



DEVELOPMENT BEAT OF “THE HEART OF SLOVENIA” COUNTRYSIDE

Presentation of activity and results of the Local action group “The Heart of Slovenia” in the period 2007 - 2010



The European Agricultural Fund for Rural Development: Europe investing in rural areas.
The project is co-financed by the European Union.

Contents

WITH YOU TOGETHER I AM LOOKING FORWARD TO NICE RESULTS 5

Alojz Kolar, president of LAS »The Heart of Slovenia« 2007 - 2010

OUR WORK WILL FURTHER ON FOCUS ON THE VISION AND GOALS 6

Aleksandra Gradišek, director of the Centre for Development Litija, d. o. o.

ABOUT LOCAL ACTION GROUP »THE HEART OF SLOVENIA« 7

PROJECTS LAS »THE HEART OF SLOVENIA« 2007 - 2010 9

1. FIELD
Increasing of the added value and quality in growing and processing,
as well as marketing of local agricultural products 10

2. FIELD
Initiating environment - friendly farming 14

3. FIELD
Improving employment possibilities in the countryside 17

4. FIELD
Improvement of life quality in the countryside 22

5. FIELD
Animation and training of countryside inhabitants 33

6. FIELD
Networking and connecting for innovative initiatives 37

Achieved major resoultss of projects LAS »The Heart of Slovenia« 2007 - 2010 39

Development beat of »The Heart of Slovenia« countryside

Presentation of activity and results of the Local action group »The Heart of Slovenia« in the period 2007 - 2010



LAS »The Heart of Slovenia«

Kidričeva cesta 1
1270 Litija

Telephone: +386 1 8862 713
Fax: +386 1 8962 712

E-mail: las@razvoj.si
Website: www.razvoj.si/las

Project bureau:
Mitja Bratun (mitja.bratun@razvoj.si)
Saša Ceglar (sasa.ceglar@razvoj.si)
Aleksandra Gradišek (aleksandra.gradisek@razvoj.si)

LAS »The Heart of Slovenia« is responsible for the content. The competent Managing authority for The Programme of Development of the Republic of Slovenia for the period 2007 - 2013 is Ministry of Agriculture, Forestry and Food. The project is co-financed by the European Union.

WITH YOU TOGETHER I AM LOOKING FORWARD TO NICE RESULTS

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 among 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

at the end of 2008, already. When I was appointed the president of LAS, I was honoured, knowing well at the same time that my responsibility toward the people and local communities is big. I was supported by a good team by means of which it wasn't difficult to reach results which we face today and luckily I also had a lot of experiences which I have obtained at my work in the Commune Kamnik. I participated at preparation of the CRPOV programmes, later on I was actively interested into the new agricultural policy which brought the new programme LEADER.

Today, after the successful conclusion of the period of the activity of the Local action group of »The Heart of Slovenia« I can, together with you, afford the joy at that stimulating results. I am satisfied with the work of the Centre for Development Litija and the results of the projects which we financially supported in this first period. I can say that we have all learned a lot and gained important experiences for further work. With the new programme period new people are joining us and thus also fresh ideas and new projects for which I am certain they will, in even greater extent, contribute to higher quality of life in the countryside of »The Heart of Slovenia«.



Alojz Kolar, president of LAS »The Heart of Slovenia« 2007-2010

Alojz Kolar,
president of LAS »The Heart of Slovenia« 2007-2010

OUR WORK WILL FURTHER ON FOCUS ON THE VISION AND GOALS



Aleksandra Gradišek,
director of the Centre for
Development Litija, d. o. o.

Today LAS »The Heart of Slovenia« is pretty firmly rooted within the area of »The Heart of Slovenia«. The growing number of people recognise it as a framework for execution of their ideas which has been indicated in the growing number of applications to some announcements. Although we are satisfied with the so far achieved results, we are thinking how to make LAS »The Heart of Slovenia« even more efficient. It is, however, not always easy, as people who are involved in the process of managing and deciding about LAS, have different views about what is the best for our area. At the same time, this represents unique challenge and various solutions.

At the so far activity we have learned a lot, we have also met partly activities of other LAS organisations in Slovenia and abroad. All these experiences have to be appropriately upgraded and applied into practice. We have got to know that on the way to run projects there are many administrative obstacles on which we cannot influence directly. It will be difficult to achieve the downsizing of bureaucracy, however, we can teach the local operators about more efficient preparation to run the projects, which would make sometimes a pretty complicated way to benefit the invested resources, much easier. Many applicants found assurance of their own resources pretty difficult, yet we believe that it is possible, by higher engagement and visible results, to assure these resources, too.

We wish that societies, entrepreneurs, individuals and other potential applicants would think about with a larger view of the project contents which are being offered, as to exceed the borders of their local environments and link themselves by being innovative. We will further on mainly support projects

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.

Aleksandra Gradišek,
director of the Centre for Development Litija, d. o. o.

