DEVELOPMENT BEAT OF
“The Heart of Slovenia”
COUNTRYSIDE

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by adopting the Programme of the development of countryside RS 2007-2013 Slovenia entered a new programme period which enabled it to use the European Agriculture Fund’s resources for the development of the countryside. By this programme it has been implementing the measures allocated into four axes, of which the fourth one – the LEADER, deals with initiating the development of individual rounded up countryside areas. To realise this measure the state supported the foundation of the local action groups.

The communes of the Development partnership of The centre of Slovenia, of course, perceived the opportunity of development of the countryside by means of European resources and thus started some time before to link themselves aiming to use together more effectively various resources for our development. We like the approach «down to up» which enables us to decide by ourselves which projects are vital and needed for us.

I still keep very live memories of the solemn event at signing the consortium contract on the 27th of November 2007 in Geometric centre of Slovenia, when we celebrated the foundation of our local action group. Joined we raised our glasses in firm faith that our cooperation will be fruitful. Together we felt strong despite the fact that we didn’t know exactly what the project LAS might bring us, we nevertheless hoped that such connection will bring something positive to our common area of living. Today I can say that we haven’t made a mistake.

I am proud that LAS »The Heart of Slovenia« was among the first active local groups in Slovenia and has the first announced resources to support the projects.
OUR WORK WILL FURTHER ON FOCUS ON THE VISION AND GOALS

Directed to sustainability which have entrepreneurial approach. It is above all vital that applicants believe in their story and offer such projects which are enabling higher quality of living for larger community which we live in. We wish that other communes of »The Heart of Slovenia« which are not included in any of local action groups, would recognise the possibility for development in benefiting from the resources LEADER for the development of the countryside.

LAS »The Heart of Slovenia« enables higher information flow within the area of »The Heart of Slovenia«, interconnection and cooperation of people and possibility to socialise and get to know each other. Due to projects and mainly due to people involved in them, »The Heart of Slovenia« is getting ever more recognisable and agreeable environment for the life of all of us who live here.

We will continue with work on the way to our vision and goals which have been set in our local development strategy. We believe that we will, by further professional approach to management of LAS »The Heart of Slovenia«, reach equally good results if not even better ones.

What is local action group »The Heart of Slovenia«?
Local action group LAS »The Heart of Slovenia« is an association of representatives of public institutions (public sector), economy (economic sector) and civil society (private sector).

LAS, under the leadership of the manager, prepared and adopted its own development strategy for the period 2007-2015. The key guidance at execution of development strategy is the common development vision of the area which arises from characteristics and needs, as well as opportunities of the area

»To provide, by innovative approaches in using the existing potentials, vitality of countryside within the area of »The Heart of Slovenia« and its sustainable growth.«

The task of the LAS is to provide for the execution of its local development strategy and to adopt decisions about management of funds from the LEADER programme for the development of the countryside.

Which area does the LAS »The Heart of Slovenia« include?
LAS »The Heart of Slovenia« involves the communes Dol pri Ljubljani, Kamnik, Litija, Lukovica, Moravče and Šmartno pri Litiji. From the present quoted communes is excepted the town of Kamnik which doesn’t have the status of countryside settlement as it has more than 10,000 inhabitants. We expect that the area of LAS will expand in the future years.

LAS »The Heart of Slovenia« is situated in the northeastern part of the Central-Slovene region comprising the area of 751 km², representing thus 3.6 % of the surface of Slovenia. On the area there are 60,077 inhabitants, the population density is 80 inhabitants per square kilometre (RS the 30th of June 2010).

Our Work will further on focus on the vision and goals

Aleksandra Gradišek, director of the Centre for Development Litija, d. o. o.
Who represents and decides in LAS »The Heart of Slovenia«?

The local action group LAS »The Heart of Slovenia« acts on several levels:

• The LAS Assembly is composed of 50 members representing common interests of the area LAS »The Heart of Slovenia«. These partners were of key importance at signing the consortium contract at foundation. Among the partners there are 5 representatives of communes and 8 representatives of other public institutions, 8 representatives of societies and 9 representatives of the private sector. The group represents the top body of decision-making, directs and leads the execution of LAS and its development in the countryside of »The Heart of Slovenia«. They are appointed to assure wide knowledge and experiences, efficient geographic representation on the LAS area, as well as ensuring the balance between public, economic, and private sector. The Development council elected the president and his deputy. – Mr. Algo Kolar from Kamnik and Mr. Žiga Sand from Dol pri Ljubljani. The members of the Development council meet twice to three times yearly and always, respectively, when the need arises.

• Supervisory council represents with 3 members the body of supervision and control, respectively, of the LAS operation.

• LAS Manager is Centre for Development Litija which is administrative manager and legal representative. Its project bureau cares for the technical support to the LAS »The Heart of Slovenia« operation. It participated at preparation of local development strategy and takes care of its execution, collects project ideas, prepares and leads projects performing supervision over their execution and funding, prepares promotion material, implements information and animation of inhabitants and other subjects, executes education and trainings, prepares reports and reports to LEADER office, runs the archives for LAS and carries out other tasks in accordance with the conclusions of the Assembly and Development council of LAS. The manager also assures financial service for LAS »The Heart of Slovenia«.

What are the basic tasks of LAS »The Heart of Slovenia«?

• Merging various organisations and individuals, having the interest to develop the countryside on the LAS area.

• Supporting and promoting the access from down upwards, including people from individual local environments into planning, decision making process and implementation of the LAS area development which enables the insight into the concrete wishes of the area. Developing cooperation and common activity with other local action groups in Slovenia, cooperating in future with LAS from abroad.

• Initiating and supporting cooperation and exchange of ideas on regional, national and European level.

• Creating, by means of decision making bodies, the basis of assessment and selection of projects which are financed from the LEADER resources.

• Raising awareness and information flow among the local population about the possibility of using European funds.

Where does LAS »The Heart of Slovenia« acquire financial resources?

• The money comes from the European Union via Slovenian Ministry of Agriculture, Forestry and Food (MKGP). The condition for using these funds is the acknowledged status of the operating LAS. The LEADER funds for managing LAS and execution of projects are calculated according to special formula of the Ministry of Agriculture, Forestry and Food which bases on the size of the area and number of inhabitants of individual LAS, on the index of development threat, as well as on the assessment of local development strategy. LAS must also assure its own resources which are provided by the included communes on the area of LAS »The Heart of Slovenia«. We expect that the funds of LEADER and local co-financing for the LAS area will amount to 1,7 mio EUR of development resources by the year 2013.

Who is entitled to LEADER resources and how the allocation is run?

LAS »The Heart of Slovenia« allocates the resources further on the basis of public calls announced on its website, on websites of the connected communes and various local media. Public calls can be applied by physical (individuals) and legal entities (companies, societies, institutions…) with the exception of local communities.

It is important that the entered projects are financially and professionally well designed. They have to contribute by their effects to higher life quality in the countryside of LAS »The Heart of Slovenia« and follow the strategy of LAS »The Heart of Slovenia«. Before the application it is recommended to consult the project bureau. Applicants get the reimbursed invested funds after successfully carried out project and in case, respectively, of more phases after the filed requirements for individual phases. So far there have been implemented 45 projects mainly of minor nature, however, they efficiently contribute to a higher level of life quality in the area.

What projects are supported by LAS »The Heart of Slovenia«?

It is expected that projects comply with the topics, goals and priorities being laid down in the announcement documentation and following the development strategy of LAS »The Heart of Slovenia«. Due to limited resources of LAS, those projects have priority which are outstanding in a way, which are innovative, linking different partners, which are economical, having sustainable impact on the area of »The Heart of Slovenia«. All applications are checked by the panel on the basis of the set criteria.

Projects have to follow the priority tasks of LAS:

• Increasing of the added value and quality at growing and processing, as well as marketing of local agricultural products

• Initiating of environment-friendly farming

• Improving employment possibilities in the countryside

• Improving the life quality in the countryside

• Animating and training of country people

• Networking and connecting for innovative initiatives

LEADER approach in the countryside of »The Heart of Slovenia«. They provide the programme basis on the size of the area and number of inhabitants of individual LAS, special formula of the Ministry of Agriculture, Forestry and Food which bases on the index of development threat, as well as on the assessment of local development strategy. Due to limited resources of LAS, those projects have priority which are outstanding in a way, which are innovative, linking different partners, which are economical, having sustainable impact on the area of »The Heart of Slovenia«. All applications are checked by the panel on the basis of the set criteria.

