

# Projekti Lokalne akcijske skupine Posavje v programskem obdobju 2007-2013

Local Action Group Posavje projects  
in the programming period 2007-2013



# Beseda o LAS Posavje

**V letih 2007-2008 je Regionalna razvojna agencija Posavje povezala javne, gospodarske in nevladne organizacije z območja vseh šestih občin razvojne regije Posavje v t.i. LOKALNO AKCIJSKO SKUPINO POSAVJE (LAS Posavje).**

S Pogodbo o ustanovitvi in delovanju partnerstva za izvajanje pristopa LEADER se je ustanovila LAS Posavje kot javno-zasebno partnerstvo, katerega namen je spodbujati trajnostni razvoj podežela na območju regije Posavje skozi združevanje človeških, prostorskih in finančnih virov. Z uspešno prijavo na javni poziv takratnega Ministrstva za kmetijstvo, gozdarstvo in prehrano je LAS Posavje v programskem obdobju 2007-2013 pridobila pravico do upravljanja z evropskimi sredstvi LEADER, ki so del Evropskega kmetijskega sklada za razvoj podeželja.

S pomočjo načel LEADER partnerstvo prispeva k izboljšanju sodelovanja in povezovanja med posameznimi podeželskimi akterji tako pri načrtovanju razvoja kot pri njegovem uresničevanju skozi projekte, ki so bili podprt z evropskimi sredstvi LEADER.

LAS Posavje je ob ustanovitvi v svoji lokalni razvojni strategiji opredelila strateške cilje, za dosego katerih bo prednostno namenjala EU sredstva LEADER.

## ***Strateški cilji LAS Posavje 2007-2013:***

1. Dvigniti dodano vrednost lokalnim proizvodom in storitvam skozi povezovanje ponudnikov in vzgojo potrošnikov
2. Vzpostaviti lokalno trajnostno oskrbo s hrano
3. Povečati turistično privlačnost območja
4. Povečati zaposlitvene možnosti na podeželju





5. Vrniti življenje v vasi
6. Uveljaviti pristop LEADER pri razvojnem načrtovanju v vseh sektorjih

LAS Posavje je član slovenskega združenja LAS, to je Društva za razvoj slovenskega podeželja, preko tega pa tudi član evropskega združenja LAS, to je ELARD. LAS Posavje je ena od 33 delujočih LAS v Sloveniji in ena od 2.200 delujočih na ravni Evropske unije.

LAS Posavje je v upravljanje v tekočem programskem obdobju pridobila 1,6 mio EUR sredstev LEADER, ki so del Evropskega kmetijskega sklada za razvoj podeželja. Člani Lokalne akcijske skupine Posavje pa so imeli odgovornost izbrati projekte, ki uresničujejo razvojne cilje in so tako upravičeni do sofinanciranja s sredstvi LEADER. Projekti so bili izbrani s pomočjo petih javnih pozivov, ki jih je LAS Posavje objavila v tem programskem obdobju.

Posebnost in dodana vrednost projektov, sofinanciranih s sredstvi LEADER, je, da pri njih sodelujejo javni, zasebni in nevladni partnerji. V nadaljevanju predstavljeni projekti dokazujejo, da je Posavje lepše urejeno, bolj privlačno za domačine in turiste, ustvarjena so prepotrebna nova delovna mesta, skozi projekte so se raznovrstne ciljne skupine usposabljale in izboljševali svoje veščine, kar v največji meri pripomore tudi k dvigu dodane vrednosti različnih produktov na našem podeželju. S projekti spodbujamo in opogumljamo ljudi na podeželju, da zaupajo svoji ideji in gredo v akcijo.

**Darja Planinc**  
Vodja Tehnične pisarne  
LAS Posavje

**Marija Imperl**  
Predsednica LAS Posavje



# A Few Words about the Local Action Group LAG Posavje

***In the period between 2007 and 2008 the Regional Development Agency Posavje linked the public, economic and non-governmental organizations from all six municipalities of the development region Posavje in the so-called LOCAL ACTION GROUP Posavje (LAG Posavje).***

*LAG Posavje was established as a public-private partnership alongside the founding contract and the partnership for implementation of LEADER. Its purpose is to encourage sustainable rural development in Posavje through combining human, spatial and financial resources. We successfully applied for the public invitation of the Ministry of Agriculture, Forestry and Food, where LAG Posavje gained the right to use European funds LEADER for the period between 2007 and 2013, which are a part of the European Agricultural Fund for Rural Development.*

*With the help of LEADER, this partnership is contributing to the improvement of cooperation and networking between individual rural actors that are a part of the development planning as well as to its realization through different projects that were funded with the help of European funds LEADER.*

*At the time of establishment LAG Posavje set out strategic objectives in its local development strategy. The prioritised objectives will be funded with help of the European funds LEADER.*

## ***Strategic objectives LAG Posavje 2007 - 2013:***

1. *To raise the value of local products and services through networking of tenderers and education of consumers.*
2. *To establish locally based sustainable food supply.*
3. *To attract more tourists to the region.*
4. *To increase employment opportunities in the rural areas.*





5. To bring villages back to life.
6. To establish the approach LEADER in development planning in all sectors.

*LAG Posavje is a member of the Slovene Local Action Group Association, which is the Society of Slovene Rural Development, and also a member of the European LAG Association (ELARD). LAG Posavje is one of the 33 functioning local action groups in Slovenia, and one of the 2.200 LAG Associations across the European Union.*

*In the current programming period LAG Posavje received 1,6 million EUR of financial funds LEADER, which are a part of the European Agricultural Fund for Rural Development. Members of the Local Action Group Posavje had to choose the projects that fulfil development goals, and are therefore entitled to co-financing from the LEADER funds. The projects were chosen with the help of five public invitations that were announced during the LAG Posavje programming period.*

*What is unique and adding to the value of the projects that are co-financed with the financial means of LEADER, is the fact that the cooperating partners come from public, private and non-governmental sectors. The presented projects prove that Posavje is more nicely maintained, more attractive for locals and tourists, and that it can also create new much needed jobs in the region. The target groups were able to train and expand their skills and knowledge with which they were able to improve the value of various rural products. The projects enable us to encourage people in rural areas to trust their ideas and go into action.*