ABOUT LOCAL ACTION GROUP »THE HEART OF SLOVENIA«

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:

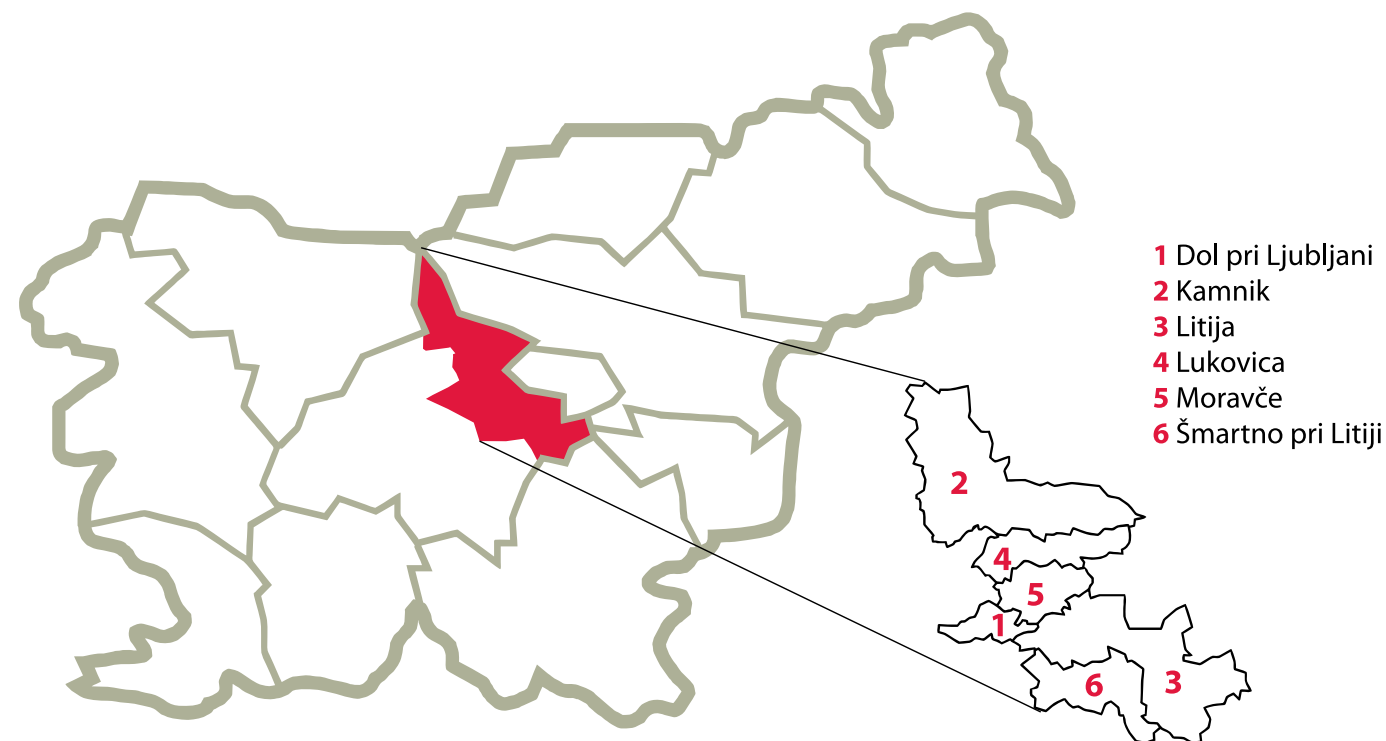
»To provide, by innovative approaches in using the existing potentials, vitality of countryside within the area of »The Heart of Slovenia« and its sustainable growth«.

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).



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 30 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 LEADER approach in the countryside of »The Heart of Slovenia«. They meet twice a year on different locations of the LAS area.
- **Development council** represents the body of decision making. It is a group of 10 members from the Assembly LAS, deciding on key matters in connection with LAS operation. They were appointed to assure wide knowledges and different experiences, efficient geographic representation on the LAS area, as well as assuring the balance between public, economic and private sector. The Development council elected the president and his deputy – Mr. Alojz Kolar from Kamnik and Mr. Željko Savič 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« (Dol pri Ljubljani, Kamnik, Litija, Lukovica in Šmartno pri Litiji). 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

PROJECTS LAS
»THE HEART OF SLOVENIA«
2007 - 2010



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«.

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.



Period of project duration: February 2009 – December 2009
Total value of project: 24.800,00 EUR
Funds LEADER: 9.330,80 EUR
Funds LAS: 13.766,68 EUR
Developer: Jarina, co-operative for development of the countryside z.o.o., contact person Nataša Smrekar

2. LINKING AND PROMOTING OF COUNTRYSIDE PRODUCTS

Tourist society Tuhinjska dolina (Tuhinj 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: 8.400,00 EUR
Developer: Tourist society Tuhinjska 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 gozdarski zavod (Agriculture-forestry institution) Ljubljana in co-operation 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 statute and guidelines, its protection, defining of procedure to acquire the rights of using the brand, establishing of the users' register, workshops with interpretation of guidelines and promotion on fairs and events.



Period of project duration: September 2008 – November 2009
Total value of project: 7.590,00 EUR
Funds LEADER: 6.768,25 EUR
Funds LAS: 231,75 EUR
Developer: Agriculture-forestry institution Ljubljana, contact person Pavla Pirnat

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 ecologically 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 Tuhinj 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 day menu.

The period of project duration: January 2010 – October 2010
Total value of project: 18.480,00 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

5. WE GROW QUALITY FRUIT WITH HEART

There are many fruit growers in the area of communes included in LAS »The Heart of Slovenia«. Together with the Agriculture-forestry institute of Ljubljana also two fruit societies from Litija and Tunjice at Kamnik actively cooperate in 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 necessary technological measures affecting the quality and firmness of fruit. They practically advised on the ways of growing fruit. The executors of the project cared for promotion of quality growing fruit in local media.



