coordinated image of the village: actions to decorate the urban landscape Renovating housing and living conditions in public and private buildings (e.g. energy saving and renewables) Introducing urban elements such as parks, green walls and roofs, biodiversity	Introduce and disseminate green building practices, including the use of traditional materials Planning and supporting the separate collection of waste (including single-use plastic ban) Encouraging the recovery of rainwater for irrigation and domestic use
	Emmanuel P.	No urban regeneration Environment of great quality and value, which citizens respect and protect All cultivable and exploitable area belongs to a few No incentives for young people to commit to agriculture and rurality	Increasing awareness in protecting and valorising local natural assets	Coordinated image of the village: actions to decorate the urban landscape Renovating housing and living conditions in public and private buildings (e.g. energy saving and renewables)	Campaigns to raise awareness on the importance of saving drinking water (and practices as the use of flow reducers in public and private buildings) Banning single-use plastic from public places, festivals and events Planning and supporting the separate collection of waste (including single-use plastic ban) Spreading soft mobility through (cycle and pedestrian routes, promoting the use of bicycles, electric cars, local public transports)
	Ossa	Environment of great quality and value, which citizens respect and protect Lack of education in energy consumption, pollution, recycling	Increasing awareness in protecting and valorising local natural assets	Renovating housing and living conditions in public and private buildings (energy saving, renewables, traditional materials)	Circulation of information Effort for a lower environmental footprint of the settlement (even through new technology and energy saving)

				Introducing urban elements such as parks, green walls and roofs, biodiversity Adopting solutions to facilitate the use for all of monuments and all public places	Planning and supporting the separate collection of waste (including single-use plastic ban) Common effort for the general cleanliness of the village
	Petrokerasa	Good degree of environmental consciousness and sensitivity Lack of education in energy consumption, pollution, recycling	Increasing awareness in protecting and valorising local natural assets	Coordinated image of the village: actions to decorate the urban landscape Renovating housing and living conditions in public and private buildings (e.g. energy saving and renewables) Introducing urban elements such as parks, green walls and roofs, biodiversity	Campaigns to raise awareness on the importance of saving drinking water (and practices as the use of flow reducers in public and private buildings) Banning single-use plastic from public places, festivals and events Planning and supporting the separate collection of waste (including single-use plastic ban) Spreading soft mobility through (cycle and pedestrian routes, promoting the use of bicycles, electric cars, local public transports)
	Calendasco	Valorization of local resources, agriculture and fishing activities	Protection and enhancement of natural resources	Tourist attractions Increase in local production	Cooperation between partners
	Caorso	Valorization of river resources	Involvement of young generations Creation of tourist attractions		
	Castelvetro P.	Valorization of the river context for walking, cycling, navigation	Enhancement of local, artistic and handmade production	Creation of a tourist destination based on culture, gastronomy	Cooperation between partners

				and river Po environmental attractions	
	Monticelli d`O.	Creation of a tourist destination	Debate in the community	Renewable energy Recycling New urban design	Cooperation between partners
	Villanova Arda	Conservation of the rural landscape: maintenance work	Promotion of tourism and local production	Creation of a tourist destination based on culture and gastronomy	Cooperation between partners
	Colorno	Rich cultural offer Conservation of the rural landscape	Promotion of tourism and local production	Enhancement of tourist appeal	Cooperation between partners
	Polesine-Zibello	Increasing tourism and local production	Promotion of tourism	Renewable energy Recycling New urban design	Communication between partners
	Roccabianca	Maintenance work Conservation of the rural landscape	Tourism based on local products	Accommodation Involvement of the community	Communication between partners
	Boretto	Valorization of the river Po infrastructure	Enhancement of the activities along the river bank	Solar energy	New activities along the river bank
	Brescello				
	Luzzara	Limited promotion of cultural heritage after the earthquake in 2012	Improvement of tourisit appeal	Guided tours Tourist vocation	Educational tours and workshops
	Bondeno				

Topic	Village	State of the art	Expected change	Foreseen actions	Pilot actions
4. Tourist vocation	Hrastovlje	Project “Experience Hrastovlje” (2013-15)	Strategy for the tourism and sport development of the Karst edge (Municipality of Koper)	Creation of widespread hotel - initiatives to link accommodation owners and to create of a widespread network of accommodation	Preparation of the material for the promotional activities / digital activities – video presentation, electronic leaflets; guided tours.
	Kubed	Two summer festivals (historical and musical)	Strategy for the tourism and sport development of the Karst edge (Municipality of Koper)	Creation of widespread hotel - initiatives to link accommodation owners and to create of a widespread network of accommodation	Preparation of the material for the promotional activities / digital activities – video presentation, electronic leaflets; guided tours.
	Rodik	An old tradition in hosting visitors Active a tourist voluntary association	Raise awareness about kilometre 0 – encourage owners of the accommodations and restaurants to buy local food	Construction of a new circular road around Mythical Park for cycling and hiking tourists Creation of widespread hotel - initiatives to link accommodation owners and to create of a widespread network of accommodation	Creation of a management plan for archaeological sites and for developing tourism
	Beka	Sensitive environment An association preserving the values of the landscape park and its promotion and preparing two annual events)	Connection with tourism in Birkini Raise awareness about kilometre 0 – encourage owners of the accommodations and restaurants to buy local food	Preparation of suitable tools for measuring number of tourist, visitors and cyclist for better planning of future actions. Preparation of common cross border project with Dolina in Italy to promote Glinščica valley To organize events for the promotion of the wine and wine tradition in the village	-
	Nedelišće	High nature quality Richness in cultural and historical heritage (and related associations)	Insufficient promotion (lack of brands) Lack of integrated and recognizable tourist offer	Development of smart IT applications connecting tourist attractions and interpretation of the heritage	Development of thematic (or cross-thematic) routes through the municipality