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PROJECTS LAS »THE HEART OF SLOVENIA«

2007 - 2010
1. PROMOTION AND MARKETING SUPPORT OF LOCAL PRODUCTS IN THE AREA OF »THE HEART OF SLOVENIA«

Local self-provision with own produced food has a great importance for improving the quality life in the area of »The Heart of Slovenia«. The need for more intensive self-provision with locally produced food has occurred due to high number of newly arisen settlements, rather dispersed settling and fast way of life. In the area of communes covered by »The Heart of Slovenia« there are many smaller farms, production is too small and too expensive, consequently competitiveness smaller. The Jarina co-operative project included analysis of surpluses on farms in the area of »The Heart of Slovenia« and analysis of potential buyers (kindergardens, schools, hospitality, specialised shops etc.) of local food in the nearest neighbourhood. On the basis of the analysis of the existing state market, strategy has been elaborated in which new selling channels are presented for the network of producers in the area of »The Heart of Slovenia«. By means of the project, approved by LAS »The Heart of Slovenia«, new chances and market ways for self-provision of the countryside of »The Heart of Slovenia« have started to open.

1. FIELD:

Increasing of the added value and quality in growing and processing, as well as marketing of local agricultural products

Local agricultural products are gaining an important value at development of countryside areas. By assuring appropriate quality, appropriate promotion and marketing they contribute to self-provision of the area by its own products and food, respectively. It is important to make the local people aware of bringing forward the local products and connecting into the network of local producers, as well as setting the direct ways to the buyers. The aim of the task is to set a higher level of the quality of the agricultural products offer and to improve their marketing in »The Heart of Slovenia«.

Period of project duration: February 2009 – December 2009
Total value of project: 24.800,00 EUR
Funds LEADER: 9.330,80 EUR
Funds LAS: 15.766,68 EUR
Developer: Jarina, co-operative for development of the countryside z.o.o., contact person Nataša Šmrekar

2. LINKING AND PROMOTING OF COUNTRYSIDE PRODUCTS

Tourist society Tuhijska dolina (Tuhijs valley) initiated, via the project of Linking and promoting of countryside products, the bidders as well as consumers for production and consumption of ecologically produced food and other products from the countryside. By this project the tourist society has assured itself a uniformly marked stands for joint presentation of bidders on events, especially on location of Ecoterm Snovik (Ecothermal resort Snovik). They have also provided trailers for stands transport to other locations. Leaflets have been made presenting producers and their products. Beside leaflets the offer panel has been made informing visitors of the thermal resort Snovik about local food producers. By execution of various thematic workshops the skills of bidders and consumers of local products have been improved and by announcements in media the larger public has been animated for eco products.

Period of project duration: August 2008 – February 2009
Total value of project: 16.800.00 EUR
Funds LEADER: 5.600,00 EUR
Funds LAS: 11.200,00 EUR
Developer: Tourist society Tuhijska dolina, contact person Ivan Hribar
3. REVIVAL AND PROMOTION OF THE BRAND ZAKLADI ČRNI GRABEN (TREASURES ČRNI GRABEN)

The brand «Treasures Črni Graben» was designed by Kmetijsko goszardski zavod (Agriculture-forestry institution) Ljubljana in cooperation with the Commune of Lukovica and hospitality company Trojane. The brand was already registered in 2002 and given into use to farmers, bee-keepers, entrepreneurs and societies from the commune of Lukovica for marking the goods and services. Initiated by the Agriculture-forestry institute Ljubljana a new revival of the service brand occurred aiming at elaborating a common identity and linking inhabitants of the area Črni graben. The project comprised analysis of the procedure, completion of the existing identity and linking inhabitants of the area Črni graben. The project «Treasures Črni Graben» was designed by Kmetijsko goszardski zavod (Agriculture-forestry institution) Ljubljana in cooperation with the Commune of Lukovica and hospitality company Trojane. The brand was already registered in 2002 and given into use to farmers, bee-keepers, entrepreneurs and societies from the commune of Lukovica for marking the goods and services. Initiated by the Agriculture-forestry institute Ljubljana a new revival of the service brand occurred aiming at elaborating a common identity and linking inhabitants of the area Črni graben. The project comprised analysis of the procedure, completion of the existing identity and linking inhabitants of the area Črni graben.

4. LAUNCHING THE USE OF FOODSTUFFS PRODUCED IN THE AREA OF THE HEART OF SLOVENIA, IN ECO THERMAL RESORT SNOVIK

The company Terme Snovik is eco-logically directed, paying attention to prepare food in a healthy and mostly ecological way. By the selected project from LAS »The Heart of Slovenia« they created the network of suppliers of foodstuffs produced in the area of the Heart of Slovenia. They found out the actual possibility of foodstuffs provision and connected with farmers and other bidders mainly from Štirje valley but also on a larger scale. In their trainings they defined recipes and menus being assessed by the guests of the Snovik restaurant. On the basis of this the project developer chose the most popular menus among which he put the most quality ones into the daily menu.

5. WE GROW QUALITY FRUIT WITH HEART

There are many fruit growers in the area of communes included in the project. Some of them in the area have been recognized as quality growers. To develop the project an expansion of the plantation was planned. The farmers, who wish to initiate the project, are supported by project funds from the region«The Heart of Slovenia» and the Agriculture-forestry institute Ljubljana. Their aim is to improve the quality of fruit. Also, the project developer used the project »We grow quality fruit with heart«. Two workshops and lectures, respectively, informed the fruit growers about higher quality of the grown fruit, they acquainted them at the same time with physiological requirements of plants and variety of fungus. According to the project, the project developer acquired the rights of using the brand, establishing of the users' statute and guidelines, its protection, defining of procedure to use to farmers, bee-keepers, entrepreneurs and societies from Trojane. The brand was already registered in 2002 and given into use to farmers, bee-keepers, entrepreneurs and societies from the commune of Lukovica for marking the goods and services. Initiated by the Agriculture-forestry institute Ljubljana a new revival of the service brand occurred aiming at elaborating a common identity and linking inhabitants of the area Črni graben.

6. ARRANGING PLACES AND EQUIPMENT PURCHASE TO IMPROVE THE ACTIVITY OF STUC SOCIETY

Wine-growing society STUC Šmartno is one of the biggest societies in the area of the Heart of Slovenia with 250 members coming from mainly wine-growing area of the communes Smarinto and Litija. In order to operate and communicate with members more efficiently, they rented in 2007 a smaller place in Šmartno which they, via the project supported by LAS »The Heart of Slovenia« managed to equip with archives and computers. They assured in this way conditions for up-to-date business operation and execution of trainings. The society also purchased technical equipment which is used in up-to-date cellar and wine management for measuring of the grapes and wine quality. By means of this equipment members of society and other wine-growers achieve even higher results on various wine assessments. They brought with this project a new impulsion among wine-growers for planting new surfaces with quality vines, contributing thus indirectly to maintaining old hills planted with vines.

8. LAUNCHING THE USE OF FOODSTUFFS PRODUCED IN THE AREA OF THE HEART OF SLOVENIA, IN ECO THERMAL RESORT SNOVIK

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The period of the project duration: September 2008 – June 2009
Total value of project: 6,102,00 EUR
Funds LAS: 2,930,53 EUR
Funds LEADER: 1,940,57 EUR
Developer: Wine-growing society STUC Šmartno, contact person Jože Perme

9. WE GROW QUALITY FRUIT WITH HEART

There are many fruit growers in the area of communes included in the project. Some of them in the area have been recognized as quality growers. To develop the project an expansion of the plantation was planned. The farmers, who wish to initiate the project, are supported by project funds from the region»The Heart of Slovenia» and the Agriculture-forestry institute Ljubljana. Their aim is to improve the quality of fruit. Also, the project developer used the project »We grow quality fruit with heart«. Two workshops and lectures, respectively, informed the fruit growers about higher quality of the grown fruit, they acquainted them at the same time with physiological requirements of plants and variety of fungus. According to the project, the project developer acquired the rights of using the brand, establishing of the users' statute and guidelines, its protection, defining of procedure to use to farmers, bee-keepers, entrepreneurs and societies from Trojane. The brand was already registered in 2002 and given into use to farmers, bee-keepers, entrepreneurs and societies from the commune of Lukovica for marking the goods and services. Initiated by the Agriculture-forestry institute Ljubljana a new revival of the service brand occurred aiming at elaborating a common identity and linking inhabitants of the area Črni graben.