The period of the project duration: September 2008 – June 2009
Total value of project: 4.574,45 EUR
Funds LAS: 1.600,00 EUR
Funds LEADER: 2.400,00 EUR
Developer: Agriculture-forestry institution Ljubljana, contact person Alenka Caf

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

Wine-growing society ŠTUC 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 Šmartno 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.



The period of project duration: January – May 2009
Total value of project: 6.102,00 EUR
Funds LEADER: 1.940,57 EUR
Funds LAS: 2.930,53 EUR
Developer: Wine-growing society ŠTUC Šmartno, contact person Jože Perme

Interview: Jože Perme, Wine-growing society ŠTUC Šmartno

Where did you get inspiration for this project?

Wine-growing society ŠTUC has been mainly founded to initiate in an organised way our members wine-growers for the development of wine-growing, creative and research activity in this area. We very much educate ourselves professionally at our activity. Observing other similar institutions we noticed that they use labs and other equipment at their work which enables them to do various analyses on the basis of which they can increase the quality of the grapes and wines. We became enthusiastic about it and found the opportunity to realise our idea at public call of LAS »The Heart of Slovenia«.

How do you assess the effectiveness of the project?

The results of the project are excellent, so we are very satisfied with it in our society of wine-growers. By means of equipment purchased via the project, we have visibly improved the quality of wine. On the assessment of wines at the 38th Week of the cviček wine 2010 in Novo mesto we were awarded by several silver, gold and even big gold medals. For the sort of the Dolenjska red wine we got, beside the medals, also the award »The champion of the sort«. We believe that in future, too, we will be achieving similar results.

How is the further development of the project indicated?

The equipment purchased in the project is used in every day activity. We are thinking about further steps of development of the common wine-growing offer. We would like to mark the wine-growing paths in the area of vineyards and wine cottages, to become an interesting tourist point in »The Heart of Slovenia«, to publish the brochure on our activity and to have a society banner made.

What would you advise to other project entrants?

I would advise them to take courage when deciding to enter the projects, however, in case only if they are surrounded by reliable people who will help at execution of project in accordance with the agreed activities. The project, namely, can only be successful if the right cooperation is shown among members and also between the society and LAS.

Which were the biggest challenges during project execution?

The execution of the project made us generally very satisfied as we –members really cooperated very well. The barriers arose only at assuring financial resources, due to the fact that such a project can be quite a huge step. Beside this, there is also the time of waiting for the funds. Reporting is pretty demanding, yet owing to the project bureau of LAS far from being insurmountable.

2. FIELD:

Initiating environment - friendly farming

While carrying out LAS »The Heart of Slovenia« strategy, we follow the strivings of Slovenia and European Union which try to harmonise the care for quality and safe food with the care for environment and well being of animals. The target is market oriented and competitive European agricultural sector which is trying to create better life conditions and employment possibilities in the countryside, acting environment friendly and maintaining habitats, biotic variety and the countryside. It is vital to keep traditional farming practices and initiating the farming which influences on improving the state of environment (f.ex. controlled integrated and ecologic growing) in the sense of common solutions for the area (f.ex. promotion of healthy food in schools and kindergartens, ecologic market places, promotion activities of ecologic production).

7. LINKING INTO LOCAL SELF-PROVISION NETWORK IN »THE HEART OF SLOVENIA«

Jarina in 2009 already executed via LAS »The Heart of Slovenia« 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 toward organised 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 have 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 ecologic 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
z. o. o., contact person Nataša Smrekar

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.

How do you assess the effectiveness of the project?

Considering the fact how many so far signed contracts we have with bidders and buyers, the project is very successful. There are also many bought off and sold, respectively, farming products; just in 2010 there was so far sold more than 45 tons of products from the countryside, what is a big success. Local self-provision with food has become one of priority tasks of Jarina. We wish that at such market activity Jarina could live independently without financial incentives of such kind.

How is the further project development indicated?

The project arouses a lot of interest in different professional circles, as we were in some way among the first ones in Slovenia, many of them want to imitate us. The project at the moment develops itself

although at the moment it isn't capable of being independent. Yet we believe that it will be when we increase the number of included buyers and establish additional connections with new schools, especially in »The Heart of Slovenia«. There are many chances.

What would you advise to other project entrants?

The most important for me is that they are innovative and don't try to copy others. They shouldn't try to be the same as others but they should find their own new idea and try to implement it. The one who is the first is usually more successful and penetrating. It is important to me that the project keeps the long-term effect after its implementation and continues to live on such or another way.

What were the biggest challenges during project execution?

The problem was that we purchased pretty much equipment which we need at the execution of the project but which was not foreseen in the project primarily and therefore we couldn't enforce 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.

8. QUALITY SLOVENE MEAT IS ALREADY CREATED DURING BREEDING

Co-natural breeding has in the cattle breeding activity a great significance. Agriculture and forestry Institution of Ljubljana carried out 6 seminars and 3 workshops for breeders of cattle and small cattle via the project »Quality Slovene meat is already created during breeding«. Animals of such breeds have better conditions of life and breeding, what is among other also reflected in much better meat quality. The education cycle acquainted them with construction of small slaughterhouses on farms. Participants of the series of trainings were instructed about the nutrition value and applicability of red meat in nutrition. At the end the right way of red meat preparation was demonstrated.