**Darja Planinc**  
Head of the Technical Office  
LAG Posavje

**Marija Imperl**  
President of LAG Posavje



## Člani LAS Posavje na dan 31. 12. 2013

### ★ JAVNI PARTNERJI

- 1 Občina Krško
- 2 Občina Kostanjevica na Krki
- 3 Občina Sevnica
- 4 Občina Brežice
- 5 Očina Bistrica ob Sotli
- 6 Občina Radeče
- 7 KŠTM Sevnica, Zavod za kulturo, šport, turizem in mladinske dejavnosti
- 8 Kulturno turistični rekreacijski center Radeče (KTRC Radeče)
- 9 Javni zavod Kozjanski park
- 10 Regionalna razvojna agencija Posavje
- 11 Center za podjetništvo in turizem Krško (CPT Krško)

### ★ GOSPODARSKI PARTNERJI

- 12 KGZS, Kmetijsko gozdarski zavod Novo mesto
- 13 Kmečka zadruga Sevnica z.o.o.
- 14 Kostak d.d.
- 15 Kenex d.o.o.
- 16 HPG Brežice d.o.o.
- 17 Branko Šoba, kmetijsko gospodarstvo

### ★ NEVLADNI PARTNERJI

- 18 Društvo kmetic Sevnica
- 19 Združenje za ekološko kmetovanje Dolenjske, Posavja in Bele Krajine
- 20 Mladinsko društvo Bistrica ob Sotli
- 21 Center za razvoj podeželja Posavje
- 22 Neviendum, Zavod za kulturo in odnose z javnostmi
- 23 Občinska turistična zveza Brežice
- 24 Sklad dela Posavje, ustanova
- 25 Inštitut za svobodo oblačenja Brestanica
- 26 Inštitut za coaching Radeče
- 27 Zavod Vrbov Log - Zavod Svibna
- 28 Zavod Knof
- 29 Društvo 1824



Members of  
LAG Posavje on  
31<sup>st</sup> December  
2013

 **PUBLIC PARTNERS**

- 1 *The Municipality of Krško*
- 2 *The Municipality of Kostanjevica na Krki*
- 3 *The Municipality of Sevnica*
- 4 *The Municipality of Brežice*
- 5 *The Municipality of Bistrica ob Sotli*
- 6 *The Municipality of Radeče*
- 7 *Institute for Culture, Sport, Tourism and Youth activities Sevnica*
- 8 *Centre for Culture, Tourism and Recreation (KTRC Radeče)*
- 9 *Public Institute Kozjanski park*
- 10 *Regional Development Agency Posavje*
- 11 *Centre for Entrepreneurship and Tourism Krško (CPT Krško)*

 **ECONOMIC PARTNERS**

- 12 *KGZS, Institution for Agriculture and Forestry Novo mesto*
- 13 *Farmers Cooperative Sevnica z.o.o.*
- 14 *Kostak d.d.*
- 15 *Kenex d.o.o.*
- 16 *HPG Brežice d.o.o.*
- 17 *Branko Šoba, Agricultural Economy*

 **NON-GOVERNMENTAL PARTNERS**

- 18 *Farm Wives Sevnica*
- 19 *Association for Organic Farming of Dolenjska, Posavje and Bela Krajina*
- 20 *Youth Organization Bistrica ob Sotli*
- 21 *Centre for Rural Development Posavje*
- 22 *Neviodunum, Institute for Culture and PR*
- 23 *Municipal Tourist Association Brežice*
- 24 *Labour Fund of Posavje*
- 25 *Institute for the Freedom of Dressing Brestanica*
- 26 *Institute for Coaching Radeče*
- 27 *Institute Vrbov Log - Institute Svibna*
- 28 *Institute Knof*
- 29 *Association 1824*



# Akademija zdrave hrane

**Nosilec projekta:**

**Kenex trgovsko podjetje d.o.o.**

**Projektni partnerji:**

Osnovna šola Brežice, Osnovna šola Dobova, Ekomska in trgovska šola Brežice poklicna in strokovna šola, Zavod za izobraževalno in raziskovalno dejavnost Posavje, Tadeja Sumrak (fizična oseba), Samo Ošina (fizična oseba)

**Vrednost projekta:**

68.608,32 EUR

**LEADER sredstva:**

58.286,37 EUR



Projekt »Akademija zdrave hrane« je bil namenjen osveščanju prebivalstva v Posavju o pomenu uživanja lokalne ekološko pridelane hrane ter o ključnih prednostih, ki jih ekološka pridelava prinaša okolju in zdravju ljudi ter živali. Ključna aktivnost projekta je bila izdaja štirih številk biltena Akademija zdrave hrane. Pri pripravi vsebin so bile k sodelovanju povabljene vse osnovne in srednje šole na območju LAS Posavje. Učenci in dijaki so na vnaprej določene tematike zdrave hrane pripravili vsebine, primerne njihovi starosti, v katerih so na preprost način sporočali prednosti ekološko pridelane lokalne hrane. V biltenu so s svojimi prispevki sodelovali tudi kmetovalci in strokovnjaki, ki so osvetlili vpliv pridelave in uživanja ekološke hrane na stanje okolja in zdravje ljudi.



# Healthy Food Academy

**Project promoter:** *Trading Company Kenex d.o.o.*

**Project partners:** Primary School Brežice, Primary School Dobova, Secondary School of Economics and Trade Brežice, Institute for Education and Research Posavje, Tadeja Sumrak (natural person), Samo Ošina (natural person)

**Total project value:** 68.608,32 EUR

**LEADER funds:** 58.286,37 EUR



The intention of the project "Healthy Food Academy" was to raise awareness about the importance of local organic food, and about the key benefits that environmentally-friendly organic food has on the health of people and animals. The main activity of the project concentrated around four printed newsletters. Texts and contents were prepared by all primary and secondary schools in the region of LAG Posavje. Pupils from primary and secondary schools prepared the age-appropriate contents about in advance determined subjects. In the texts they described the benefits and advantages of locally produced organic food. Various experts and farmers also contributed their knowledge and opinions about the impact that the production and consumption of organic food have on the environment and health.



# Lokalna trajnostna oskrba s hrano

**Nosilec projekta:** Lokalna akcijska skupina Posavje, zakoniti zastopnik LAS Posavje  
Regionalna razvojna agencija Posavje

**Projektni partnerji:** Center za razvoj podeželja Posavje, Zavod Vrbov Log, Kmečka zadruga Sevnica z.o.o.

**Vrednost projekta:** 55.474,15 EUR

**LEADER sredstva:** 47.174,17 EUR



Projekt »Lokalna trajnostna trajnostna oskrba s hrano« je študija, s katero so partnerji preverili, kakšne so možnosti in interes za vzpostavitev lokalne trajnostne oskrbe s hrano na območju LAS Posavje, predvsem v javnih ustanovah, kjer se prehranjujejo ranljive skupine (otroci, mladostniki, bolniki in starostniki). Ti potrebujejo največ pozornosti v smislu kakovostnega prehranjevanja. Na podlagi pridobljenega vpogleda v stanje pridelave in interesa za uvajanje lokalno pridelane hrane v javne ustanove je nastala *Strategije lokalne trajnostne oskrbe s hrano v Posavju*, s katero so bili postavljeni standardi in izdelan model za oskrbovanje javnih institucij z lokalno pridelano hrano.