		Tradition in events, manifestations, fairs	Insufficient accommodation facilities (especially for larger groups).	Festivals for promotion of specific local products or skills (including the heritage of Roma minority Creating joint promotion, joint thematic tours with neighbor municipalities Connecting with international bicycle routes and develop services along the routes Establishment of attraction routes based on typical villages offer (e.g. fishpond, Honey Garden, Horses, čiga, waterfall, etc.) Include local NGOs in creation of cultural and creative activities Construction of new/bigger accommodation facilities Integrated tourism management at Međimurje county level	
	Štrigova	Preserved nature pleasant to visit Preserved tradition and intangible cultural heritage as a basis for tourism Recognition of Štrigova as a brand in oenology and	Support in networking and collaboration among stakeholders and improve destination management Provide educational and certification programmes for tourist guides	Organization of different hiking and biking tours connecting cultural and natural sites Adaptation and design of cycle and walking trails for weak target groups (elders, people with disabilities)	Biking and walking tours in combination with the visits to cultural heritage sites and gastro-eno degustation (an integrated tourism package) Organization of the Happiness festival

		viticulture (renown tradition and quality, wine roads) Increased number of tourists in last years, recognition of tourist events Insufficient domestic products in the offer Lack of quality in tourist supply (accommodation, gastronomy, local guides, promotion)	Improve local tourist supply based on local cultural and nature-based attractions Develop thematic cultural and other tours based on typical items	Preparation of a makerspace where tourists can try traditional craftsmanship (blacksmithing, pottery, coopery), even doing souvenirs by themselves. Education of local tourist guides "#LifeinŠtrigova" - creation of authentic experiences for tourists, living like locals (produce local wine and food, live in traditional houses, try traditional craftsmanship etc.) Organization of outdoor festivals and events Developing and branding the story of St. Jeronim, with the creation of new products Start up a cooperative of family farms providing tourist packages (local food, cooking workshops, volunteering actions of picking fruit and vegetables)	
	Sveta Marija	Rich intangible cultural heritage (Svetomarska lace) Implementation of active nature-based tourism (rafting fishing, swimming) Good attendance at the local events	Assess and connect different tourism offerings into an integrated product/package Improve cooperation among tourist stakeholders	Creation of new integrated tourism products based on natural and cultural resources Promotion of river and bathing tourism through various activities on the river Drava	"Story of lacemaking" - storytelling workshops; educational and other activities for local community and visitors

		Lack of hiking and bike paths No accommodation capacity	Promote and brand Svetomarska lace with new interpretation options	Creation of new souvenirs based on traditional lace using 3D technology "Story of lacemaking" - storytelling workshops for local community and visitors Cooperation with neighbouring municipalities in creating improved tourist supply (joint festivals and other events) Tourist supply for visitors to live a "village life" Organization of different eco-friendly events based on active tourism Pilgrimage tourism (during the Assumption - multi-day festival) Development of river and outdoor tourism, with full tourism experience (local food and wine active/cultural tourism, sports)	
	Visoko	50 recognized archeological places Museums and Cultural associations Natural and archaeological potentials for tourism development	Incoherence of the tourist supply Lack of institutions for networking and promotion Small number of travel agencies	Development of public and private regional tourism clusters Regular forums for planning/discussions on tourism development Preparation and implementation of an investment plan for tourism	Establishment of a joint dynamic web portal Development of existing and new tourism products Mapping and visual linking of all destinations

			Uneducated population, lack of tourist awareness and professional staff Lack of infrastructure, accommodation facilities, info bureaus Not mapped/signaled destinations	Establishment of a DMO Mapping and visual linking of all destinations Education on tourism	
	Olovo	40 sites of stećak tombstones Our Lady of Olovo sanctuary (oldest in the Balkans) Spa potentials Sports and recreation center Ajdinovići Green path of Via Dinarica	No info center or travel agency (operating agencies from Sarajevo) A large part of the existing footpaths needs reconstruction Insufficiently educated staff in tourism Insufficient cooperation of potential stakeholders in rural tourism Lack of interest in the development of tourism for the local population	Support to existing and development of new forms of tourism Development of existing tourist products (spa, stekac) Human resources development Preservation of natural habitats Mapping and visual linking of all destinations	Mapping and visual linking of all destinations Establishment of a tourist information point Web page for the tourist supply
	Vareš	Rich in archeological sites from various epochs Institutions: Center for Culture and Education and General Library Stellar Path	Lack of tradition in tourism services Grey economy Week cooperation attitude	Forest protection Developing a network with accommodation and local service providers (DMO) Development of tourism infrastructures (hiking and MTB trails)	Web portal for destination and social media campaigns Supporting Agrotourism Bike tourism The path of health and friendship (Revitalization of old