The period of project duration: September 2008 – June 2009
Total value of project: 5.969,56 EUR
Funds LEADER: 3.000,00 EUR
Funds LAS: 2.000,00 EUR
Developer: Agriculture and forestry Institution Ljubljana, contact person Janez Koprivnikar

9. ECOLOGICAL INTRODUCTORY AND EDUCATIONAL DAYS

Ecologic farming emphasises producing food in the harmony with nature having thus a great importance for self-provision of »The Heart of Slovenia«. Ecological introductory and educational days of the Association of ecological farmers »Healthy life« from Lukovica represented the circle of content oriented lectures, site visits and workshops not only for all who might be interested in ecological farming but also those who already deal with it. The very important advantage of the project was the exchange of practical experiences among the farmers themselves, for example on ecological educational days on ecological farms of »The Heart of Slovenia, as well as abroad, on professional excursion in ecological village Hermansdorf in Bavaria. During the project execution even seven new farmers joined us.



The period of project duration: August 2008 – November 2009
Total value of project: 11.341.00 EUR
Funds LEADER: 5.400.00 EUR
Funds LAS: 3.600.00 EUR
Developer: Association of ecological farmers »Healthy life« Lukovica, contact person Janez Ocepek

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 psychal 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 what 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«.



The period of project duration: August 2008 – September 2008
Total value of project: 19.714,28 EUR
Funds LEADER: 6.026,56 EUR
Funds LAS: 5,473,44 EUR
Developer: VD d. o. o., contact person Drago Vrhovnik

11. LEARNING HOUSE PR' GOSET

The home Pr' Goset in Kleče (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: 4.575,00 EUR
Developer and contact person: Tatjana Bitenc

12. SETTING ETHNOLOGICAL COLLECTION ON TOURIST FARM PR' KRAČ

The Krač home in Dolsko 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 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 period of the project duration: April 2009 – November 2009
Total value of project: 13.982,00 EUR
Funds LEADER: 4.800,00,00 EUR
Funds LAS: 7.200,00 EUR
Developer and contact person: Anton Čič

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 tourist cycling. The project comprises execution of all activities needed for assuring conditions that the area of »The Heart of Slovenia« can be marketted as cycling destination. On the location of gostilna Vegov hram in Dolsko was set the starting point for tourists who come to the area of »The Heart of Slovenia«. On this point they are 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 period of the project duration: March – August 2009
Total value of project: 5.987,25 EUR
Funds LEADER: 2.200,15 EUR
Funds LAS: 1.650,13 EUR
Developer: LB&T Vegov hram d. o. o., contact person Tine Zupančič

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 has got, by establishing the cycling point, a very important additional offer which the visitors, especially those who stay longer, like to use.

How is the further development of the project indicated?

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 the trekking 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.



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

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«.



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

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«.



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

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 horticultural arrangement of the natural healing grove Tunjice near Kamnik and so upgraded the offer of this attractive tourist point. In the exucution 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 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

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.

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.



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 Savič

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 Savič 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.

How do you assess effectiveness of the project?

The project proved very successful, but we are mainly happy that it is still alive and connects us. 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 culinary specialities. Women even more eagerly socialise 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 - we will enlarge the offer of Vega's path and we will further on strive 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.

What were the biggest challenges during project execution?

We have been very well organised 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. We have well cooperated also with LAS project bureau.

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« individual performances, thematic ways, interest groups etc. have successfully been promoted. The question what to wear on performances has repeatedly occurred. therefore the Tourist society Dolsko decided to carefully research the dress image of »The land of Jurij Vega« and prepare the drafts for some typical costumes from this area. Department of ethnology and culture anthropology of the Faculty of Arts in Ljubljana actively included into research with professors and students. At the end of the project the results were presented to larger public on well visited exhibition in culture institution of Dolsko.

The period of the project duration: January – December 2009
Total value of project: 6.864,00 EUR
Funds LEADER: 5.870,00 EUR
Developer: Tourist society Dolsko, contact person Željko Savič

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 workhops and visits on 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 Kamnik and Lukovica, The Tuhinj valley became richer for a new tourist offer what helps to higher recognition and higher life quality in this area. The project was joined by pupils from the primary school Šmartno in Tuhinj and guardianship working centre Sožitje from Loke in Tuhinj. The project is designed so that it can be expanded on larger area of »The Heart of Slovenia«.



The period of the project duration: January- September 2009
Total value of project: 14.280,00 EUR
The funds LEADER: 10.650,00 EUR
The funds LAS: 1.250,00 EUR
Developer: Tourist society Tuhinjska dolina, contact person Ivan Hribar

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 Šentvid 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«.

The period of duration: January – April 2009
Total value of project: 11.647,63 EUR
Funds LEADER: 9.706,36 EUR
Developer: Kulturno društvo (Culture society) Mixed choir Šentviški zvon, contact person Irma Markovšek

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).