# Local Sustainable Food Supply

**Project promoter:** *Local Action Group Posavje, legal representative of LAG Posavje Regional Development Agency*

**Project partners:** *Centre for Rural Development Posavje, Institute Vrbov Log, Farmers Cooperative Sevnica z.o.o.*

**Total project value:** *55.474,15 EUR*

**LEADER funds:** *47.174,17 EUR*



*The project “Local Sustainable Food Supply” is a study, in which the partners examined the chances and interests for establishing a local sustainable food supply in the region of LAG Posavje; especially in public institutions, where the most vulnerable groups consume their meals (children, adolescents, patients and the elderly). These groups need more attention when it comes to quality eating. The Sustainable Food Supply Strategy in Posavje was developed on the basis of the obtained information about the production state and interests for implementation of locally produced food into the public institutions. The Strategy encompasses proposed standards and a model that was developed to supply the public institutions with locally produced food.*



# Obnovljivi viri energije na podeželju

**Nosilec projekta:** Kostak komunalno stavbno podjetje d.d.

**Projektni partnerji:** Univerza v Mariboru, fakulteta za energetiko, Zavod Vrbov Log, zavod za ohranjanje podeželja Brezovska Gora, HPG Brežice d.o.o., Kostak Brantner ekologija, družba za ravnanje z odpadki d.o.o.

**Vrednost projekta:** 21.388,80 EUR

**LEADER sredstva:** 10.692,36 EUR



S projektom »Obnovljivi viri energije na podeželju« so bile ciljne skupine seznanjene z možnostmi uvajanja novih tehnologij s področja obnovljivih virov energije v kmetijske, gozdarske in nekmetijske dejavnosti. S pomočjo številnih delavnic na terenu, medijskih in spletnih objav so potencialne uporabnike s posavskega podeželja seznanjali, animirali in motivirali za najboljši možni način uporabe teh obnovljivih virov energije, hkrati pa tudi vseh ostalih razpoložljivih lokalnih virov, med katere sodi poleg človeškega kapitala z vsemi znanji in sposobnostmi tudi naravna in kulturna dediščina, prostorski potenciali in klimatski pogoji v regiji.



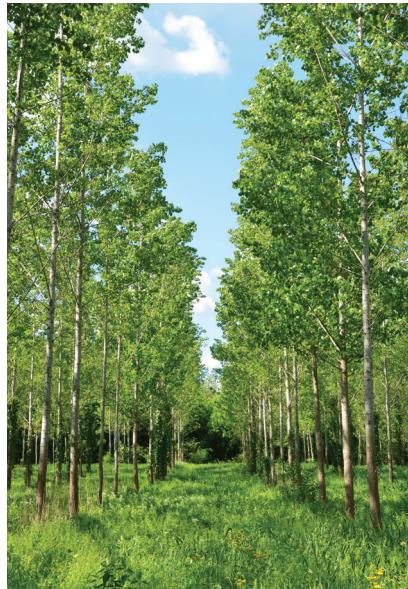
# Renewable Energy Sources in Rural Areas

**Project promoter:** *Communal and Infrastructural Company Kostak d.d.*

**Project partners:** University of Maribor, Faculty of Energetics, Institute Vrbov Log, Institute for Preservation of Rural Areas Brezovska Gora, Company HPG Brežice d.o.o., Waste Management Company Kostak Brantner d.o.o.

**Total project value:** 21.388,80 EUR

**LEADER funds:** 10.692,36 EUR



*The main objective of the project “Renewable Energy Sources in Rural Areas” was to introduce possibilities for the implementation of new renewable energy technologies in agricultural, forestry and non-agricultural activities. The potential users from rural areas in Posavje were being informed through various field workshops, and printed as well as online publications. We also encouraged and motivated them on how to efficiently use the renewable energy sources in combination with all other locally available resources; amongst them are human resources equipped with knowledge and skills, natural and cultural heritage, spatial potential and climatic conditions in the region.*



# Turizem v zidanicah

**Nosilec projekta:** Center za podjetništvo in turizem Krško (CPT Krško)

**Projektni partnerji:** Zavod za kulturo, šport, turizem in mladinske dejavnosti (KŠTM)  
Sevnica

**Vrednost projekta:** 92.408,00 EUR

**LEADER sredstva:** 32.251,28 EUR



Zidanice so posebnost vinorodne dežele Posavje z vinorodnimi okoliši Dolenjska, Bela krajina in Bizeljsko-Sremič, saj ni nikjer drugje na svetu na tako majhnem prostoru mogoče najti toliko zidanic, lesenih hramov in kleti. Skozi projekt je bil razvit nov, inovativen in unikaten turistični produkt, to je »turizem v zidanicah«. V ta namen je bila izdelana celostna grafična podoba produkta, vzpostavljena spletna stran z rezervacijskim sistemom, izdelana merila in kriteriji za registracijo dejavnosti sobodajalstva v zidanicah. Za ponudnike so bila izdelana in izdana Navodila za lastnike zidanic. Ti so se povezali v neformalno združenje ponudnikov-lastnikov zidanic.



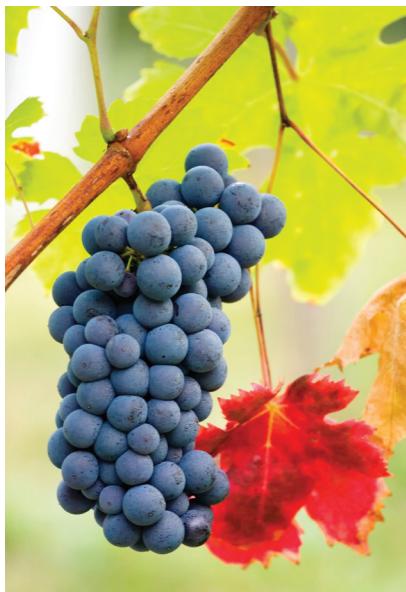
# Vineyard Cottage Tourism

**Project promoter:** Centre for Entrepreneurship and Tourism Krško (CPT Krško)

**Project partners:** Institute for Culture, Sport, Tourism and Youth activities Sevnica

**Total project value:** 92.408,00 EUR

**LEADER funds:** 32.251,28 EUR



Vineyard cottages are unique trademarks of the wine-growing region of Posavje, with its areas Dolenjska, Bela Krajina and Bizeljsko-Sremič. There is no place else in the world, where you can find so many vineyard cottages, wine chambers and cellars on such a small space. The project developed a new, innovative and unique product – “tourism in vineyard cottages”. For the purpose of the project we developed a new graphic design of the product, set up an online reservation system, and prepared registration criteria for room letting in vineyard cottages. We also prepared and issued Guidelines for Vineyard Cottage Owners. They established an informal association of vineyard cottage tenderers and owners.