The period of the project duration: January 2010 – October 2010
Total value of project: 16,480,00 EUR
Funds LEADER: 6,560,00 EUR
Funds LAS: 4,920,00 EUR
Developer: Thermal resort Snovik – Kamnik, d. o. o., contact person Petra Zlatoper

10. LAUNCHING THE USE OF FOODSTUFFS PRODUCED IN THE AREA OF THE HEART OF SLOVENIA, IN ECO THERMAL RESORT SNOVIK

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The period of the project duration: September 2008 – June 2009
Total value of project: 6,102,00 EUR
Funds LAS: 2,930,53 EUR
Funds LEADER: 1,940,57 EUR
Developer: Wine-growing society STUC Šmartno, contact person Jože Perme

11. WE GROW QUALITY FRUIT WITH HEART

There are many fruit growers in the area of communes included in the project. Some of them in the area have been recognized as quality growers. To develop the project an expansion of the plantation was planned. The farmers, who wish to initiate the project, are supported by project funds from the region»The Heart of Slovenia» and the Agriculture-forestry institute Ljubljana. Their aim is to improve the quality of fruit. Also, the project developer used the project »We grow quality fruit with heart«. Two workshops and lectures, respectively, informed the fruit growers about higher quality of the grown fruit, they acquainted them at the same time with physiological requirements of plants and variety of fungus. According to the project, the project developer acquired the rights of using the brand, establishing of the users' statute and guidelines, its protection, defining of procedure to use to farmers, bee-keepers, entrepreneurs and societies from Trojane. The brand was already registered in 2002 and given into use to farmers, bee-keepers, entrepreneurs and societies from the commune of Lukovica for marking the goods and services. Initiated by the Agriculture-forestry institute Ljubljana a new revival of the service brand occurred aiming at elaborating a common identity and linking inhabitants of the area Črni graben.
While carrying out LAS »The Heart of Slovenia« strategy, the project to support promotion of local self-provision in which it checked the offer and needs of the area of »The Heart of Slovenia« defining the new market channels in its market strategy. On the basis of these first important steps towards organisational self-provision of »The Heart of Slovenia« with food, it upgraded the project in 2010 by carrying out the defined marketing programme. Cooperation with 31 public institutions was established which had been now regularly buying food from local producers from the area of »The Heart of Slovenia«. Cooperation is also run with one of the inns and chain of restaurants in Slovenia. Jarina, by means of rented vehicle, organised common transport of products from farmers to the end buyers. Two workshops have been organised with farmers about higher yield, as well as promotion activities on the fairs Nature and Health in Ljubljana and Agriculture and food fair in Gornja Radgona and also presentations at schools in »The Heart of Slovenia«, execution of programmes of ecological days on the farms in »The Heart of Slovenia«.

The period of project duration: January 2010 – January 2011
Total value of project: 32.855.00 EUR
Funds LEADER: 12.000,00 EUR
Funds LAS: 9.000,00 EUR
Developer: Jarina, co-operative for the development of the countryside
Interview: Nataša Smrekar, co-operative Jarina
Where did you get the inspiration for your project?
In Jarina we try to follow various development trends and realise them together with partners. While working with farmers and other bidders we perceived their need to link themselves because there was no one in our surroundings who would try to realise it. The advice to others is to define exactly the project when they are deciding for entry otherwise they might be very disappointed. Before the project entry it is sensible to ask for advice at LAS project bureau. It is vital to keep traditional farming friendly and maintaining habitats, biotic variety and the countryside. It is vital to keep traditional farming friendly and maintaining habitats, biotic variety and the countryside. It is vital to keep traditional farming friendly and maintaining habitats, biotic variety and the countryside. It is vital to keep traditional farming friendly and maintaining habitats, biotic variety and the countryside. It is vital to keep traditional farming friendly and maintaining habitats, biotic variety and the countryside. It is vital to keep traditional farming friendly and maintaining habitats, biotic variety and the countryside.
Interview: Janez Ocepek, Association of ecological farmers «Healthy life», Lukovica

Where did you get inspiration for your project?
The idea for the project arose from purely practical need which we perceived among the people on the site. Farmers addressed us with concrete questions and initiatives which we wanted to realise through the project.

How do you assess the effectiveness of the project?
We are quite satisfied with the results. All what we set into the project was reasonably carried out. Participation on workshops and visits were pretty satisfactory and we are already getting new incentives for training. We are satisfied that we managed to cover the entire area of LAS «The Heart of Slovenia». A special success for us is that during the project execution almost 10% of new members joined our association.

How is further development of the project indicated?
In future we would surely need additional training due to the fact that ecological farming is gaining in interest. We will try to organise more visits of good practices and meetings on ecological farms, as it is very important for the farmers permanent upgrading of knowledges and exchange of experiences. We are also thinking of our market oriented activity by cooperating among ecological farms, consumers and other organisations which market the offer from the countryside.

What would you advise to the project entrants?
It is important to start from the needs of the area, trying to realise those wishes which are expressed by people. The idea of the project has to be clear and has to be checked by the co-workers. You should find the right people for the execution of the project. We also recommend to use different possible sources from local and national public calls to realise different programmes which are complementary.

Which were the biggest challenges at the project execution?
Our association covers larger area of LAS «The Heart of Slovenia», also Zasavje and a part of Ljubljana area, representing thus a challenge to us to transfer the project activities on other areas, too. The biggest problem for majority of societies which carry out projects is probably to assure funds. The state was rather late with payments, however we also overcame this trouble.

3. FIELD:
Improving employment possibilities in the countryside

The countryside of «The Heart of Slovenia» was traditionally agricultural. Old and young people were dealing with farming. Today the situation is a little different, many young people don't see any prospective at home in the countryside and see themselves more in the nearest towns. By the measure for improving employment possibilities in the countryside we wish to change this mentality. We want to activate the countryside people for entrepreneurial activity in domestic countryside environments in the form of help to launch sound entrepreneurial cores. By this measure we also wish to initiate the development of supplementary activities on farms, to increase offer on the area and initiate the development of various services in the countryside, mainly those ones which improve the life quality of the inhabitants on this territory.
10. EXTERNAL SETTING OF THE LIVE WATER FILLING STATION IN THE HEALTH GROVE TUNJICE

The Health grove Tunjice is the first centre in Slovenia intended to self-healing, revitalisation of body, relaxation and strengthening of physical as well as psychical body. At the same time it also represents one of important tourist points of The Heart of Slovenia. In The Health grove there is also a source of live water having a proved variety of healing effects. By the project, approved on the first announcement of LAS »The Heart of Slovenia« they have finally settled the external look of the filling station of this water which means that they finished construction and craftsmen’s works in the surroundings and on the object of the filling station itself. By finishing the project, the Healing grove Tunjice upgraded its offer, contributing thus to the variety of tourist and health offer in ‘The Heart of Slovenia’.

11. LEARNING HOUSE PR’ GOSET

The home Pr’ Goset in Klace (Dol pri Ljubljani) has been keeping the farming activity for some generations. Co-owner of the farm Tatjana Bitenc reaches excellent results on competitions in preparing domestic bread, therefore she decided to transmit the knowledge on groups of visitors in her learning house – on the young people, country women etc. She will expand the existing bread baking activity by registering of the appropriate by-activity on the farm.

the project of setting the learning house Pr’ Goset doesn’t mean upgrading and expanding the offer on the farm Pr’ Goset only, but significantly contributes to keeping cultural heritage because they will arrange the learning house in the Goset’s old house.

The period of the project duration: January 2010 – December 2012
Total value of project: 18.300,00 EUR
Funds LEADER: 6.100,00 EUR
Funds LAS: 5.750,00 EUR
Developer and contact person: Tatjana Bitenc

12. SETTING ETHNOLOGICAL COLLECTION ON TOURIST FARM PR’ KRAČ

The Krač home in Dolski represents the last still working example of provision centre near the past transport and navigation way at the Sava river and is thus a unique example of the object of the cultural heritage in ‘The Heart of Slovenia’. It has been placed as one of the points of heritage among the thematic ways ‘We knock at the door of the heritage’. Within the home many objects were maintained, like tools and other equipment from previous generations. These objects were exhibited on various places of the house, however they were not thematically linked among themselves and put into collection. Assisted by Department of ethnology and cultural anthropology of the Faculty of Arts in Ljubljana, the owner decided to organise suitably the collection, to list it and mark it and he provided for promotion via presentation leaflet, film and event at the opening the collection. The project ‘Setting ethnological collection on tourist farm Pr’ Krač’ enabled to this heritage point to be even more active and to get an important supplementary offer.

The Krač home in Dolski upgraded its offer, contributing thus to the variety of tourist and health offer in ‘The Heart of Slovenia’.