The period of the project duration: January – December 2009
Total value of project: 10.000,00 EUR
Funds LEADER: 3.846,13 EUR
Funds LAS: 5.554,65 EUR
Developer: KUD Museum of pre-modern art Litija, contact person Tomaž Dernovšek

24. PERMANENT EXHIBITION OF THE SAVA GRAVEL STONES – INTEGRAL IMAGE

In March 2008 the Society for the development of the countryside LAZ in co-operation with the Museum of natural sciences of Slovenia opened a unique permanent exhibition of the Sava gravel stones. It was set in the firestation house in the village Breg near Litija and represents a unique way of interpretation of the nature and culture heritage. The place where this collection is located was equipped to receive larger groups of visitors. In order to demonstrate the composition of stones they cut the best examples of stones and made exhibition panels with descriptions. They set marking and directing panels for the collection, they made handouts, postcards and leaflets about the collection. The exhibition place also disposes with audio and video equipment and they have also recorded a short presentation-interpretation film about the collection. The authors of the collection prepared topics for geologic path by means of which the Society will enrich the offer of the Jablaniška valley.



The period of the project duration: August 2008 – February 2009
Total value of project: 16.000,00 EUR
Funds LEADER: 12.359,77 EUR
Funds LAS: 1.646,05 EUR
Developer: Society for the development of countryside Laz, contact person Jelka Babič

25. ELABORATION OF THE LEAFLET OF CHESTNUT PATHS

The country below Kampel hill situated in the area of Velika Štanga, Jevnica and Štangarske Poljane is interwoven by various thematic paths developed by the Tourist development society Kampelc 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 Kampelc succeeded to upgrade the existing offer of thematic paths focussed on the use of the rich natural and culture heritage.

The period of the project duration: August 2008 – September 2008
Total value of project: 6.500,00 EUR
Funds LEADER: 5.167,00 EUR
Developer: Tourist development society Kampelc, contact person Slavko Rokavec

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 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: 9.600,00 EUR
Funds LEADER: 8.000,00 EUR
Developer: Commune of Litija, contact person Lijana Lovše

27. PROMENADE THROUGH THE PAST OF THE VILLAGE AT THE WATER LEARNING PATH

KUD Fran Maselj Podlimbarski wants by means of the project Promenade through the past of the village at the water teaching path, to revive the offer of the village Krašnja for visitors and animate a great number of villagers for active designing of tourist development. The book will present the history of the village and surroundings, in the leaflet, however, they will focus on the site of the biggest flintstones crystals in Slovenia. They will prepare the boards with description of history and the visitors will be able to see the maquette of the pagan settlement and vitrine with interesting stones. They will prepare for domestic and foreign guests the way of making straw plaits whereby they will be invited to make them, too. They will train the young ones to guide through the village and they will prepare the meeting of villagers at the end of training.



The period of the project duration: January 2010 – October 2011
Total value of project: 11.340,00 EUR
Funds LEADER: 6.550,00 EUR
Funds LAS: 2.320,00 EUR
Developer: Culture and art society Fran Masel Podlimbarski, contact person Vera Beguš

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

Janez Vajkard Valvasor still doesn't have a suitable presentation, therefore Javni zavod Bogenšpek (Public Institution Bogenšperk) 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 target oriented offer for tourists.

The period of the project duration: January 2010 – December 2010
Total value of project: 15.316,74 EUR
Funds LEADER: 12.724,84 EUR
Developer: Javni zavod Bogenšperk, contact person Joži Vovk

Interview: Joži Vovk, Public institution Bogenšperk

Where did you get inspiration for your project?

It is not about the inspiration at this project, it was merely a need arisen at managing the museum collections, castle and premises in front of the castle Bogenšperk. Thus we have, before the call of LAS

»The Heart of Slovenia« searched for possibilities to co-finance the project. By approved funds we could then prepare the concept on a much larger level and present it to the public.

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.

How do you indicate further development of the project?

The integral plan of content and programme renovation of the castle has to be now translated from ideas and planned vision into practice, meaning that there are important steps waiting for us in this direction.

What would you advise to other entrants of projects?

I would advise them to inform themselves how to fill in application and how to well express their wish, idea, activities, due to the fact that this is vital to approve or disapprove co-financing of the project and successful leading to hand over the application for funds reimbursement.

Which were the biggest challenges during the project execution?

The biggest challenge was coordination of the expert working group to achieve the common goal.

29. PROMOTION AND ASSURANCE OF THE PERMANENT 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 sacristan 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 the 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. Miklavž, contact person Jože Korošec

Interview: Jože Korošec, Tourist society Gora sv. Miklavž

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. Miklavž. 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 and duties exactly as we planned them. 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 to 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 readiness, as well as financial means to be able to carry out the project. Although it is difficult sometimes when you see the huge material required for entering the project, later on by being persistent and by help of expert cooperators this can be managed, 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. ŠPINERBAL – LITIJA DANCE OF SPINNERS (REVIVAL OF ETHNOLOGICAL HERITAGE IN THE TOWN LITIJA)

Špinerbal which was after the year 1945 changed into the spinners' dance, belonged to first-rate events in the town Litija. Its roots go back to the thirties of the previous century continuing the first-rate tradition for twenty years after the second world war. By the project comprising research of the existing resources, elaboration of evening costumes, preparation of music pieces and coreography of dances, composition of suitably selected ensemble, issuing promotion printed materials and renovation of wardrobe place, the Folklore group Javorje revived this rich ethnological heritage.