		Green path of Via Dinarica Mountains (but no protected area)		Educ training, education and promotion	trails, new bicycle and hiking trails)
	Belo Blato	Cultural and historical heritage combined with nature uniqueness	Potential not utilized in a proper way No perception of tourism as an economic activity	Establisment of an Info centre Promoting a local coalition for tourism Creating an annual programme of events in the area (photosafari, alternative music festival) Introducing new services and improve existing ones (public transport, signposting, parking) Promote home restaurants where to taste local cuisine Training programmes on tourism Create proposals for experience tourism in the area (craft workshops, traditional recipes, visits to wineries, sport activities, ...); Establishing a “Guest's home" where to provide all kind of tourism services	Establisment of an Info centre Promoting a local coalition for tourism Creating an annual programme of events in the area
	Mirdita Mat Klos	Very favourable geographical position Natural and cultural attractions	Perfect area for tourism development (especially ecotourism, adventure tourism, water activities and sports),	Installation of road tourism signs	Installation of road tourism signs

		Favourable climate for the development of year-round tourism Water resources for entertainment and sports activities Lack of investment by private enterprises Lack of vocational schools in tourism Lack of tourism services (guides and tour operators, promotion, accommodation with quality standards)	incipient private investments in accommodation and guest houses, presence of municipal structures for ecotourism (Info-Tower); poor road infrastructure as the main problem	Establishing connection with agents to organize music festivals in the area Courses on traditional cuisine of the area Creating an annual and seasonal calendar of activities Training programs to improve the quality of service and promotion	
	Nikiti	Tradition in tourism and presence of tourism infrastructure Lack of tourism during Autumn and Winter	Valorization of existing antiquities and rich natural beauty in the village	Creation of specific tourist packages (tourist experiences) Identify a place for “Guest's Home”, where carrying out common activities and centralizing booking functions Valorising abandoned or underused public and private building heritage to activate a widespread system of accommodation units	Create new events to be consolidated over time involving the citizenship Create eco-friendly events
	Afytos	Tradition in tourism and presence of tourism infrastructure	Valorization of existing antiquities and rich natural beauty in the village	Creation of specific tourist packages (tourist experiences) Identify a place for “Guest's Home”, where carrying out	Create new events to be consolidated over time involving the citizenship Create eco-friendly events

		Lack of tourism during Autumn and Winter		common activities and centralizing booking functions Valorising abandoned or underused public and private building heritage to activate a widespread system of accommodation units Proposing activities in all seasons of the year	Train operators (including petrol station attendants) and traffic wardens to welcomingand attentiveness to hospitality
	Arkochori	Unique tourist product with a great historical, cultural and environmental value Insufficient accommodation infrastructure, inadequate promotion and experience dealing with tourists	Valorization of existing antiquities and rich natural beauty in the village	Creation of specific tourist packages (tourist experiences) Identify a place for “Guest's Home”, where carrying out common activities and centralizing booking functions Valorising abandoned or underused public and private building heritage to activate a widespread system of accommodation units Proposing activities in all seasons of the year	Create an annual coordinated programme of events to enhance the potential attractiveness Create new events to be consolidated over time involving the citizenship Create eco-friendly events Train operators (including petrol station attendants) and traffic wardens to welcoming and attentiveness to hospitality
	Goumenissa	Unique Tourist Product with big potential Insufficient accommodation infrastructure, inadequate promotion and experience dealing with tourists	Valorization of existing antiquities and rich natural beauty in the village	Creation of specific tourist packages (tourist experiences) Identify a place for “Guest's Home”, where carrying out common activities and centralizing booking functions Valorising abandoned or underused public and private building heritage to activate a	Rejuvenation and restoration of the historical center, valorizing the heritage aspects (French water fountain and the ossuary) Promotion of religious tourism Promotion of wine-tourism