13. CYCLING POINT OF THE HEART OF SLOVENIA

With the project Cycling point of The Heart of Slovenia the company LB&T Vegov hram d. o. o. initiated the development of a new tourist activity in the area of ‘The Heart of Slovenia’ – that is tourists cycling. The project companies execution of all activities needed for assuring conditions that the area of ‘The Heart of Slovenia can be marketed as cycling destination. On the location of gostilna Vegov hram in Dolško was set the starting point for tourists who come to the area of ‘The Heart of Slovenia’. On this point they offered activity of tourist cycling and all the necessary equipment with information about cycling possibilities and similar offer in ‘The Heart of Slovenia’. The company prepared a suitable place for storing and lending bikes and purchased new cycling equipment and bikes. The owner at the same time educated himself for the cycling guide and gostilna did all the necessary to meet the criteria of a cycling accommodation facility.

The project of ‘Cycling point, a very important additional offer which the visitors, tourists and I will connect more with societies, companies and other actors who wish to establish and settle the cycling paths in the area of ‘The Heart of Slovenia, I will be preparing different tourist programmes with sightseeing of natural and cultural sights etc.

What would you advise to other entrants of the projects?
It is very important to have a clear vision. They should always look forward at least one other project when they decide to execute a certain project or they should know where the further development of a project will go.

Which were the biggest challenges at the project execution?
I mainly dealt with the selection of suitable and quality bikes and cycling equipment. I had to decide on this point which sort of cycling tourism I will start. At the end I replaced mountain bikes by road ones. The latter are intended for riding among villages and hills on the road network, they are, however, not intended to no road network what I could also choose. During the execution itself I had to make a few vital decisions which will have an impact on my further way.

Interview: Tine Zupančič, LB&T Vegov hram d. o. o.
Where did you get inspiration for your project?
The idea for the project Cycling points of ‘The Heart of Slovenia’ was born about two years before I entered the call. Cyclists have always liked to stop at our gostilna and also the countryside of the area of ‘The Heart of Slovenia is very appropriate for cycling, therefore I felt a business opportunity here. I got the inspiration when I felt the opportunity that I can carry out the project in practice within my company in the frame of which I also execute tourist programmes for various target groups.

How do you assess the effectiveness of the project?
I evaluate it as a successful one, as I have set the basis for further work and execution of new projects which would be bound to the previous one. Our gostilna Vegov hram got, by establishing the cycling point, a very important additional offer which the visitors, especially those who stay longer, like to use. In the continuation I will develop the offer in the sense of transport-ation of bikes to the places considering the wishes of individual tourists and I will connect more with societies, companies and other actors who wish to establish and settle the cycling paths in the area of ‘The Heart of Slovenia, I will be preparing different tourist programmes with sightseeing of natural and cultural sights etc.

What would you advise to other entrants of the projects?
It is very important to have a clear vision. They should always look forward at least one other project when they decide to execute a certain project or they should know where the further development of a project will go.

Which were the biggest challenges at the project execution? I mainly dealt with the selection of suitable and quality bikes and cycling equipment. I had to decide on this point which sort of cycling tourism I will start. At the end I replaced mountain bikes by road ones. The latter are intended for riding among villages and hills on the road network, they are, however, not intended to no road network what I could also choose. During the execution itself I had to make a few vital decisions which will have an impact on my further way.
14. UPGRADING THE EXISTING TOURIST OFFER IN KAMNIŠKA BISTRICA BY BRANDY COOKING

Zavod Mladinski inkubator (Institution Youth incubator) develops the offer in Kamniška Bistrica. In deserted part of a building in autocamp at the river they arranged brandy cooking activity which offers the guests quality Slovene brandies. They arranged simultaneously information spot where visitors can meet with history, tradition and ways of brandy producing. Within the brandy cooking place degustation and purchase of domestic brandies is possible. It is a novelty in the Slovene tourist offer and in the area of »The Heart of Slovenia«. By this new tourist product executors managed to round up the tourist offer of the camp, increase the visits of tourists and to promote the recognition of the area.

15. EXPANDING THE OFFER OF THE CYCLING POINT VIDIC

Cycling is becoming more popular than ever, especially on such an agitated terrain as it is the area of »The Heart of Slovenia«. Complying with the wishes of their customers, The Cycling service of Franc Vidic decided to expand their offer by renting bikes. According to the previous market analysis they decided to buy, by the help of the Leader funds, mountain bikes of middle and higher price class. In the continuation of the development of the cycling point they plan to organise guided cycling trips, therefore they purchased a special trailer for transport of bikes. By expanding the offer of cycling service they contribute to development of the tourist offer of cycling in »The Heart of Slovenia«.

16. OFFER COMPLETION OF SPORT RECREATION CENTRE KORANT

Sport recreation centre Korant managed by Tourist society Dol pri Ljubljani is located in the green environment of forests above Dol pri Ljubljani. Its grounds and sport facilities initiate recreation activities among local people. In the process of development of culinary offer a central part was built which Tourist society Dol pri Ljubljani by the project »Offer completion of sport recreation centre Korant« finalised for operation. Beside the equipment for protecting also a project for final arrangement of places was elaborated and the missing equipment for the kitchen was purchased. The project will enable more efficient managing with tourist recreation facilities and rise the life quality in the countryside of »The Heart of Slovenia«.

17. HORTICULTURE ARRANGEMENT OF THE HEALING GROVE

The Healing grove Tunjice near Kamnik is special in innovative benefiting from earth and cosmic energies, being unique on larger area of »The Heart of Slovenia« and also Slovenia. LAS »The Heart of Slovenia« enabled in the company VD, d. o. o. a horticulary arrangement of the natural healing grove Tunjice near Kamnik and so upgraded the offer of this attractive tourist point. In the execution of the project they designed and implemented herbal and spice plantations in the park, they arranged the paths and set the fence. In this way the Healing park got an even more interesting image and look.

The period of the project duration: January 2010 – August 2010
Total value of project: 11.500,00 EUR
Funds LEADER: 4.000,00 EUR
Funds LAS: 3.000,00 EUR
Developer: Zavod Mladinski inkubator, contact person Gašper Kleč

The period of the project duration: January 2010 – January 2011
Total value of project: 14.620,00 EUR
Funds LEADER: 4.900,00 EUR
Funds LAS: 3.675,00 EUR
Developer: Cycling service France Vidic, s. p., contact person Blaž Vidic

The period of the project duration: January 2010 – October 2010
Total value of project: 11.612,57 EUR
Funds LEADER: 3.870,00 EUR
Funds LAS: 2.904,00 EUR
Developer: Turistično društvo Dol pri Ljubljani, contact person Jurij Kuhar

The period of the project duration: January 2009 – June 2010
Total value of project: 15.428,56 EUR
Funds LEADER: 1.683,89 EUR
Developer: VD, d. o. o., contact person Drago Vrhovnik
8. TRADITION OF FOLK SONG
Various societies surely contribute a lot to preserve the culture heritage in »The Heart of Slovenia«. The Folklore group Javorje having almost a 30-year tradition, pays attention in its activity to maintaining Slovene folk dances and songs, as well as also instrumental music and rituals. Within the folklore group there is tamboura orchestra which ranks among the best in Slovenia. It regularly takes part in domestic and international festivals and events. By the project of tradition of folk song the orchestra arranged some specific folk songs from different areas of Slovenia and included them in its repertoire; they have also prepared the event »Sing, dance, play« with international participation in Šmartno pri Litiji.

4. FIELD: Improvement of life quality in the countryside
Life quality is of great importance for everybody, however, it is difficult to measure it. On one hand it improves the level of life and on the other hand it reflects the individual’s opinion about him/herself, as well as place and way of his life. LAS »The Heart of Slovenia« by this measure supports the projects which initiate higher activating of people into a social life, including special social groups, common and planned promotion of tourist offer, linking of tourist offer into thematic products and ways, as well as life-long learning.

The period of the project duration: January 2009 – September 2009
Total value of project: 6.750,00 EUR
Funds LEADER: 6.000,00 EUR
Developer: KUD Folklore group Javorje – Tamboura orchestra, contact person Minka Savšek

19. APPLICATION OF CULINARY HERITAGE IN BUILDING IDENTITY OF THE JURIJ VEGA LAND
Interest for exchange of skills via workshops from the field of culinary heritage, executed by The Working group of women Plamen Dolsko in the frame of the Tourist society Dolsko, is very big. In spite of a few years of activity, the working group counts many female members of all generations who like to socialise and exchange experiences from generation to generation. The members presented themselves at the beginning mainly in the local environment of »The Land of Jurij Vega«, after enabling the conditions for their activity they often represent also the area of The Heart of Slovenia. They managed to get place in the cultural institution of Dolsko which they suitably furnished by the project supported by LAS »The Heart of Slovenia«. Within the frame of the project they bought furniture for the lecture room and kitchen elements with belonging household appliances. The project enabled two more meetings for the exchange of knowledges from the culinary heritage field; they also published a brochure on culinary heritage of the area with its presentation on the final project event.