The period of the project duration: January 2009 – November 2011
Total value of project: 34.572,10 EUR
Funds LEADER: 27.849,42 EUR
Funds LAS: 2.981,39 EUR
Developer: Culture and art society Folklore group Javorje, contact person Irena Židar

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

The society for development and protection of Sitarjevec initiates sanation and further development of the mine Sitarjevec for educational purposes. This lead and zinc mine of Litija belongs to bigger ore sites in Slovenia and it is with its minerals also an extreme natural value of non-live nature of Slovene and European significance. Within the project supported by LAS »The Heart of Slovenia«, 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: 5.400,00 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, basket, 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: 36.000,00 EUR
Funds LEADER: 15.000,00 EUR
Funds LAS: 12.000,00 EUR
Developer: Sport society Dolina, contact person Tomaž Rozina

33. HEART PULSE OF ŠENTVID

Skrinjca – 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 Šentvid« 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: Skrinjca - society for preserving and reviving culture heritage, contact person Metka Jarc

Interview: Metka jarc, Skrinjca – society for preserving and reviving of culture heritage

Where did you get the inspiration for your project?
The project was taking shape in more parts. The main inspiration was the 200th anniversary of Napoleon's times - these were the times when Brigands ruled in the valley of Črni 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 Šentvid« – 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 Šentvid 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 – cooperator of »The Heart of Slovenia« 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 ther's a will, there's a way«.

34. CONSTRUCTION OF THE CHILDREN'S PLAYGROUND IN ČEŠNJE

In the year 2006 the Sport and culture society Čelešnk in Češnjice above Blagovica (Lukovica) tackled the project of construction the sport park which would contain football ground, volley ball 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 up the image of the sport park by setting the children's playground and arranging the place around the play equipment. With various offer for different groups of visitors they try to create the central place for sport, culture and other social activities in the place.



The period of the duration of project: April 2010 – August 2010
Total value of project: 19.807,20 EUR
Funds LEADER: 8.253,00 EUR
Funds LAS: 6.602,40 EUR
Developer: Sport and culture society Čelešnk, contact person Aleš Škofic

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 consultings 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.



The period of duration of the project: August 2008 – June 2009
Total value of project: 22.733,38 EUR
Funds LEADER: 21.904,95 EUR
Funds LAS: 509,39 EUR
Developer: Jarina, co-operative for the development of the countyside z. o. o., contact person Mojca Hauptman

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, therefore the feeling of commitment to the area is in development. Centre for Development Litija tried by the project Waymarks into »The Heart of Slovenia« to initiate in numerous ways the feeling of common identity among countryside population. First the existing countryside offer was examined and then 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« 2009 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 attention by project executors was paid to training of 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 the project: August 2008 – November 2009
Total value of project: 25.300,00 EUR
Funds LEADER: 21.870,04 EUR
Developer: Centre for development Litija d. o. o., contact person Saša Ceglar

Interview: Saša Ceglar, Centre for Development Litija

Where did you get inspiration for the project?

The idea for the project was formed in the Centre for Development Litija which carries out various development projects in the countryside and it perceived the need for bigger network project

for the whole area of »The Heart of Slovenia« which will promote synergic effects of individual smaller projects aiming at building the common identity of the area. The project contents logically upgraded the present activities in the countryside of »The Heart of Slovenia«.

How do you assess effectiveness of the project?

We think that the project was very successful as we realised all the set activities. During execution we connected different operators from the area and established partnerships with other operating people from Slovenia and abroad which represent the basis for future project cooperations and exchange with them knowledges and experiences. Promotion material which we issued, increased recognition of the area and ranked it on Slovene tourist maps; the workshops however, rose the ability of the operating people in the area.

What would you advise to other projects entrants?

I would advise to all entrants to take enough time for good preparation of project, mainly in the sense of anticipated activities and their financial estimate due to the fact that it can facilitate very much the later execution and reporting. They should also provide for the funds for execution and count with possibility of late payment which is often one of the major problems at project execution. They should not hesitate if the troubles arise at execution or reporting and they should consult the project bureau LAS which will gladly advise them.

What effect has the project on your activity?

The effect of the project on activity of the Centre for Development Litija we see mainly in establishing of new networks which we will further on develop on common projects with domestic and foreign partners. The issued promotion material, mainly the promotion film of »The Heart of Slovenia« also increases connection and trust with the operating people from the area. Therefore the mentioned film is considered the main result of the project since so far there has been no similar promotion material in this area. Among very important results can be quoted the established new partnerships on domestic and foreign level (Serbia, Macedonia).

What were the biggest challenges during project execution?