				widespread system of accommodation units Proposing activities in all seasons of the year	Create new events to be consolidated over time involving the citizenship Create eco-friendly events Train operators (including petrol station attendants) and traffic wardens to welcoming and attentiveness to hospitality
	Seli	Strong motivation in developing tourism Lack of tourism culture and tourism infrastructure	Valorization of existing antiquities and rich natural beauty in the village	Creation of specific tourist packages (tourist experiences) Identify a place for “Guest's Home”, where carrying out common activities and centralizing booking functions Valorising abandoned or underused public and private building heritage to activate a widespread system of accommodation units Proposing activities in all seasons of the year	Create an annual coordinated programme of events to enhance the potential attractiveness Create new events to be consolidated over time involving the citizenship Create eco-friendly events Train operators (including petrol station attendants) and traffic wardens to welcoming and attentiveness to hospitality
	Vryta	Wetland of Lake Agra as a unique tourist product with a great cultural, historical and environmental value Insufficient tourism identity, management and promotion	Valorization of existing antiquities and rich natural beauty in the village	Increasing local operators’ familiarity with resources and special features of the area, learning to tell and to associate it to the quality of their products Train all operators, including petrol station attendants, and traffic wardens to welcoming and attentiveness to hospitality	Identify a place for “Guest's Home”, where carrying out common activities and centralizing booking functions Capitalizing the nearby lake for tourism activities (fishing and boating)

				Promoting home restaurants (i.e. private homes with non-professional chefs proposing lunches to taste local flavours)	Study and create proposals for authentic one or more days emotional experiences
	Kitros	Cultural diversity and authentic habits throughout the year Lack of tourism culture and tourism infrastructure	Valorization of existing antiquities and rich natural beauty in the village	Creation of specific tourist packages (tourist experiences) Identify a place for “Guest's Home”, where carrying out common activities and centralizing booking functions Valorising abandoned or underused public and private building heritage to activate a widespread system of accommodation units Proposing activities in all seasons of the year	Create new events to be consolidated over time involving the citizenship Create eco-friendly events Train operators (including petrol station attendants) and traffic wardens to welcoming and attentiveness to hospitality
	Palaios P.	Organized tourism infrastructure (accommodation and food services) Lack of other activities in the village	Valorization of existing antiquities and rich natural beauty in the village	Creation of specific tourist packages (tourist experiences) Identify a place for “Guest's Home”, where carrying out common activities and centralizing booking functions Valorising abandoned or underused public and private building heritage in order to activate a widespread system of accommodation units Proposing activities in all seasons of the year	Create new events to be consolidated over time involving the citizenship Create eco-friendly events

	Dafni	A unique tourist product with a great historical, cultural and environmental value Insufficient accommodation infrastructure, inadequate promotion and experience dealing with tourists	Valorization of existing antiquities and rich natural beauty in the village	Creation of specific tourist packages (tourist experiences) Identify a place for “Guest's Home”, where carrying out common activities and centralizing booking functions Valorising abandoned or underused public and private building heritage in order to activate a widespread system of accommodation units Proposing activities in all seasons of the year	Create new events to be consolidated over time involving the citizenship Create eco-friendly events Train operators (including petrol station attendants) and traffic wardens to welcoming and attentiveness to hospitality
	Emmanuel P	A unique tourist product with a great historical, cultural and environmental value Insufficient accommodation infrastructure, inadequate promotion and experience dealing with tourists	Valorization of existing antiquities and rich natural beauty in the village	Promoting home restaurants (i.e. private homes with non-professional chefs proposing lunches to taste local flavours) Valorising abandoned or underused public and private building heritage in order to activate a widespread system of accommodation units	Create an annual coordinated programme of events to enhance the potential attractiveness Create new events to be consolidated over time involving the citizenship Create eco-friendly events Train operators (including petrol station attendants) and traffic wardens to welcoming and attentiveness to hospitality
	Ossa	A unique tourist product with a great historical, cultural and environmental value (climate) Gradual loss of traditional architectural character	Need for a comprehensive plan of sustainable and rural development	Promote a permanent local coalition of tourism, accommodation, culture and business operators to provide qualitative supply (hospitality charter)	Increasing local operators’ familiarity with resources and special features of the area, learning to tell and to associate it to the quality of their products

				Study and create proposals for authentic one or more days emotional experiences Identify a place for “Guest's Home”, where carrying out common activities and centralizing booking functions Valorising abandoned or underused public and private building heritage in order to activate a widespread system of accommodation units	Create an annual coordinated programme of events to enhance the potential attractiveness Create new events to be consolidated over time involving the citizenship Create eco-friendly events Train operators (including petrol station attendants) and traffic wardens to welcoming and attentiveness to hospitality
	Petrokerasa	Strong motivation in developing tourism Lack of tourism culture and tourism infrastructure	Valorization of existing antiquities and rich natural beauty in the village	Creation of specific tourist packages (tourist experiences) Identify a place for “Guest's Home”, where carrying out common activities and centralizing booking functions Valorising abandoned or underused public and private building heritage in order to activate a widespread system of accommodation units Proposing activities in all seasons of the year	Create an annual coordinated programme of events to enhance the potential attractiveness Create new events to be consolidated over time involving the citizenship Create eco-friendly events Train operators (including petrol station attendants) and traffic wardens to welcoming and attentiveness to hospitality
	Calendasco	Valorization of local resources, agriculture and fishing activities	Protection and enhancement of natural resources	Tourist attractions Increase in local production	Cooperation between partners
	Caorso	Valorization of river resources	Involvement of young generations		