# Motivacijski projekt udejanjanja turističnih potencialov

**Nosilec projekta:** Kulturno turistični rekreatijski center Radeče (KTRC Radeče)

**Projektni partnerji:** Turistično društvo Radeče, Turistično društvo Ostrovrharij Svibno

**Vrednost projekta:** 33.282,00 EUR

**LEADER sredstva:** 15.958,54 EUR



Motivacijski projekt udejanjanja turističnih potencialov je združil aktivnosti, namenjene razvoju turizma in kreativni realizaciji idej posameznikov na območju občine Radeče. Preko posameznikov, vključenih v specifične motivacijske delavnice, programe usposabljanj in osebna svetovanja je uspel pridobiti več kot 70 obstoječih in potencialnih turističnih ponudnikov, ki so skušali prepozнатi možnosti za realizacijo svojih poslovnih zamisli v turizmu ter utrditi zavest o potencialih turistične panoze. Oblikan je bil aplikativni model motiviranja udeležencev za udejanjanje turističnih potencialov. Ta je z namenom čim širše uporabe v praksi zapisan in obrazložen v posebni brošuri, izdani v okviru projekta.



# Motivational Project for Implementation of Tourist Potential

**Project promoter:**

**Centre for Culture, Tourism and Recreation KTRC Radeče**

**Project partners:**

Tourist Association Radeče, Tourist Association Ostrovharji Svibno

**Total project value:**

33.282,00 EUR

**LEADER funds:**

15.958,54 EUR



*Motivational Project for Implementation of Tourist Potential gathered activities that are intended for the development of tourism and creative realization of ideas in the area of the Municipality of Radeče. With the help of individuals that were included in specific motivational workshops, training programmes and individual consultations, we were able to gather more than 70 existing and potential tenderers. They tried to recognize the potentials for the realization of their business ideas and strengthen the awareness about the opportunities in tourism. For this purpose an applicative model for the motivation of participants for implementation of tourist potential was developed. Because the intention was to expand the use of the model, it was described in a special brochure that was issued during the project.*



# Skupaj na podeželju

**Nosilec projekta:** Mladinski center Brežice (Mc Brežice)

**Projektni partnerji:** Društvo zaveznikov mehkega pristanka Krško, Multimedijsko društvo Idea, Brežice, Občinska turistična zveza Brežice, Zavod za podjetništvo in turizem Brežice, Občina Brežice, Svetniki – društvo prijateljev podeželja, Jesenice na Dolenjskem, Društvo kmetic Brežice, Turistično društvo Čatež ob Savi, Društvo prijateljev mladine Brežice

**Vrednost projekta:** 48.174,27 EUR

**LEADER sredstva:** 41.204,18 EUR



»Skupaj na podeželju« je projekt, ki predstavlja primer sodelovanja generacij, sožitja mladih in starejših za ohranitev naše skupne dediščine. V okviru projekta so raziskali, zbrali in evidentirali tradicijo podeželja v občini Brežice. Tako sta bila posneta dokumentarni film z naslovom »Tako se je godilo v naših vaseh - opravila in obrti« in dokumentarni film na temo kulinarike. Popisane so jedi na območju občine Brežice, postavljena je bila fotografksa razstava o pripravi jedi po tradicionalnih postopkih, izveden Poletni raziskovalni tabor »Etno 2010«, katerega rezultat je bila raziskovalna naloga »Na podeželju nekoč in danes«. Prikaz domačih opravil nekoč in danes so partnerji prikazali v monografiji »Na podeželju nekoč in danes«. Zbrani viri bodo v uporabo prihodnjim generacijam, kako so živeli nekoč in kako lahko dediščino prepletamo s sodobnim načinom življenja.



# Together in the Countryside

**Project promoter:** Youth Centre Brežice (Mc Brežice)

**Project partners:** Association of Supporters of Soft Landing Krško, Multimedia Association Idea, Brežice, Municipal Tourist Association Brežice, Centre for Entrepreneurship and Tourism Brežice, the Municipality of Brežice, Svetniki – Association of Agricultural Supporters, Jesenice na Dolenjskem, Farmers' Association Brežice, Tourist Association Čatež ob Savi, Friends of Youth Association Brežice

**Total project value:** 48.174,27 EUR

**LEADER funds:** 41.204,18 EUR



*"Together in the Countryside" is a project that represents intergenerational cooperation – a combined force of younger and elder generation for the preservation of our mutual heritage. The project explored, gathered and recorded the rural traditions in the Municipality of Brežice. The participants recorded a documentary with the title "Life in our Villages – Work and Craftsmanship", and a documentary on the subject of the local cuisine. The participants listed the dishes in the area of the Municipality of Brežice. They also set up a photographic exhibition on the subject of preparation of dishes in accordance with the traditional methods. A part of the project also consisted out of a research camp called "Etno 2010", where the participants wrote a research paper with the title "In the Countryside Now and Then". The monograph "In the Countryside Now and Then" portrayed the chores from the past and present times. The gathered material will be available for future generations that will be able to see how people lived in the past and observe how the heritage intertwines with the modern way of life.*



# Pridelano v Posavju: Lokalno pridelana hrana naj ima prednost

**Nosilec projekta:** Kmečka zadruga Sevnica z.o.o.

**Projektni partnerji:** Center za razvoj podeželja Posavje, Kostak komunalno stavbno podjetje d.d.

**Vrednost projekta:** 48.174,27 EUR

**LEADER sredstva:** 41.204,18 EUR



Projekt je vsebinska nadgradnja projekta Lokalna trajnostna oskrba s hrano v Posavju. V sklopu projekta Pridelano v Posavju je bila razvita celostna grafična podoba nove blagovne znamke »od tukaj.si«, vzpostavljen pogodbeno partnerstvo s kmetijami in odprte nove tržne poti. V tri obstoječe trgovine z živili Kmečke zadruge Sevnica z.o.o.. se je namreč umestila kupljena oprema za ločeno trženje lokalnih pridelkov pod blagovno znamko »od tukaj.si«. S pomočjo številnih promocijskih aktivnosti so projektni partnerji promovirali novo blagovno znamko, animirali kmetije za vključitev v partnerstvo in osveščali potrošnike, da bi se ti odločali za nakup lokalno pridelane hrane.