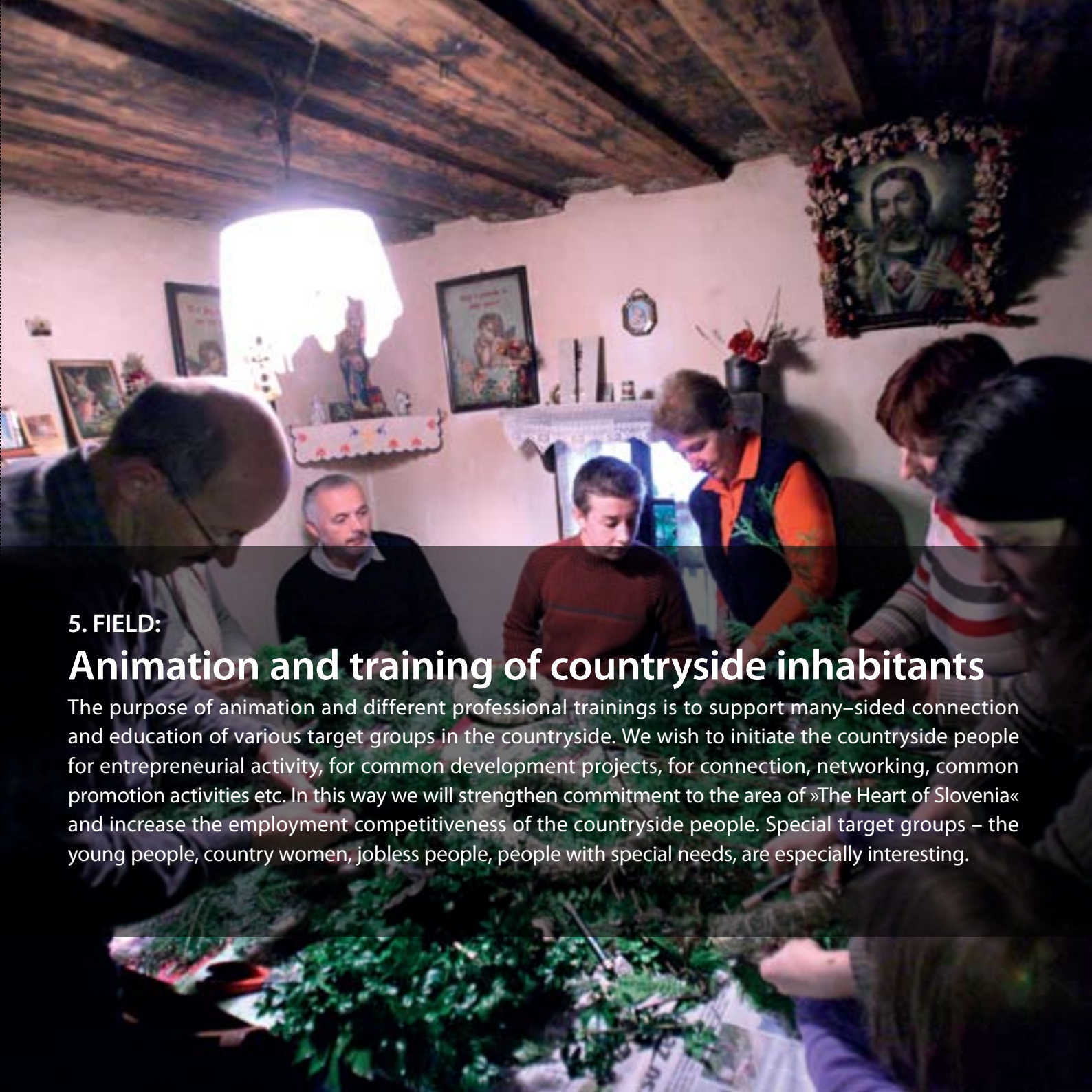
The main barrier was very late payment of the required sums from the Ministry of Agriculture, forestry and food, therefore resources had to be compensated for longer time, this, consequently represents a barrier for execution of further project phases. We didn't have other major problems. Our key challenge 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 ILLICIT 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 of LAS THE YOUNG ONES, reawaked the local action group for prevention of illicit drugs which years ago successfully worked in the commune 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 DPM 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 environment in which they live. By the project Waste on waste they successfully pointed to ecological issues of the river Sava and rose awareness of people about its impact on the balance in the natural environment. They achieved this by two cleaning actions at the river Sava and educational workshops for the young ones and older related to responsible treatment with environment. They prepared photography competition related to the topic about the Sava river which showed the Sava river in its beauty and simultaneously its pollution. They presented photographs on the exhibition and issued the leaflet in which they presented the ecological issue of the river pollution.

The period of the project duration: January 2010 – December 2010
Total value of project: 3.519,07 EUR
Funds LEADER: 3.069,83 EUR
Developer: Club of the students from Litija and Šmartno, contact person Tina Trdin

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

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 about the ecological issue of the river Sava and later on in general; we wanted to achieve the change in mentality of people (and I think that 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 cleaning 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. Although at first 30 participants on cleaning action seemed little to us, we had difficulty to attract them. Although we promised free of charge dinner to them, quite a big promotion was needed (many costs for promotion, elaboration of posters, several announcements in facebook, radio, local television etc.) and even then when promotion is big, it is not sure that they will respond. I think that people regarding such things which are happening out of their daily schedules, remain extremely passive.

What were the biggest challenges during the project execution?

To get sufficient number of people to meet the targets of the project.

40. TASTES OF THE SLOVENE COUNTRYSIDE

Tourist society Kamn'k was carrying out the project The tastes of the Slovene countryside in 350 -year-old Budnar museum house in Zgornje Palovče 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 specialities. 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 art heritage of the Slovenian countryside.



The period of the project duration: January 2009 – December 2010
Total value of project: 12.030,00 EUR
Funds LEADER: 6.690,00 EUR
Funds LAS: 4.263,15 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 Kamn'k has been managing a 350-year-old Budnar museum house in Zgornje Palovče 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 prepared 8 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 every 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 Janež 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 contributed 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 domestic Choir of St. Helen which actively cooperates in the society, they bought some more costumes.