			Creation of tourist attractions		
	Castelvetro P.	Valorization of the river context for walking, cycling, navigation	Enhancement of local, artistic and handmade production	Creation of a tourist destination based on culture, gastronomy and river Po environmental attractions	Cooperation between partners
	Monticelli d`O.	Creation of a tourist destination	Debate in the community	Renewable energy Recycling New urban design	Cooperation between partners
	Villanova Arda	Conservation of the rural landscape: maintenance work	Promotion of tourism and local production	Creation of a tourist destination based on culture and gastronomy	Cooperation between partners
	Colorno	Rich cultural offer Conservation of the rural landscape	Promotion of tourism and local production	Enhancement of tourist appeal	Cooperation between partners
	Polesine-Zibello	Increasing tourism and local production	Promotion of tourism	Renewable energy Recycling New urban design	Communication between partners
	Roccabianca	Maintenance work Conservation of the rural landscape	Tourism based on local products	Accommodation Involvement of the community	Communication between partners
	Boretto	Valorization of the river Po infrastructure	Enhancement of the activities along the river bank	Solar energy	New activities along the river bank
	Brescello				
	Luzzara	Limited promotion of cultural heritage after the earthquake in 2012	Improvement of tourisit appeal	Guided tours Tourist vocation	Educational tours and workshops
	Bondeno				

Topic	Village	State of the art	Expected change	Foreseen actions	Pilot actions
5. Know-how	Hrastovlje	Cooperative Bržanija is trying to spread knowledge from local inhabitants about the typical production of wine and brandies; picking up of wild plants and making some typical Istrian dishes, tea etc. and local customs Presence of agriculture farms which produce typical products, in which young generations are engaged in improving the family business	In the Hrastovlje village are trying to involve in the village life all inhabitants and to facilitate the intergenerational exchange in knowhow but willingness to participate and to work is every year lower. Social cohesion in the village is weak	-	-
	Kubed	Cooperative Bržanija is trying to spread knowledge from local inhabitants about the typical production of wine and brandies; picking up of wild plants and making some typical Istrian dishes, tea etc. and local customs Presence of agriculture farms which produce typical products, in which young generations are engaged in improving the family business	-	-	-
	Rodik	-	Pooling of knowledge and transferring to the inhabitants, the providers and farmers who grow food and create supply chains, the connection between them, the promotion of the upgrading of tourism products,	Better engagement of local inhabitants in the future development of the village and transfer of local knowledge to younger generations for example craft activity	Organisation of workshop for basket weaving, blacksmithing (there was a strong blacksmithing trade in Rodik (archaeological excavations)

			etc. is the municipality first goal and of course a challenge		
	Beka	Fruit growing and wine making	Local inhabitant in Beka are counting on the municipally to take the initiative, to bring together different artisans, farmers and producers	-	Organisation of the workshops connected with the herbalism
	Nedelišće	Long tradition of crafts and small business Large number of family farms MESAP –fairs and gathering space for entrepreneurs and community	Underdeveloped tourism (municipality not recognized as tourist destination) Lack of initiatives for improved use of space (especially MESAP) Reactivation of Entrepreneurs' Association of Nedelišće	MESAP as a digital hub, incubator and business center to support IT industry MESAP as an educational and demonstration centre for organic/bio-dynamic farming, and for innovative solutions in agriculture Fairs and promotion of organic/bio-dynamic products and of traditional crafts Promote linkages between traditional crafts and other sectors (tourism, agriculture, IT) Creation of system of mentoring for young entrepreneurs and farmers	"Ceker" as the motive for integrated promotion of municipality (souvenirs, t-shirts, skirts, hoodies, hats, …)
	Štrigova	Tradition in crafts (albeit non promoted) Arranged wine routes and tradition of wine production Strong tradition in agricultural production	Develop a platform for valorisation, interpretation and promotion/sales of quality products based on local tradition Develop appropriate organisation models for traditional craft-makers	Maker space for young people to improve creative and entrepreneurial skills (in craftsmanship, IT and digital) Reactivation of rural hub and adaptation to community's needs and priorities	One day event to promote intergenerational cooperation (food, drawing and traditional games competition, workshops on traditional crafts, sale of local products)

			Develop exchange of knowledge and experience among different craftsmen Improve educational and certification programmes in tourism and agriculture	Exchange of experience and skills between elders and young people (events) Skills development in storytelling (living history, developing thematic tours), entrepreneurship and social/cultural entrep. Promotion of traditional crafts and skills (fairs) Workshops and certification programmes on the interpretation of cultural heritage Certification programmes on tourist and outdoor guiding	
	Sveta Marija	Large number of local craftsmen Making lace long tradition Lack of interest of young people in lace world Low number of medium-large enterprises Fragmentation of agricultural land Poor education of farmers	Increase promotion of Svetomarska lace by combining traditional with modern interpretation of cultural heritage Support the implementation of different educational programmes, clubs and schools of traditional and modern lacemaking Encourage the cooperation with other organisations and institutions to create different lace-based products	Creation of specialized motives for museums and other cultural institutions (e.g., dragon, castles, cube, kartruža, lamb, tree) Create stories and presentations on the history of lace for children Exhibition of lace with modern media Facilitate intergenerational exchange in know how, with elders in the position of mentors for young people	Facilitate intergenerational exchange in know how, with elders in the position of mentors for young people