# Produced in Posavje: Locally Produced Food Should Be Given Priority

**Project promoter:** Farmers Cooperative Sevnica z.o.o.

**Project partners:** Centre for Rural Development Posavje, and Communal and Infrastructural Company Kostak d.d.

**Total project value:** 48.174,27 EUR

**LEADER funds:** 41.204,18 EUR



The project represents a further developed scheme of the Local Sustainable Food Supply in Posavje. During the project Produced in Posavje a new graphic design for the brand "od tukaj.si" was developed, a contractual partnership with farms was established and new marketing channels presented themselves. In three stores of the Farmers Cooperative Sevnica z.o.o. they installed the necessary equipment for separate marketing of locally produced food under the brand "od tukaj.si". The partners set up many activities in order to promote the new brand. They also encouraged farms to participate in the partnership and tried to convince the consumers to buy locally produced food.



# Bistrica kot biser

**Nosilec projekta:** Občina Bistrica ob Sotli

**Projektni partnerji:** Mladinsko društvo Bistrica ob Sotli, Športno društvo Bistrica ob Sotli, Kulturno društvo Bistrica ob Sotli, Društvo vinogradnikov in kletarjev Šempeter, Društvo prijateljev mladine Bistrica ob Sotli, Turistično društvo Bistrica ob Sotli, Društvo upokojencev Bistrica ob Sotli

**Vrednost projekta:** 31.987,08 EUR

**LEADER sredstva:** 30.543,15 EUR



Mladinsko društvo Bistrica ob Sotli je pri raziskovanju dediščine na območju občine Bistrica ob Sotli združilo osnovno šolo, domača društva in posameznike. Med njimi se je razvil kreativen medgeneracijski dialog, katerega dosežki so izdana publikacija »Bistrica ob Sotli – Med biseri dediščine«, posnet film o tematski poti Znamenja, izdana zgoščenka ljudskih pesmi in izdelana zasnova nove tematske poti po občini Bistrica ob Sotli. Partnerji so za krepitev medgeneracijskega sodelovanja in prenašanja izročila na mlade izvedli več zanimivih kulturnih in izobraževalnih dogodkov (raziskavo naravne in kulturne dediščine, delavnice branja, risanja, igre, plesa, petja in kulinarike), pri katerih so sodelovali skoraj vsi prebivalci geografsko najmanjše občine na območju LAS Posavje.



# Bistrica – A Hidden Treasure

**Project promoter:** *The Municipality of Bistrica ob Sotli*

**Project partners:** *Youth Organization Bistrica ob Sotli, Association for Sports Bistrica ob Sotli, Association for Culture Bistrica ob Sotli, Association of Winemakers and Coopers Šempeter, Friends of Youth Association Bistrica ob Sotli, Tourist Association Bistrica ob Sotli, Association of Pensioners' Bistrica ob Sotli*

**Total project value:** *31.987,08 EUR*

**LEADER funds:** *30.543,15 EUR*



*Youth Organization Bistrica ob Sotli has explored the heritage in the area of the Municipality of Bistrica ob Sotli hand in hand with the primary school, local associations and other individuals. The impressions of the developed creative intergenerational dialogue were gathered in publication titled "Bistrica ob Sotli – Amongst the Treasures of Heritage". The participants also recorded a documentary about the thematic trail Signs, a compact disc with folk songs, and planned a new thematic trail in and around the Municipality of Bistrica ob Sotli. The partners planned and executed many interesting cultural and educational events (exploration of natural and cultural heritage, reading, drawing, and acting workshops, dancing and singing lessons, cooking lessons) in order to strengthen the intergenerational cooperation and to pass the traditions onto younger generations. The project was successful, because it included almost all of the residents of the smallest municipality in the area of LAG Posavje.*



# Turizem v zidanicah - Faza II

**Nosilec projekta:** Center za podjetništvo in turizem Krško (CPT Krško)

**Projektni partnerji:** KŠTM Sevnica, Zavod za kulturo, šport, turizem in mladinske dejavnosti

**Vrednost projekta:** 105.737,52 EUR

**LEADER sredstva:** 39.188,40 EUR



Nadaljevanje projekta Turizem v zidanicah je pripomoglo k vzpostavitvi formalnega združenja ponudnikov za trženje novega turističnega proizvoda, to je Zadruge Turizem v zidanicah z.o.o.. S ciljem kvalitetnega trženja ponudbe zidanic se je skozi ta projekt izobrazilo več kot 60 ponudnikov. Z namenom promocije in trženja novega produkta je bil izdelan spletni prodajni katalog v petih jezikih, promocijska darila z blagovno znamko Turizem v zidanicah, obiskovalce pa na unikatni turistični produkt vabijo tudi jumbo table ob glavnih prometnicah.



# Vineyard Cottage Tourism - Phase II

**Project promoter:** Centre for Entrepreneurship and Tourism Krško (CPT Krško)

**Project partners:** Institute for Culture, Sport, Tourism and Youth activities Sevnica

**Total project value:** 105.737,52 EUR

**LEADER funds:** 39.188,40 EUR



*The continuation of the project Tourism in Vineyard Cottages contributed to the establishment of formal tenderers' association for the marketing of a new product - Cooperation for Tourism in Vineyard Cottages. Its goal is to establish a quality marketing of cottages. The project helped to educate more than 60 tenderers. For the purpose of promotion and marketing the partners prepared an online catalogue in five different languages, promotional gifts under the brand Tourism in Vineyard Cottages, and set up unique jumbo posters on the main trunk routes.*



# Turistično informativne table območja občine Sevnica

**Nosilec projekta:** KŠTM Sevnica, Zavod za kulturo, šport, turuzem in mladinske dejavnosti

**Projektни partnerji:** Občina Sevnica, Turistična zveza občine Sevnica, Krajevna skupnost (KS) Blanca, Krajevna skupnost Boštanj, Krajevna skupnost Krmelj, Krajevna skupnost Loka pri Zidanem Mostu, Krajevna skupnost Primož, Krajevna skupnost Sevnica, Krajevna skupnost Studenec, Krajevna skupnost Šentjanž, Krajevna skupnost Tržiče, Krajevna skupnost Zabukovje

**Vrednost projekta:** 35.102,85 EUR

**LEADER sredstva:** 12.619,54 EUR



V okviru projekta so na območju občine Sevnica, v središču vsake od 10 krajevnih skupnosti in na turistično najpomembnejših točkah v mestu Sevnica, postavili vsebinsko in oblikovno skladne turistično informativne table. Na njih je grafični prikaz območja in pomembne informacije o znamenitostih in ponudbi kraja. Panoji so del javne turistične infrastrukture, ki pomembno prispeva k promociji turistične ponudbe na celotnem območju občine Sevnica.