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 GEOSS AND SPREADING AWARENESS ABOUT PRESERVING CULTURE HERITAGE OF THE AREA GEOSS AND »THE HEART OF SLOVENIA«

Family theatre Kolenc has been actively involved in the tourist development of Vače and geometric centre of Slovenia (GEOSS) spreading awareness about significance of preserving and presenting culture heritage among people who live here. At this activity they use theatric 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.

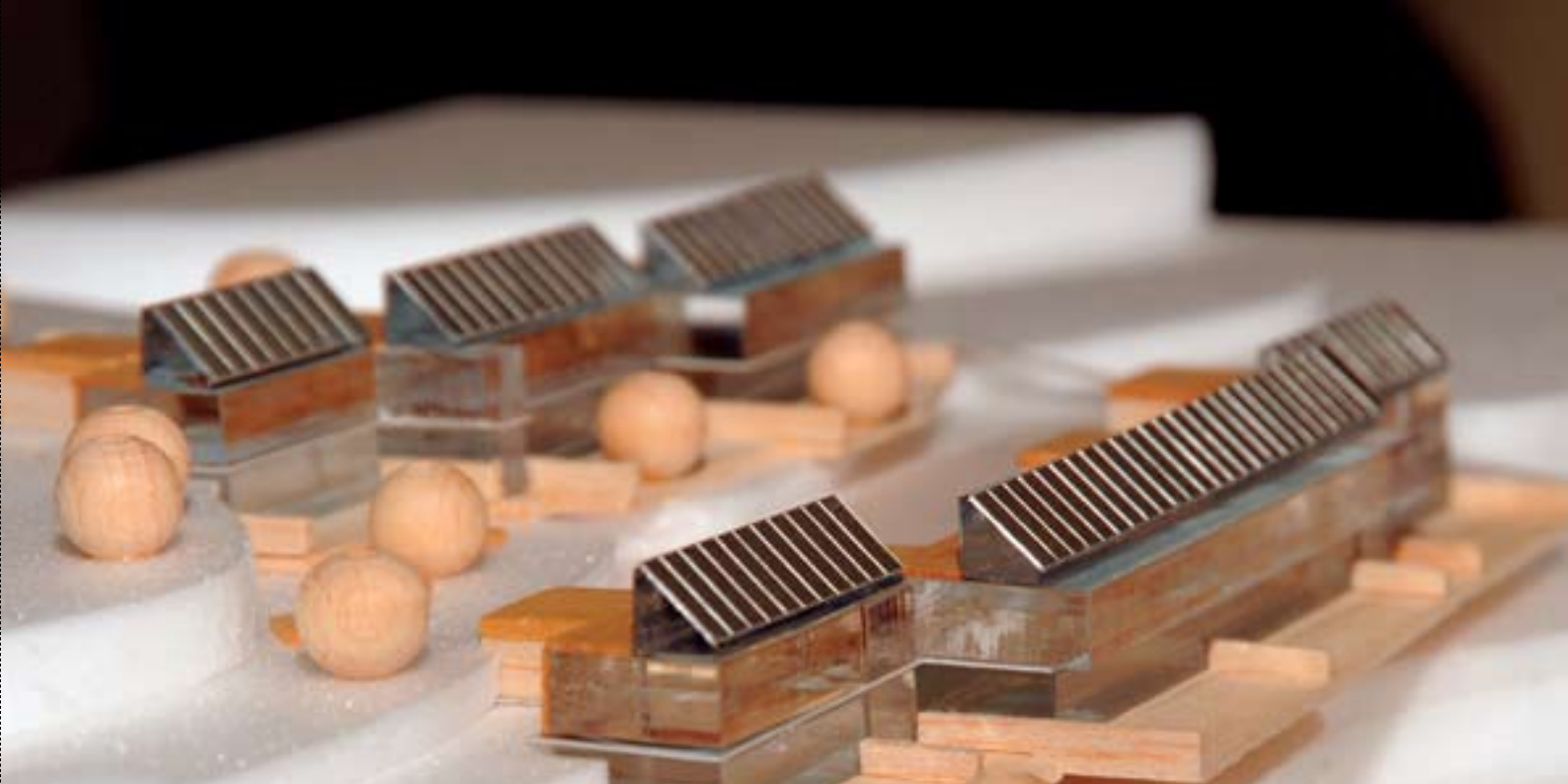
Period of project duration: January – August 2009
Total value of project: 7.166,67 EUR
Funds LEADER: 3.600,00 EUR
Funds LAS: 2.400,00 EUR
Developer: Institution for development of awareness »Family theatre Kolenc«, contact person Anka Kolenc



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, culture, entertainment and other programmes of the young people trying to include them actively into developemnt 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.

45. DRAFT STUDY OF THE 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 LEADER: 7.280,00 EUR
Funds LAS: 10.920,00 EUR
Developer: Centre for external arrangement d. o. o., contact person Jože Kos

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

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. There companies, commune and state worked hand in hand. Our project, however, includes added

synergy 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 asses 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 some things, 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 require 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, Bogenšperk, Pr' Krač)
- 7 settled/equipped tourist points (Museum of pre-modern art, collection of the Sava gravel stones, Therms 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

Publisher: LAS »The Heart of Slovenia«, Kidričeva cesta 1, 1270 Litija
T: +386 1 8962 710
E: las@razvoj.si
W: www.razvoj.si/las

Photos: Matej Povše, archives RCL, private archives
Translation: Tamara Savnik
Design&Production: Medianova Litija, December 2010



“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.