		Lack of cooperation among entrepreneurs		Enhancing local know-how as a strategic resource for relaunching small-scale job production and facilitating the combination of production and culture-art Small guardians of heritage, a group for the youngest children to increase their awareness and knowledge of cultural heritage Reactivation of the lace group in the school - Workshops on learning lacemaking and other traditional craft techniques Cooperation for the creation of 3D motives with colleges (design, construction, marketing, textiles...) and high schools	
	Visoko	Industrial skills (textiles and leather, metals, wood) Agricultural and food production as a generator of new business and employment	Fragmented land, extensive cultivation for primary agricultural production	Initiating an association model-cluster of agricultural producers Support services to farmers and producers	Widening cultivation areas Introduction to the models of association in the region
	Olovo	Mining and forestry tradition, poor industrial skills SMEs in timber sector Suitable area for livestock - cattle (milk and meat production), sheep, and poultry	Low agricultural land use and lack of organized form of agricultural production and product placement (cooperatives) Unarranged road infrastructure Lack of favorable credit funds	Development of (eco) agriculture Product market and placement Experimental polygons-family farms for professional training	Education of entrepreneurs Central database on agricultural and organic production

			Low purchasing power of the population		
	Vareš	Wood processing sector Agriculture and tourism	Low agricultural land use and lack of organized form of agricultural production and product placement (cooperatives) Unarranged road infrastructure Small return on deforestation Failure in cultivating surface mines	Development of (eco) agriculture (even due to educ training) Product market and placement Experimental polygons-family farms for professional training	Formation of agricultural cooperatives/cluster Advisory Council and Consortium of Producers for organic agriculture Education and promotion
	Belo Blato	Craftworks as a material cultural heritage of every local ethnic group	Supporting new start up in handicraft activities	Foundation of a "Memory Bank" (an archive of images, written accounts and photos) on local craft culture Organisation of a Summer festival of old crafts Stimulate associations to develop horticultural therapy projects, courses on recycling materials; courses on ecological topics Craft workshops with individual and group lessons Craft and in-depth study of materials for schoolchildren;	Foundation of a "Memory Bank" (an archive of images, written accounts and photos) on local craft culture
	Mirdita Mat Klos	Tradition in viticulture (Arbëri Wine as a well-known registered trademark)	Contrary to viticulture, still strong and renewed, handicraft is losing day by day and should be	Handicraft tour: exhibition of local traditional handicrafts with technical explanation	Handicraft tour: exhibition of local traditional handicrafts with technical explanation

		Initiatives in agritourism Traditions in handicrafts Difficulties in engaging young people Fading of handicrafts and agriculture skills Lack of product certification Non-functional infrastructure (and not supported by logistics)	supported for development and culture preservation reasons	Tour of local eno-gastronomic products Tradita Martaneshit Festival where to promote handicrafts, agriculture and livestock products, tourism, entertainment activities offered in the area	
	Nikiti	Agricultural products (olive-oil, honey) of excellent quality Weak promotion and distribution of the agricultural products	Underlining all the aspects that include traditional techniques, authenticity and uniqueness to create the myth of the place	Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and local sales outlets, in the framework of a national and international web-based valorisation system Craft days - shops and workshops open to visitors on devoted days of the year Learning craft techniques and in-depth study of materials for schoolchildren Facilitate the intergenerational exchange of know-how, with elders as mentors	Creating sustainable agriculture gardens as an opportunity for practice and welcome for the guests of the Hospitable Community Foundation of an archive of images and written tales (memory bank) as a contribution to the documentation and enhancement of local craft culture
	Afytos	Agricultural products of excellent quality	Underlining all the aspects that include traditional techniques,	Proposal to the cultural associations for the creation of a small workshop for the	Foundation of an archive of images and written tales (memory bank) as a

		Weak promotion and distribution of the agricultural products	authenticity and uniqueness to create the myth of the place	preparation of local products, creation of a stand, valorization of local buildings Creation of a participated local laboratory to produce local dishes Learning craft techniques and in-depth study of materials for schoolchildren Facilitate the intergenerational exchange of know-how, with elders as mentors	contribution to the documentation and enhancement of local craft culture
	Arkochori	Existence of local traditional recipes. Not enough promotion and revival of traditional techniques	Underlining all the aspects that include traditional techniques, authenticity and uniqueness to create the myth of the place	Learning craft techniques and in-depth study of materials for schoolchildren Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and local sales outlets, in the framework of a national and international web-based valorisation system Craft days - shops and workshops open to visitors on devoted days of the year Facilitate the intergenerational exchange of know-how, with elders as mentors	Creating sustainable agriculture gardens as an opportunity for practice and welcome for the guests of the Hospitable Community Foundation of an archive of images and written tales (memory bank) as a contribution to the documentation and enhancement of local craft culture
	Goumenissa	Agricultural products of excellent quality (chestnuts, wine) and export orientation	Need for proper infrastructures to arrange any further capitalization upon the village's old techniques and renowned skills	Relaunching small-scale production to generate employment and facilitating the	Seminars/workshops on vineyards and wine made process