The period of the project duration: January – December 2009
Total value of project: 21.101,20 EUR
Funds LEADER: 12.484,21 EUR
Funds LAS: 4.700,92 EUR
Developer: Turistično društvo Dolsko, contact person Željko Šavić
Interview: Dora Škafar, Working group of women Plamen Dolsko
Where did you get inspiration for your product?
It all started in 2007 when our commune Dol pri Ljubljani decided to develop our tourist offer under the name »The Land of Jurij Vega«. At the first autumn fair organised within the frame of this area, also we, Plamen women activated by preparing a various culinary offer for the fair. As we liked to be together, we started to socialise also during the year on culinary workshops. Soon we found ourselves before the problem of place as we are quite numerous. Initiated by the president of the local community, Mr. Željko Šavić and supported by The Commune of Dol pri Ljubljani, we found the opportunity for our socialising in the premises of the culture institution Dolsko. Public call LAS came on the right time and so we applied.
20. DRESS IMAGE OF ›THE LAND OF JURIJ VEGA‹ 

›The Land of Jurij Vega‹ is a brand in development linking different tourist and other actively involved in the commune of Dol pri Ljubljani. It tends to link larger area up to Moravče. The brand builds on the personality of the world reputation - Jurij Vega. Under the name ›The land of Jurij Vega‹, as well as ›The heart of Slovenia‹. As long we like socializing and helping each other, I don't fear that the project wouldn't continue. We will upgrade our activity by completing the offer of ›The Land of Jurij Vega‹ together with TIC - to higher recognition and higher life quality in this area. The project proved very successful, but we are mainly happy that it is not difficult to carry it out. The team working on the project is designed so that it can be expanded on larger area of Slovenia. The project is designed to be useful after its expiry. What were the biggest challenges during project execution? We have been very well organized at our project, therefore we haven't met any special problems. The project has previously already been run by Mr. Savič who is well acquainted with such things and so we didn't have any problems either with application or reporting. What would you advise other entrants of projects? As long we like socializing and helping each other, I don't fear that the project wouldn't continue. We will upgrade our activity by completing the offer of ›The Land of Jurij Vega‹ together with TIC - to higher recognition and higher life quality in this area. The project proved very successful, but we are mainly happy that it is not difficult to carry it out. The team working on the project is designed so that it can be expanded on larger area of Slovenia. The project is designed to be useful after its expiry.

21. REVIVAL OF OLD FOOTPATHS THROUGH THE TUHINJ VALLEY 

The Tuhinj valley is one of more visited valleys in ›The Heart of Slovenia‹. The tourist society Tuhinj valley significantly contributes to the shaping of the tourist offer by the project of revival of old footpaths through the Tuhinj valley, connecting thus younger and older generation of inhabitants. On joint workshops and visits to the field old footpaths which connected specific points of culture heritage of this area in the past, have again been defined. Footpaths have been drawn into informative map which is intended to trekkers, cyclists, horsemen and other visitors. By the project, which for the beginning connects the communes Kranj and Lukovica, the Tuhinj valley became richer for a new tourist offer what helps to receive visitors and make common promotion of ›The Land of Jurij Vega‹, as well as ›The heart of Slovenia‹.

What would you advise other entrants of projects?

It is very important that the project is well prepared because then it is not difficult to carry it out. The team working on the project is also important because everybody is important and also the result of the project depends on it. The project should be such that it will live also after its expiry.

22. PURCHASE OF CLOTHES MEPZ ŠENTVIŠKI ZVON AT 20TH ANNIVERSARY OF ACTIVITY

Mixed choir Šentviški zvon is one of bigger and more quality choirs in ›The Heart of Slovenia‹. At its 20th anniversary of activity they prepared solemn concert on the 16th of May 2009 in Senovž at Lukovica. At this occasion they presented themselves to the domestic public by a short summary of their activity through songs and a bulletin, exhibition and a uniform image with new costumes. The choir can pride with more than 190 performances at home and abroad and it also produced three CD-s and cassettes of national and Christmas songs. The solemn concert in new costumes enriched the offer of the commune Lukovica and larger area of ›The Heart of Slovenia‹.

What were the biggest challenges during project execution? As long we like socializing and helping each other, I don't fear that the project wouldn't continue. We will upgrade our activity by completing the offer of ›The Land of Jurij Vega‹ together with TIC - to higher recognition and higher life quality in this area. The project proved very successful, but we are mainly happy that it is not difficult to carry it out. The team working on the project is designed so that it can be expanded on larger area of Slovenia. The project is designed to be useful after its expiry.

23. RISE OF ADDED VALUE OF THE MUSEUM OF PRE-MODERN ART

The Museum of pre-modern art in Zgornji Hotič is a unique contemporary art destination in ›The Heart of Slovenia‹. Project activities, which included purchase of equipment for improving work conditions in the museum, enabled to the museum to gain in added value which contemporary ›pre-modern‹ art and museum merit. The Museum of pre-modern art stays within the art practice a present place, attracting, by improving exhibition conditions, outstanding Slovene and European artists into ›The Heart of Slovenia‹. At the same time it connects, by networking activities of various target groups, the art with other spheres of creation and work (education, project management, tourism, heritage, development of countryside).

How do you assess effectiveness of the project?

The project proved very successful but we are mainly happy that it still alive and connects its. Its effectiveness is also demonstrated and echoed in media, therefore many people invite us to participate. Now there are many events in the place, tourists visit us, also from abroad with whom we share our knowledge and cultural specialties. Women even more eagerly socialize at baking and other workshops. Short ago TIC started its activity in our premises.

How is further development of the project indicated?

As long we like socializing and helping each other, I don't fear that the project wouldn't continue. We will upgrade our activity by completing the offer of ›The Land of Jurij Vega‹ together with TIC - to higher recognition and higher life quality in this area. The project proved very successful, but we are mainly happy that it is not difficult to carry it out. The team working on the project is designed so that it can be expanded on larger area of Slovenia. The project is designed to be useful after its expiry.

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25. ELABORATION OF THE LEAFLET OF CHESTNUT PATHS

The country below Kampel hill situated in the area of Velka Štanga, Jevrica and Starogorske, is linked with various thematic paths developed by the Tourist development society Kampec, which also promotes them in different ways. Via the project Elaboration of the leaflet of Chestnut paths, there was designed and made a leaflet for Chestnut paths in the countryside below the Kampel hill by means of which the society Kampec succeeded to upgrade the existing offer of thematic paths focussed on the use of the rich natural and cultural heritage.

The period of the project duration: August 2008 – September 2008
Total value of project: 45,500,00 EUR
Funds LEADER: 5,167,00 EUR
Developer: Tourist development society Kampec, contact person Slavko Rakovec

26. TOURIST MAP OF THE COMMUNE LITIJA

The tourist map of the commune of Litija assigns one page to a uniform presentation of the area of The Heart of Slovenia and the other one to the presentation of the commune which is not just a graphic design of all important information for the visitors but also a promotion of the products. Such promotion materials considerably contribute to a systematic use of the existing potentials initiating at the same time other bidders to cooperation.

The period of the project duration: January 2008 - September 2008
Total value of project: 5,600,00 EUR
Funds LEADER: 8,500,00 EUR
Developer: Commune of Litija, contact person Ljupka Lovščak

27. PROMENADE THROUGH THE PAST OF THE VILLAGE AT THE WATER TEACHING CENTRE FOR DEVELOPMENT LITIJA

KUD Fran Maselj Podlimbarski by means of the project Promenade through the past of the village at the water teaching centre for development of Slovenia searched for possibilities to co-finance the project. By approved funds we could then prepare the concept on the basis of which the project was successfully carried out. We have realised all the set goals which is extremely important for further work and development of the castle and its surroundings.

How do you assess the effectiveness of the project?
I think the project was successfully carried out. We have realised all the set goals which is extremely important for further work and development of the castle and its surroundings.

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28. INTEGRAL PLAN OF THE CONTENT AND PROGRAMME RENOVATION OF THE CASTLE BOGENŠPEK

Janzej Vajdak Valvasor still doesn’t have a suitable presentation, therefore. Javni zavod Bogenšpek (Public Institution Bogenšpek) decided to upgrade the castle by contents which will contribute to higher recognition in the sense of culture and tourist point. They linked with various experts from culture institutions and national museums with whom they prepared the integral plan of content and programme renovation of the castle. In this way the castle will get more sustainable and future oriented contents and The Heart of Slovenia thus, as a rounded tourist area, an important and more visible tourist point.