# Tourist Boards in the Municipality of Sevnica

**Project promoter:** Institute for Culture, Sport, Tourism and Youth activities Sevnica

**Project partners:** The Municipality of Sevnica, Tourist Association of the Municipality Sevnica, Local Community (LC) Blanca, Local Community Boštanj, Local Community Krmelj, Local Community Loka pri Zidanem Mostu, Local Community Primož, Local Community Sevnica, Local Community Studenec, Local Community Šentjanž, Local Community Tržiče, Local Community Zabukovje

**Total project value:** 35.102,85 EUR

**LEADER funds:** 12.619,54 EUR



The continuation of the project Tourism in Vineyard Cottages contributed to the establishment of formal tenderers' association for the marketing of a new product - Cooperation for Tourism in Vineyard Cottages. Its goal is to establish a quality marketing of cottages. The project helped to educate more than 60 tenderers. For the purpose of promotion and marketing the partners prepared an online catalogue in five different languages, promotional gifts under the brand Tourism in Vineyard Cottages, and set up unique jumbo posters on the main trunk routes.



# Pravljična pot Kostanjevice »Pot čestitk«

**Nosilec projekta:** Dolmark propaganda Tatjana Petrič s.p.

**Projektni partnerji:** Klub jamarjev Kostanjevice na Krki, Osnovna šola Jožeta Gorjupa Kostanjevice na Krki, Otok zavod za razvoj, Planinsko društvo Polom Kostanjevice na Krki, Galerija Božidar Jakac Kostanjevice na Krki

**Vrednost projekta:** 34.497,39 EUR

**LEADER sredstva:** 28.889,60 EUR



Namen projekta »Pravljična pot Kostanjevice: Pot čestitk« je bil oživiti bajko o vilah čestitkah z Gorjancev, ki so kmetom pomagale, a so zaradi spleta okoliščin okamenele in za vse čase kot velike skale ostale v Gorjancih.

V okviru projekta so vzpostavili in opremili tematsko pot vil čestitk. Izdelali so delovni zvezek, v katerem so otroku na razumljiv način razložili odnos med preteklostjo in sedanostjo, kulturno in naravno dediščino ter skozi pravljico prikazali zgodovino mesta Kostanjevice na Krki od prazgodovine do vesoljske dobe. Bajko so po ljudskem izročilu v narečju zvočno zapisali in jo opremili z v ta namen napisano glasbo. Pot čestitk je na sejmu Turizem in prosti čas v Ljubljani prejela priznanje v kategoriji Naj pot 2011.



# Fairy Tale Route of Kostanjevica »Route of the Čestitke Fairies«

**Project promoter:** Company Dolmark propaganda Tatjana Petrič s.p.

**Project partners:** Caving Club Kostanjevica na Krki, Primary School Jože Gorjup Kostanjevica na Krki, Development Institute Otok, Mountaineering Club Polom Kostanjevica na Krki, Gallery Božidar Jakac Kostanjevica na Krki

**Total project value:** 34.497,39 EUR

**LEADER funds:** 28.889,60 EUR



The purpose of the project "Fairy Tale Route of Kostanjevica: Route of the Čestitke Fairies" was to revive the tale about Čestitke Fairies from Gorjanci. The fairies helped the farmers, but turned to stone, because of the unfortunate turn of events. The fairies were trapped in the form of rocks in Gorjanci for all times.

During the project we arranged the thematic trail of Čestitke Fairies. We prepared an exercise book that explains the relationship between the past and the present, and natural and cultural heritage in an understandable way. The tale also portrays the history of Kostanjevica na Krki from the prehistoric times all the way to the space age. The tale is told in the dialects that are spoken in the area and equipped with music that was composed especially for the tale. The Route of Čestitke Fairies participated in the Fair for Tourism and Free Time in Ljubljana, and won the award in the category of Best Trail 2011.



# Gozdni sadeži – vrnitez v koreninam

**Nosilec projekta:** Kulturno turistični rekreatijski center Radeče (KTRC Radeče)

**Projektni partnerji:** Zavod Vrbov Log, Društvo kmečkih žena Arnika Svibno, Društvo za zdravilne rastline doline Sopote

**Vrednost projekta:** 61.328,49 EUR

**LEADER sredstva:** 58.177,98 EUR



Projekt »Gozdni sadeži: vrnitez v koreninam« je nastal zaradi prepričanja, da gozd in gozdni sadeži v našem življenju igrajo manjšo vlogo, kot bi jo lahko oziroma kot bi jo morali. V projektu so se osredotočili na gozdne sadeže kot užitne divje rastoče rastline, sestavljene iz divje rastoče zelenjave, iz rastlin z užitnimi plodovi in z užitnimi podzemnimi deli, začimbenic, čajnih rastlin ter divjih rastlin z užitnimi semenji, cvetovi in cvetnimi popki. Izvedeni sta bili dve strokovni študiji, in sicer Študija o območjih gozdnih sadežev in vrstah sadežev v Posavju in Študija o možnih posledicah preobremenitve posavskih gozdov v primeru netrajnostnega izkoriščanja gozdnih sadežev. V okviru projekta je pričelo delovati šest študijskih krožkov z namenom pridobivanja podatkov o razširjenosti in uporabnosti gozdnih sadežev v vsakdanjem življenju prebivalcev posavskega območja. Rezultati projekta so zbrani v knjigi »Gozdni sadeži: vrnitez v koreninam«.



# Forest Fruits - Back to the Roots

**Project promoter:** Centre for Culture, Tourism and Recreation KTRC Radeče

**Project partners:** Institute Vrbov Log, Association of Farm Wives Arnika Svibno,  
Association for Medicinal Plants of the Valley Sopota

**Total project value:** 61.328,49 EUR

**LEADER funds:** 58.177,98 EUR

Gozdni sadži: VRNITEV K KORENINAM



The project "Forest Fruits - Back to the Roots" was developed out of the belief that forest and forest fruits play a minor role in our lives than they could or are supposed to. The project concentrated on forest fruits as edible wild growing plants that consist out of wild growing vegetables, plants with edible fruits and edible parts hidden under the ground, edible spices, tea plants and wild plants with edible seeds, flowers and buds. Two scientific studies were carried out during the project. One study concentrates on the areas with forest fruit and different kinds of forest fruit in Posavje, and the other is a study about the exploitation of forests in Posavje and non-substantial exploitation of forest fruits. The project started six study groups that are acquiring data about the distribution and use of forest fruit in the daily life of the residents in the area of Posavje. The results of the project are gathered in the book "Forest Fruits: Back to the Roots".