		Insufficient promotion and a general lack of proper infrastructures		combination of production, work and culture-art Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and local sales outlets, in the framework of a national and international web-based valorisation system Facilitate the intergenerational exchange of know-how, with elders as mentors Stimulate the creative activity of associations already present in the area to develop projects directly linked to cultivation or collateral projects	Foundation of an archive of images and written tales (memory bank) as a contribution to the documentation and enhancement of local craft culture Creating sustainable agriculture gardens as an opportunity for practice and welcome for the guests of the Hospitable Community
	Seli	Existence of local traditional recipes and local found herbs Cold climate not suitable for cultivation	Underlining all the aspects that include traditional techniques, authenticity and uniqueness to create the myth of the place	Craft days - shops and workshops open to visitors on devoted days of the year Learning craft techniques and in-depth study of materials for schoolchildren Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and local sales outlets, in the framework of a national and international web-based valorisation system	Creating sustainable agriculture gardens as an opportunity for practice and welcome for the guests of the Hospitable Community Foundation of an archive of images and written tales (memory bank) as a contribution to the documentation and enhancement of local craft culture

				Facilitate the intergenerational exchange of know-how, with elders as mentors	
	Vryta	Existence of local traditional recipes with high nutritional quality local products Insufficient promotion of local products, no local products with geographical indication No self-entrepreneurship	Underlining all the aspects that include traditional techniques, authenticity and uniqueness to create the myth of the place	Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and local sales outlets, in the framework of a national and international web-based valorisation system Relaunching small-scale production to generate employment and facilitating the combination of production, work and culture-art Facilitate the intergenerational exchange of know-how, with elders as mentors	Reopening the local mill, with a museum inside Programmes for tourist participation in agricultural works (cultivation, fish farming livestock farming) Craft workshops with individual and group lessons
	Kitros	Agricultural products of excellent quality (mussels, wine) Weak promotion and distribution of the agricultural products	Underlining all the aspects that include traditional techniques, authenticity and uniqueness to create the myth of the place	Proposal to the cultural associations for the creation of a small workshop for the preparation of local products, creation of a stand, valorization of local buildings Creation of a participated local laboratory to produce local dishes (mussels) Learning craft techniques and in-depth study of materials for schoolchildren	Foundation of an archive of images and written tales (memory bank) as a contribution to the documentation and enhancement of local craft culture Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and local sales outlets, in the framework of a national and international web-based valorisation system

				Facilitate the intergenerational exchange of know-how, with elders as mentors	
	Palaios P.	Insufficient promotion	Underlining all the aspects that include traditional techniques, authenticity and uniqueness to create the myth of the place	Proposal to the cultural associations for the creation of a small workshop for the preparation of local products, creation of a stand, valorization of local buildings Creation of a participated local laboratory to produce local dishes Learning craft techniques and in-depth study of materials for schoolchildren Facilitate the intergenerational exchange of know-how, with elders as mentors	Craft days - shops and workshops open to visitors on devoted days of the year Support for the opening of new quality craft workshops with tutors from local elder craftsmen Creating sustainable agriculture gardens as an opportunity for practice and welcome for the guests of the Hospitable Community
	Dafni	High quality local products Insufficient promotion of local products, no local products with geographical indication	Underlining all the aspects that include traditional techniques, authenticity and uniqueness to create the myth of the place	Creation of a participated local laboratory to produce local dishes Learning craft techniques and in-depth study of materials for schoolchildren Facilitate the intergenerational exchange of know-how, with elders as mentors	Craft days - shops and workshops open to visitors on devoted days of the year Support for the opening of new quality craft workshops with tutors from local elder craftsmen Creating sustainable agriculture gardens as an opportunity for practice and welcome for the guests of the Hospitable Community