29. PROMOTION AND ASSURANCE OF THE OPENING OF THE SV. MIKLAVŽ (SAINT NICHOLAS) POINT

The Mountain (Gora) Saint Nicholas situated beside the church of Saint Nicholas with walls built against the raids of the Turks, also the old sacristian place with black kitchen and farmhouse with preserved farm tools, is one of popular excursion points in the Tuhinj valley. At the end of the week there are many tourists from near and far who like to stop there. The tourist society Gora has been looking after the Mountain Saint Nicholas for several years already and has lately paid attention mainly to physical renovation of this rich culture-historic point. By means of LAS The Heart of Slovenia they provided for tidyness, permanent opening of this rich culture-historic point. By means of LAS «The Heart of Slovenia» they provided for tidyness, permanent opening and possibility of guided tour of the Mountain St. Nicholas on Saturdays and Sundays. At the same time they prepared promotion leaflet and updated the website www.sv-miklavz.com.

The period of the project duration: January 2009 – December 2010
Total value of project: 15,500,00 EUR
Funds LEADER: 14,840,00 EUR
Developer: Tourist society Gora sv. Miklavz, contact person Jože Koroseč

Interview: Jože Koroseč, Tourist society Gora sv. Miklavz

Where did you get inspiration for your project?
The inspiration was present longer time but we haven’t seen ourselves in these development programmes. We entered the establishment of LAS «The Heart of Slovenia» by signing the consortium contract in Tourist society Gora sv. Miklavz. We were cooperating from the very beginning on workshops organised by Centre for Development Litija and these workshops gave us the idea to enter our project via the programme LEADER.

How do you assess the effectiveness of the project?
We have just successfully finished the project. We carried out all activities that we expected, exactly what we planned them by. By this project we achieved the increase of visitors and groups on our tourist point which makes us even more glad.

How do you indicate further development of the project?
We will continue the project in the next years, too although it will be probably difficult due financial resources. If the trend of the increase of visitors and groups continues, we will manage also this challenge.

What would you advise to other entrants of projects?
I advise to other entrants to apply if they have really good ideas and strongly want to manage to be able to carry out the project. Although it is difficult sometimes to see the huge material required for entering the project, later on by keeping persistent and by help of expert group always it is possible too.

Which were the biggest challenges during project execution?
The biggest challenges were how to select a team for execution of the set tasks. Then the organisation itself and execution of these works, presentation of the point sv. Miklavž to larger public and animation of inhabitants from the surrounding villages for participation and recognising what LAS «The Heart of Slovenia» actually means for development of our countryside.
30. ŠPIRNERAL – LITIJA DANCE OF SPINNERS (REVIVAL OF ETHNOLOGICAL HERITAGE IN THE TOWN LITIJA)

Irena Zidar
Developer: Culture and art society Folklore group Javorje, contact person
Funds LEADER: 27.849,42 EUR
Total value of project: 34.572,10 EUR

Folklore group Javorje revived this rich ethnological heritage.

promotion printed materials and renovation of wardrobe place, the
of dances, composition of suitably selected ensemble, issuing
of evening costumes, preparation of music pieces and coreography
project comprising research of the existing resources, elaboration
of evening costumes, promotion of dances, composition of suitably selected ensemble, issuing
of evening costumes, preparation of music pieces and coreography
back to the thirties of the previous century continuing the first-grade
classical dance, belonged to first-rate events in the town Litija. Its roots go
Špinerbal which was after the year 1945 changed into the spinners’
IN THE TOWN LITIJA)

31. ARRANGEMENT OF THE SURROUNDINGS OF THE MINE SITARJEVEC FOR ASSURANCE OF FURTHER POSSIBILITIES OF DEVELOPMENT

The society for development and protection of Sitarjevec intends to arrange the surroundings of the mine in the vicinity of the main and exit pit for more security and limitation of moving of visitors. By establishing these conditions it will be possible further to develop the mine contents according to a long-term wish to arrange an open-learning space of national and European importance.

The period of the project duration: January 2010 – November 2011
Total value of project: 12.960,00 EUR
Funds LEADER: 5.400,00 EUR
Funds LAS: 3.600,00 EUR
Developer: Society for development and protection of Sitarjevec, contact person Mirko Dolinšek

32. ARRANGEMENT OF CHILDREN’S PLAYGROUND IN CEROVICA

The village Cerovica in the commune Šmartno near Litija is elongated along the road through Jablanica valley. Children go
to school to Šmartno and they spend their spare time near their homes which is many times very dangerous due to heavy traffic.
In the sport society Dolina they want to remove children from the road and assure them safe play and arrange at the same time the place to socialise for villagers. On the location of sport-recreation centre Dolina where there are already performed mainly winter sport activities, they plan to set up a playground. By voluntary work they will prepare the land and they will spend the funds from the project for the purchase and mounting of play equipment, goals, baskets, benches and fences. Additionally they will illuminate the football ground and arrange bowling alley. They intend to finish the project with a social event.

The period of the project duration: January 2010 – September 2011
Total value of project: 12.000,00 EUR
Funds LEADER: 15.000,00 EUR
Funds LAS: 2.000,00 EUR
Developer: Sport society Dolina, contact person Tomža Režina

33. HEART PULSE OF ŠENTVID

Škrinjka – society for preserving and reviving culture heritage, acts in Šentvid within the frame of Rus home. Executing regular monthly events it considerably contributes to preserving cultural heritage and shaping tourist offer of Šentvid and larger of the Heart of Slovenia. The project «Heart pulse of Šventid» contained execution of the traditional brigand’s wedding which is a novelty in the Slovenian space. Before execution of this event they involved ethnologic branch into the design of the programme and they connected several domestic societies in the demonstration of the brigand’s wedding. The event was promotionally supported by publishing handouts and announcements in media and on the website.

The period of the project duration: January 2010 – August 2010
Total value of project: 21.028,00 EUR
Funds LEADER: 18.000,00 EUR
Developer: Škrinjka – society for preserving and reviving culture heritage, contact person Metka Jarc

Interview: Metka Jarc, Škrinjka – society for preserving and reviving culture heritage

Where did you get the inspiration for your project?
The project was taking shape in more parts. The main inspiration was Slovenia’s 200th anniversary of Independence’s times - these were the times when Brigands ruled in the valley of Crni graben and this makes our surroundings most known. Our society cooperates with the Rus Home in Šentvid where they have the wedding hall, we connected the wedding and Brigands and in this way arose the project «heart pulse of Šventid» – the wedding in the land of Brigands.

How do you assess the effectiveness of the project?
We assess it as successful, however, we see now how we could implement it even better and where the weaknesses were. We found out how important is coordination among all the participants in the project. We are proud that we managed to connect Lukovica and Šentvid, to link so many societies and folklore groups and at the same time arouse interest for folk rituals.

How is further development of the project indicated?
Further development of the project is above all dependent from financial resources and enthusiasm of participants. We are glad that the inhabitants of Šventid expressed their support in future at this project and that there are people who joined us and would like to cooperate as coordinators because they saw some weaknesses at the project and they have the required knowledge for helping with the project.

What would you advise to other entrants of the projects?
We would advise to other participants to do the project on only one place, due to the fact that acting on more locations took us a lot of time and effort. We would also advise them to cover part of the project by the sponsors’ funds.

What were the biggest challenges at the execution of this project?
The biggest challenge was rousing of old rituals. Despite the cooperation of the ethnologist, we had to acquire various sources about Brigands and coordinate the knowledge. Mr. Bogo Seme – coordinator of The Heart of Slovenians who often gave us advice on right time, was of a great help to us. The challenge for us were also different approvals on the state level where at some moments we faced very strong challenges, however, we always stated that Where there’s a will, there’s a way.

The period of the project duration: January 2009 – November 2011
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34. CONSTRUCTION OF THE CHILDREN’S PLAYGROUND IN ČEŠNJICE
In the year 2006 the Sport and culture society Češnjice tackled the project of construction of the sport park which would contain football ground, volleyball ground and a hut and they also managed to do it. By means of the project of construction the children’s playground in Češnjice they rounded:

Funds LAS: 6.602,40 EUR
Funds LEADER: 8.253,00 EUR
Total value of project: 19.807,20 EUR

The period of the duration of project: April 2010 – August 2010

They offer for different groups of visitors they try to create the central place for sport, culture and other social activities in the place.

35. JOINT BEATING OF »THE HEART OF SLOVENIA« – BY JOINT ACTIONS WE CREATE COMMITMENT TO THE AREA OF »THE HEART OF SLOVENIA«
Jarina, co-operative for the development of the countryside was founded in 2004 at merging entrepreneurs, hospitality people and farmers who believe in the future of the countryside within »The Heart of Slovenia« wishing to upgrade the life quality of people who live here. Through the project »Joint beating of »The Heart of Slovenia«, Jarina trained the common promoter of »The Heart of Slovenia« for higher recognition of the area of »The heart of Slovenia« itself but also out of it. The project offered the frame for connecting with other individuals who promote »The Heart of Slovenia« in their local environments and free of charge consultations to local operators at development of their offer. The area presented itself on local and national events, at the same time »The Heart of Slovenia« was present on common presentation stand of the Slovene tourist information centre in Ljubljana.