# 5-ka za zdravje: oblikovanje vzorcev zdravega prehranjevanja pri otrocih

**Nosilec projekta:** Kenex trgovsko podjetje d.o.o.

**Projektni partnerji:** Zavod za izobraževalno raziskovalno dejavnost Posavje, Društvo borilnih veščin Katana, Turistično društvo Kostanjevica na Krki

**Vrednost projekta:** 74.284,45 EUR

**LEADER sredstva:** 68.896,51 EUR



Projekt se je na sodoben način lotil osveščanja otrok o zdravem načinu prehranjevanja. V pomoč temu je bila narejena posebna spletna aplikacija, sestavljena iz treh modulov, poimenovanih: Vsak obrok šteje, Mit o dieti, Sprehod po uravnoteženem jedilniku. Snov v spletni učilnici, ki so jo oblikovali različni strokovnjaki, je bila prilagojena nivoju predznanja osnovnošolcev in podana na način, da ohranja pozornost in zanimanje učencev in daje priložnosti za osvajanje novih znanj, ki vodijo k bolj zdravemu načinu življenja. V projektu je sodelovalo več kot 500 osnovnošolcev iz Posavja. Namen projekta je bil, da otroci spremenijo načina prehranjevanja, k čemur so jih partnerji spodbudili tudi s promocijskimi darili, strokovnimi članki in nagradnim izletom.



# 5ive for Health: Shaping Healthier Diet Patterns in Children

**Project promoter:** *Trading Company Kenex d.o.o.*

**Project partners:** *Association for Education and Research Posavje, Martial Arts Club Katana, Tourist Association Kostanjevica na Krki*

**Total project value:** *74.284,45 EUR*

**LEADER funds:** *68.896,51 EUR*



*The project used a modern approach of raising awareness about a healthier diet in children. The project was supported with an online application that consisted out of three modules. These were: Every Meal Counts, Myths about Diets, and Balanced Meals. The content in the e-classroom was created by various experts and adjusted according to the knowledge of primary school pupils. It was presented in a way that keeps the children interested and gives them a chance to receive new knowledge and skills that lead to a healthier lifestyle. The project included 500 primary school pupils from Posavje. The intention of the project was to change the eating habits of children. The partners provided additional encouragement in the form of gifts, expert articles and an organized field trip.*



# Vrata turizma destinacije Posavje

**Nosilec projekta:** Občina Brežice

**Projektni partnerji:** Mladinski center Brežice, LIJAMedia, Zavod za medijsko produkcijo in izobraževanje, Društvo vinogradnikov »Dolina – Jesenice«, Društvo ljubiteljev Bizeljčana, Združenje za promocijo Bizeljskega

**Vrednost projekta:** 329.651,85 EUR

**LEADER sredstva:** 177.182,88 EUR



V okviru projekta Vrata turizma destinacije Posavje je bila v Brežicah obnovljena Mestna hiša, s čimer je bila vzpostavljena infrastruktura za neposredno in posredno trženje ter promocijo lokalnih proizvodov in storitev. Skozi projekt so bile razvite nove prodajne poti: opremljena in delajoča trgovina lokalnih proizvodov, vinoteka s ponudbo lokalnih vin, delajoč turistično-informacijski center za promocijo lokalne ponudbe ter protokolarni prostor z opremo za multimedijsko promocijo destinacije Posavje. Izdana sta bila katalog vin in vinarjev v sedmih jezikih ter monografija Bizeljsko Sremič – dežela vinske trte, vina in novega življenja, ki govorji o vinarstvu, vinogradništvu, gastronomski in drugi turistični ponudbi tega območja. Za namene privabljanja turistov je bil posnet promocijski film turističnih produktov destinacije Posavje, prav tako v sedmih jezikih. Rezultat projekta je tudi novo delovno mesto za izvajanje neposredne prodaje.



# Gates of Tourism of Posavje

**Project promoter:** *The Municipality of Brežice*

**Project partners:** Youth Organization Brežice, LIJAMedia, Association for Media Production and Education, Association of Winemakers "Dolina - Jesenice", Association of Bizeljčan Supporters, Association for the Promotion of Bizeljsko

**Total project value:** 329.651,85 EUR

**LEADER funds:** 177.182,88 EUR



During the project Gates of Tourism of Posavje we renovated the town hall of Brežice. That way we were able to set up the infrastructure needed for direct and indirect marketing and promotion of local products and services. The project helped to establish new distribution and sales channels: a fully equipped and running shop with the local products, wine bar that offers local wines, a functioning tourist information centre for the promotion of the local offer and an equipped space for multimedia promotion of Posavje. We also issued a catalogue containing information about wines and winemakers in seven different languages and a monograph *Bizeljsko Sremič - Land of the Vine, Wine and New Life* that describes wine making, wine growing, culinary and other tourist offers in the region. The partners also produced a movie that promotes tourist products of Posavje in seven different languages. As a result of the project a new working place was created in the form of a sales person in the shop.



# Posavske poti prijetnih doživetij

**Nosilec projekta:** Center za podjetništvo in turizem Krško (CPT Krško)

**Projektni partnerji:** KŠTM Sevnica, Zavod za kulturo, šport, turizem in mladinske dejavnosti, Kulturno turistični rekreacijski center Radeče, KTRC Radeče, Občina Kostanjevica na Krki, Turistično društvo Sromlje, Turistično društvo Šentjanž

**Vrednost projekta:** 191.560,00 EUR

**LEADER sredstva:** 146.066,83 EUR



Projekt Popotnik je bil usmerjen v kreiranje dodatne turistične ponudbe in doživetij v Posavju, ki jih obiskovalcem nudijo inovativno opremljene in urejene pohodniške poti, skupaj z vinsko-kulinarično ter nastanitveno ponudbo. Izoblikovali in uredili so šest posavskih tematskih poti - poti so opremili z didaktičnimi igrali, informacijskimi tablami, mizami in klopmi, GPS napravami, električnimi kolesi ter jih digitalizirali. Vzpostavili so register tematskih poti, izdelali priporočila in navodila za enotno označevanje, urejanje in vzdrževanje tematskih poti po Posavju. Kreirali so nov regijski dogodek - Posavski festival pohodništva - ter izdelali promocijski film o ponudbi Posavja v angleškem jeziku. Projekt je okrepil podjetniško kulturo med lokalnim prebivalci, povezal turistične ponudnike za skupni nastop na trgu, doseženi rezultati pa omogočajo trajnostno rabo razpoložljivih naravnih in kulturnih virov. Rezultat projekta je tudi eno novo delovno mesto za trženje lokalne turistične ponudbe.