	Emmanuel P.	High quality local products Insufficient promotion of local products, no local products with geographical indication	Underlining all the aspects that include traditional techniques, authenticity and uniqueness to create the myth of the place	Learning craft techniques and in-depth study of materials for schoolchildren Craft days - shops and workshops open to visitors on devoted days of the year Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and local sales outlets, in the framework of a national and international web-based valorisation system Relaunching small-scale production to generate employment and facilitating the combination of production, work and culture-art	Creating sustainable agriculture gardens as an opportunity for practice and welcome for the guests of the Hospitable Community Foundation of an archive of images and written tales (memory bank) as a contribution to the documentation and enhancement of local craft culture Stimulating active associations to develop social and cultural projects linked to agriculture (horticultural and ecological therapy projects, children's readings in the gardens, natural cooking, etc.);
	Ossa	High quality local products Family character of agri-food production Shrinking of the primary sector and lack of interest from young people	Support for organic agricultural and livestock production Incentives for young farmers Revival of traditional crops, traditional arts and habits	Proposal to the cultural associations for the creation of a small workshop for the preparation of local products, creation of a stand, valorization of local buildings Creation of a participated local laboratory to produce local dishes (mussels) Learning craft techniques and in-depth study of materials for schoolchildren	Foundation of an archive of images and written tales (memory bank) as a contribution to the documentation and enhancement of local craft culture Proposal to the cultural associations for the creation of a small workshop for the preparation of local products, creation of a stand, valorization of local buildings Create collaborative networks between typical producers of

				Facilitate the intergenerational exchange of know-how, with elders as mentors	small-scale food, wine and traditional crafts and local sales outlets, in the framework of a national and international web-based valorisation system Creating sustainable agriculture gardens as an opportunity for practice and welcome for the guests of the Hospitable Community
	Petrokerasa	High quality local products Insufficient promotion of local products	Underlining all the aspects that include traditional techniques, authenticity and uniqueness to create the myth of the place	Craft days - shops and workshops open to visitors on devoted days of the year Create collaborative networks between typical producers of small-scale food, wine and traditional crafts and local sales outlets, in the framework of a national and international web-based valorisation system Learning craft techniques and in-depth study of materials for schoolchildren Facilitate the intergenerational exchange of know-how, with elders as mentors	Foundation of an archive of images and written tales (memory bank) as a contribution to the documentation and enhancement of local craft culture Creating sustainable agriculture gardens as an opportunity for practice and welcome for the guests of the Hospitable Community
	Calendasco	Promotion of local activities Enhancement of public spaces and tourist activities	Improvement of intergenerational cooperation Better knowledge of fishing industry	Development of business skills Digital innovation Promotion of traditional trades	Promotional activities
	Caorso	Promotion of local products Improvement of sales quality	Improvement of intergenerational cooperation	Valorization of mobile apps Development of business skills	Cooperation between partners

			Development of a digital platform Enhancement of sale and promotion of local products	Promotion of traditional trades Workshops and promotion of cultural heritage	
	Castelvetro P.	Production of the white garlic of Piacenza Presence of organic farms	Improvement of intergenerational cooperation Better knowledge of local handcrafted activities	Development of a digital platform Promotion of local products	Cooperation between partners
	Monticelli d`O.		Improvement of intergenerational cooperation	Development of a digital platform	Promotion of different activities along the river bank
	Villanova Arda	Presence of a big natural area (Isola Giarola), due to environmental restoration	Intergenerational cooperation Promotion of the typical products	Development of a digital platform	Cooperation between partners
	Colorno	Projects on culinary art	Improvement of tourist expectations	Intergenerational cooperation Development of a digital platform	Cooperation between partners
	Polesine-Zibello	Promotion of handcrafted activities	Intergenerational cooperation	Development of a digital platform for promoting and selling local products	Cooperation between partners
	Roccabianca	Promotion of tradition	Intergenerational cooperation	Development of a digital platform for promoting and selling local products	Cooperation between partners
	Boretto	New projects on fishing and local traditions	Intergenerational cooperation	Development of a digital platform for promoting and selling local products	Tourism along the river
	Brescello	-	-	-	-
	Luzzara	Local traditions Ancient crafts	Intergenerational cooperation Enhancement of tourist offer	New activities for promoting and selling local products	Workshops Educational activities
	Bondeno	-	-	-	-

TRANSNATIONAL ACTION PLAN (TPA)

PP1 Emilia Romagna Region Directorate General for Knowledge, Research, Labour and Enterprise Economy

Morena Diazzi

General Director for Knowledge, Research, Labour and Enterprise Economy

Bologna, _____

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TRANSNATIONAL ACTION PLAN (TPA)

PP2 Authentic Villages of Italy Association

Rosanna Mazzia

President

Salsomaggiore Terme, _____

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TRANSNATIONAL ACTION PLAN (TPA)

PP3 Regional Development Centre Koper

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Director

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TRANSNATIONAL ACTION PLAN (TPA)

PP4 Public institution for the development of the Međimurje County REDEA

Sandra Polanec Marinović

Director

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TRANSNATIONAL ACTION PLAN (TPA)

PP5 Region of Central Macedonia - Directorate of Innovation & Entrepreneurship

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TRANSNATIONAL ACTION PLAN (TPA)

PP6 Department for Development and International Projects of Zenica-Doboj Canton

Đenana Čolaković

Secretary of DDIP ZDC

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TRANSNATIONAL ACTION PLAN (TPA)

PP7 Association of Local Autonomy of Albania

Adelina Farrici

Executive Director

Tirana, _____

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TRANSNATIONAL ACTION PLAN (TPA)

PP8 Regional Agency for Socio – Economic Development – Banat Ltd

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