36. WAYMARKS INTO »THE HEART OF SLOVENIA« – COUNTRYSIDE OF »THE HEART OF SLOVENIA« INTRODUCES ITSELF
The area of »The Heart of Slovenia« doesn't have a long tradition of connecting with other individuals who promote »The Heart of Slovenia«. A common calendar of events The Pulse of performances in »The Heart of Slovenia« was presented in the catalogue All that attracts you to »The Heart of Slovenia«. A common calendar of events The Pulse of performances in »The Heart of Slovenia« was published. Promotion DVD film with the complete presentation of »The Heart of Slovenia« was elaborated for the needs of presenting the area in the events. Special coaches were paid to local coordinators (individuals who represent and connect individual target groups in the countryside) for the representation of the brand of »The Heart of Slovenia« on local and other performances.

The Centre for Development Litija hosted various groups (also from abroad) not just presenting them the area but also sharing interesting development experiences with guests.

The period of the duration of project: August 2008 – November 2009
Total value of project: 25.300,00 EUR
Funds LEADER: 21.870,04 EUR
Total value of project: 22.733,38 EUR
Funds LEADER: 21.870,04 EUR

The main barrier was very late payment of the required sums from the Ministry of Agriculture, forestry and food, therefore resources had to be compensated for longer time, this, correspondingly represents a barrier for execution of further project phases. We didn’t have other major problems. Our key challenge remains further on to work on even bigger recognition of »The Heart of Slovenia«.
37. THE PULSE OF »THE HEART OF SLOVENIA«
Centre for Development Litija carries out a variety of common promotion activities for the development of the brand »The Heart of Slovenia« for bigger recognition and feeling of commitment to the area. In the year 2010 it continues, via the project The pulse of »The Heart of Slovenia« many already begun activities which were co-financed from LAS »The Heart of Slovenia« in the year 2009. Due to good response and expressed interest of the LAS area, they carried out three bigger presentations of the area of »The Heart of Slovenia« on national level: its own presentation in the centre of Ljubljana on the event Countryside in a city, in Agriculture and food fair in Gornja Radgona and in the castle Bogenšperk. The execution was supported by local and regional operators in the field of tourism. Promotion leaflet on »The Heart of Slovenia« was prepared and promotion CD was issued.

The period of duration of project: January 2010 – December 2010
Total value of project: 16,064.00 EUR
Funds LEADER: 14,500.00 EUR
Developer: Centre for Development Litija, d. o. o., contact person Ana Savšek

5. FIELD:
Animation and training of countryside inhabitants
The purpose of animation and different professional trainings is to support many-sided connection and education of various target groups in the countryside. We wish to initiate the countryside people for entrepreneurial activity, for common development projects, for connection, networking, common promotion activities etc. In this way we will strengthen commitment to the area of »The Heart of Slovenia« and increase the employment competitiveness of the countryside people. Special target groups – the young people, country women, jobless people, people with special needs, are especially interesting.
38. LAS THE YOUNG ONES – FOR PREVENTION OF ILLEGAL DRUGS

The use of illicit drugs is one of the major problems of the contemporary society which we also face in »The Heart of Slovenia«. The members of the Society of the youth friends have, via the project LAS THE YOUNG ONES, relaunched the local action group for prevention of illicit drugs which years ago successfully worked in the community of Litija and then stopped its activity. They established connections with local youth and other organisations, implemented a research among them and prepared the Manual for the curious ones which is intended to make the young people aware of harmful consequences of drug addiction. The project DMJ Litija rises the awareness of the young people about consequences of drug addiction and indirectly influence on reduced drug addiction in the area of the commune of Litija.

The period of project duration: January – June 2009
Total value of project: 1.750,00 EUR
Funds LAS: 1.454,44 EUR
Developer: Society of the youth friends Litija, contact person Tina Verbančič

39. WASTE ON WASTE - FOR THE CLEANER FUTURE OF THE SAVA RIVER

The project Waste on waste connects the young people from the area of »The Heart of Slovenia« who joined for the purpose of mutual networking, acquisition of experiences in the field of project management having a wish to do something good for the society, they bought some more costumes.

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The period of project duration: January – June 2009
Total value of project: 1.750,00 EUR
Funds LAS: 1.454,44 EUR
Developer: Society of the youth friends Litija, contact person Tina Verbančič

Interview: Tina Trdin with project group Waste on waste, Club of students from Litija and Smartenko

Where did you get inspiration for your project?
The idea arose within a bigger group of people about two years ago when the Center for Development organised workshops for young project managers. At first we decided that the project would by all means have ecological content and on later meetings with the group which was interested in participating at the project, the programme got its shape. Thus we decided that the stress would be on making people aware of the ecological issues of the river Sava and later on in general, we wanted to achieve the change in mentality of people large and small; we in some cases really succeeded with ecological workshops, ecological actions, publishing a leaflet and photography competition. How do you assess the effectiveness of the project?
The project was successful although it could be better. The problem is that people are not interested in it and they don't want to deal with ecological problems as they have enough own worries and it is difficult to draw attention of a bigger group of people to join us at realising the goal – reducing the pollution of the river Sava and its surroundings; nevertheless, I think that we have to great extent succeeded.

How is further development of the project indicated?
The project is officially finishing, but we hope that we have opened the eyes to bigger number of people living near the rivers and who knows, maybe we will organise some clearing action on our own because we – the project cooperators, during the project execution became even more conscious of the problem we were dealing with and it is deeply rooted in us.

What would you advise to other projects entrants?
I advise them to be attentive at project indicators definition. Always be aware of their daily schedules, remain extremely passive.

34. TASTES OF THE SLOVENIAN COUNTRYSIDE

Tourist society Kamnič is carrying out the project The tastes of the Slovene countryside in 350 -year-old Budnar museum house in Zgornje Polocke above Kamnik which it has been managing since 2007. In two years they presented 8 different workshops related to the topic of old folk rituals of the Slovene countryside with the stress on culinary art. Workshops were bound to four seasons, visitors could actively participate and also degustate culinary specialties. They presented the holiday of domestic pork sausages, baking bread, Easter time, Gregory time and honey products, medicinal herbs, cheese making, dairy products and Martinmas festivities. The project enriched the tourist offer of the countryside of The Heart of Slovenia and contributes to preserving culinary heritage of the Slovenian countryside.

The period of the project duration: January 2009 – December 2010
Total value of project: 12.050,00 EUR
Funds LAS: 11.200,00 EUR
Funds LEADER: 6.690,00 EUR
Developer: Tourist society Kamn'k, contact person Alenka Hribar

Interview: Alenka Hribar, Tourist society Kamn'k

Where did you get inspiration for the project?
Tourist society Kamnič has been managing a 350-year-old Budnar museum house in Zgornje Polocke since 2007. We have many ideas for projects therefore we regularly follow the public calls. The project »Tastes of the Slovenian countryside« is a two-year project which we applied for at LAS in 2008. In two years in 2009 and 2010 we presented thematic workshops connected with culinary heritage and tradition of the Slovene countryside. The project is innovative since visitors were activated on all workshops and the local population also cooperated. This announcement seemed to us the most appropriate for execution of this project–it includes local people, stimulates networking and indirectly rises the quality of life in the countryside.

How do you assess the effectiveness of your project?
We assess that the project is successful as it was very well accepted by the visitors. There were more visitors on all workshops than we expected and there were also many announcements in local and regional media. We will enlarge some events in future, they will become traditional and we will include still more local people.

How is further development of the project indicated?
Some workshops within the frame of project will become traditional, we will develop them further on and we will include more local people.

What would you advise to other projects entrants?
All of you who trust in your project don’t hesitate to apply. Which were the biggest challenges during the project execution?
The whole execution of project represented us a special challenge, yet a very positive one, as with any workshop we learned something new, we met new people who actively participated and after all we have also learned discipline at preparation of reports.

41. A SONG CONNECTS US

That also a song can connect people in »The Heart of Slovenia« showed us the Society of missionary dr. Janez Janžet with the project Song connects us. In December 2010 they carried out a performance with the same title in which they connected more than ten choirs of different interest groups and generations from the area LAS »The Heart of Slovenia«. Selected songs and belonging texts contribute to preserving spiritual culture heritage of the larger area. Choirs active within the area have so far not connected; therefore this is the first example of cooperation and socialising, respectively. For members of Choir of St. Helen which actively cooperates in the society, they bought some more costumes.

The period of the project duration: January 2009 – December 2010
Total value of project: 12.050,00 EUR
Funds LAS: 11.200,00 EUR
Funds LEADER: 6.690,00 EUR
Developer: Tourist society Kamn'k, contact person Alenka Hribar

Interview: Alenka Hribar, Tourist society Kamn'k
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Period of project duration: January 2010 – January 2011
Total value of project: 3,500,00 EUR
Funds LEADER: 3,229,00 EUR
Developer: Society of missionary dr. Janez Janež, contact person Franci Košir

42. EQUIPMENT FOR THE LOCAL LIBRARY MOTNIK

Central library Kamnik with its activity covers larger area of the Commune of Kamnik, among other also Motnik which has so far been only visited by travelling library. The village, namely, is very far from bigger centres therefore many people don’t have the suitable access to culture and education facilities. The local community plans renovation of the building assisted by the project Equipment for the local library Motnik, the central library in Kamnik will purchase equipment for the new local library in the local institution Motnik. In this way the place Motnik will have a permanent and free of charge access to culture and education facilities, to internet and to culture and education activities for children and adults within the activity of the library.

Period of project duration: January 2010 – January 2012
Total value of project: 19,998,00 EUR
Funds LEADER: 8,332,50 EUR
Funds LAS: 6,665,50 EUR
Developer: Central library Kamnik, contact person Breda Podbrežnik Vukmir

43. PREPARATION OF DOCUMENTATION FOR EDUCATION OF LOCAL GUIDES ON LARGER AREA OF GEOS AND SPREADING AWARENESS ABOUT PRESERVING CULTURE HERITAGE OF THE AREA GEOS AND »THE HEART OF SLOVENIA«

Family theatre Kolenc has been actively involved in the tourist development of Vače and geometric centre of Slovenia (GEOS) spreading awareness about significance of preserving and presenting culture heritage among people who live here. At this activity they use theamatic way of learning by means of experiencing the art and nature. They want to transfer their knowledge about authentic presentation of culture heritage of their local place to other local guides, therefore by means of the project they designed and formed particular materials for later education, they arranged reference library and they made archeologic and ethnologic guidebook, as well as manual for emphatic–theatric presentation of contents.

Period of project duration: January – August 2009
Total value of project: 7,166,67 EUR
Funds LEADER: 3,600,00 EUR
Funds LAS: 2,400,00 EUR
Developer: Institution for development of awareness »Family theatre Kolenc«, contact person Anka Kolenc

44. GREEN NETWORK - CONNECTION OF THE YOUNG PEOPLE ON THE AREA LAS »THE HEART OF SLOVENIA«

Young people in »The Heart of Slovenia« face similar challenges which, when linked, they can manage easier. The Youth centre Litija, via the project of Green network established the network of 17 youth organisations and informal groups of young people in the area of »The Heart of Slovenia« and it has cooperated with other 30 organisations within the area. By establishing the local information network which is still operational, they strive to improve the knowledge of the young people about their environment and the offer for the young people and adequately present them this in an attractive way. The network enables exchanges of educational, cultural, entertainment and other programmes of the young people trying to include them actively into development of common life environment. An important role here had Internet paper, various meetings and promotional announcements in media.

Period of project duration: January 2009 – July 2009
Total value of project: 6,500,00 EUR
Funds LEADER: 5,427,40 EUR
Developer: Public institution Youth centre Litija, contact person Alenka Urbanc

6. FIELD:
Networking and connecting for innovative initiatives

Priority task refers to networking and connecting of the area »The Heart of Slovenia« via Local action group »The Heart of Slovenia« on the level of Slovenia, as well as on the international level. In this way the transfer of knowledges and experiences will be assured between LAS and consequently the countryside areas in Europe and this will result in formation of new innovative development initiatives. By the task which aims to increase the number of established connections on Slovene and European level, as well as increased number of innovative development incentives, we wish to comprise in general the countryside local population and the public sector, too, non-governmental organisations and other supporting institutions.
The project of Draft study of settlement of passive houses for trial stay in Velika Preska

The project of Draft study of settlement of passive houses for trial stay in Velika Preska is a part of larger development story Velika Preska – development village joining residents, their potentials and natural gifts of the village Velika Preska in searching for innovative solutions for improving common living environment and development possibilities. By means of LAS »The Heart of Slovenia« the Centre for external arrangement prepared draft studies to build the settlement of passive houses for trial stay. Draft study of a sample energy efficient wood passive house was executed and the strategy was prepared for networking of experts from the field of project design and execution, as well as the documentation for erecting business premises for running the project. Connections with various professional institutions dealing with passive construction, were also established. All these mentioned studies have several times been presented publicly and will stay as the basis for further work focused on construction of passive houses settlement.

Period of project duration: August 2008 – May 2009
Total value of project: 31.200,00 EUR
Funds LAS: 10.920,00 EUR
Funds LEADER: 7.280,00 EUR
Total value of project: 31.200,00 EUR
Period of project duration: August 2008 – May 2009

Interview: Jože Kos, Centre for external arrangement d. o. o., contact person Jože Kos

Where did you get inspiration for your project?
I got the inspiration for passive houses in our village Velika Preska a few years ago when I was looking for the system how to link experts and knowledges. I upgraded this by the idea which I noticed in Sonnenplatz in the North of Austria where they added a trial stay to the settlement. Those companies, commune and state worked hand in hand. Our project, however, includes added energy efficiency from the local environment. We act differently as most of started activities focus on work with local environment. People are included in business projects and by activity in social life of local environment I stimulate and help creating its development. The project of passive houses opens opportunities for new jobs and we are also preparing for the change of the way of living in the village. The project has interdisciplinary approach what means, it is giving a chance to various people and fits into the environment.

How do you assess the effectiveness of the project?
I mean that the project was very successful. Public call LAS was offered to us as one of potential financial sources. Funds LEADER were very welcome because in a certain phase we could stop and write some documents which will serve for the basis for our further practical work. Professional public is accepting the project very positively, however, it is true that sometimes people don’t imagine the project.

How is further development of the project indicated?
On the basis of the project we presented it to the Faculty of Economics and quite some students decided to treat the project as a case study in their bachelor and master theses. We already include them into the upgrading of the basic study which was a part of the project. So far we acquired 7 investors who will invest into the settlement. After 10 years they will become owners of houses, till then houses will be on the market for trial stay to all of them who might be interested to get to know how it is to live in such a house. Simultaneously we will educate these people on the topic of living in passive houses, the larger environment will prepare appropriate tourist offer. I plan that the settlement would be ready in five years. I also initiate connection of entrepreneurs regarding the integral construction of passive houses.

What would you advise to other project entrants?
It is very important that a project has a story and idea, respectively, which you firmly believe in. If you believe in something, you will also implement it, you have to be very active, of course. Projects gain in strength if more people, companies, communities, regions, states are involved.

Which were the biggest challenges during the project execution?
It always bothers me that all public calls include too much administration and too few entrepreneurial approaches. If you do something, it is necessary to put it down, however, with higher flexibility of the process we could reach better effects. In my opinion the key element is idea and its result. The ways how to come to result should include more freedom. At such innovative projects it is difficult to define a precise process in the phase of candidating.

Achieved major results of projects LAS
»The Heart of Slovenia« 2007 – 2010

- 769.000 EUR launched funds LEADER and development funds of local co-financing (communes)
- 28 connected partners by consortium contract from public, private and civil sector
- 45 supported projects in the period 2008 – 2010: mostly societies applied, some companies, individuals (farmers), public institutions (f.ex. library)
- 132 organised events
- 5 new workplaces
- 102 published different printed materials
- 7 renovated places (KUD Javorje FS, TD Dolsko, ŠTUC, Bitenc, Korant, Local library Motnik, Bogensperk, Pr’ Krač)
- 7 settled/equipped tourist points (Museum of pre-modern art, collection of the Sava gravel stones, Thermos Snovik, Vegov hram – cycling point, Healing grove Tunjice…)
- 97 organised trainings, workshops or consultings with 820 participants
- 60 included local promoters and guides
- 65 included bidders into the system of local self-provision with food
- 25 included products into the system of local self-provision with food
- 15 new buyers in the system of self-provision with food
- 7 farms included in eco farming
- 12 purchased bikes (1 trailer for bikes, navigation for a bike)
- 2 installed play devices for children
- 2 developed or revived brands

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“The Heart of Slovenia” indicates the area of the central part of Slovenia offering many interesting experiences. “The Heart of Slovenia” raises creativity potential of the space, as well as quality of the area.