V okviru projekta vzpostavljene tematske poti: Učna pot Savus v Radečah, Rudarska pot »TK PAV« v Šentjanžu, Naravoslovna pot azaleja v Boštanju, Pot trapistov v Brestanici, Pot vina in sonca na Sromljah in Uskoška pot v Kostanjevici na Krki.



# Posavje Routes Full of Interesting Experiences

**Project promoter:** Centre for Entrepreneurship and Tourism Krško (CPT Krško)

**Project partners:** Institute for Culture, Sport, Tourism and Youth activities Sevnica, Centre for Culture, Tourism and Recreation KTRC Radeče, the Municipality of Kostanjevica na Krki, Tourist Association Sromlje, Tourist Association Šentjanž

**Total project value:** 191.560,00 EUR

**LEADER funds:** 146.066,83 EUR



The project is directed towards creating additional tourist offers and experiences in Posavje. These represent innovative hiking and trekking trails, along with various interesting winery and culinary offers and accommodation possibilities. We developed and arranged six thematic trails in Posavje. The digitised trails are equipped with didactic games, information boards, tables and sitting benches, GPS equipment, and electric bicycles. We also prepared a register of thematic trails, guidelines and recommendations for uniform trail labelling and maintenance of thematic trails in Posavje. A new regional event was also created "Posavje Hiking Festival". They also made a new movie about Posavje in the English language. The project strengthened the entrepreneurship amongst local residents and connected the tourist tenderers. Achieved results enable us a sustainable use of natural and cultural resources. Because of the project an additional job position was created – promotion of the local tourist offer.

The aforementioned thematic trails are: Learning Trail Savus v Radečah, Mining Trail »TK PAV« v Šentjanžu, Trail of Natural Sciences Azalea in Boštanj, Trappists Trail in Brestanica, Trail of Wine and Sun in Sromlje and Trail of Uskoks in Kostanjevica na Krki.



# Najboljše z Rake

**Nosilec projekta:** Turistično društvo Lovrenc Raka

**Projektni partnerji:** Center za podjetništvo in turizem Krško (CPT Krško), Gostinstvo Tratnik Franc s.p., Raka, Društvo za trajnostni razvoj Tera vera, Kostanjevica na Krki

**Vrednost projekta:** 49.976,80 EUR

**LEADER sredstva:** 38.037,48 EUR



Inovativnost projekta Najboljše z Rake je na prepoznavanju avtohtonosti raške čebule, značilne za projektno območje, v spodbujanju njene proizvodnje in rabe v gostinsko-turistični ponudbi območja. Skozi programe usposabljanj in strokovno ekskurzijo so se prebivalci območja podučili o možnostih in načinih pridelave zelenjave, predvsem raške čebule, pridelava katere omogoča razvoj novih delovnih mest na kmetiji, v gostinstvu in turizmu pa je osnova za razvoj novega turističnega produkta. Lokalni pridelovalci in rokodelci se bodo povezali v Združenje Najboljše z Rake in v novo opremljenem razstavno-prodajnem prostoru skozi skupno blagovno znamko Najboljše z Rake promovirali kmetijske pridelke in rokodelske izdelke. Rezultata projekta sta tudi novo delovno mesto in nov rokodelski izdelek z mnenjem DUO.



# The Best from Raka

**Project promoter:** *Tourist Association Lovrenc Raka*

**Project partners:** Centre for Entrepreneurship and Tourism Krško (CPT Krško), Restaurant Tratnik Franc s.p., Raka, Association for Sustainable Development Tera vera, Kostanjevica na Krki

**Total project value:** 49.976,80 EUR

**LEADER funds:** 38.037,48 EUR



*The innovative project “The Best from Raka” concentrated on the presentation of the autochthon onion sort that is characteristic for the project area. The project wanted to encourage its production and include it in the tourist-culinary offer of the area. With the help of training programmes and a field trip, the locals could gather information about the possibilities and ways on how to cultivate vegetables. The main focus laid on the cultivation of the autochthon onion sort that could create new job opportunities on local farms, in catering and tourism. The local farmers and craftsmen will form an association called The Best from Raka. Under the brand The Best from Raka they will promote the farmers’ crops and handicrafts. The project created one new job and a new handicraft that the Slovene Chamber of Crafts evaluated according to their DUO system.*



# Vpliv trapistov na posavsko podeželje

**Nosilec projekta:** Kulturni dom Krško

**Projektni partnerji:** Regionalna razvojna agencija Posavje, Hiša trt, vina in čokolade, Kunej Aleš s.p., Gostilna Šempeter, Srečko Kunst s.p.

**Vrednost projekta:** 92.116,77 EUR

**LEADER sredstva:** 69.081,92 EUR



Temelj projekta je bogata gospodarska dediščina menihov trapistov, ki so s svojim znanjem, veščinami in inovativnim pristopom segali na vsa področja, ki jih je ponujalo območje. Vnašali so izboljšave v načine kmetovanja, izdelovali so čokolado in likerje. Imeli so svojo tiskarno, ukvarjali so se z mizarstvom, krojaštvom, mlinarstvom. Imeli so prvo hidroelektrarno, prvi vodovod, telefon in fotoaparat ter prvi traktor.

V okviru projekta je bila s pomočjo terenske raziskave analizirana gospodarska in rokodelska dediščina trapistov, njen vpliv na razvoj posavskega podeželja ter izdelane smernice za uporabo trapistovskih znanj in veščin v sodobnem času. Prav tako je bil izdelan elaborat Rekonstrukcija čokolade Imperial in v ta namen opremljena čokoladnica na gradu Rajhenburg

za butično proizvodnjo čokolade. Skozi usposabljanja, osebna svetovanja in rokodelske delavnice so se v projekt vključile kmetije, rokodelci, brezposelni in drugi zainteresirani, da bi razvili nove rokodelske izdelke in živilske proizvode, vezane na dediščino trapistov, ali se o njih le podučili. V izdanem katalogu izdelkov in prodajnih mest so predstavljeni tisti produkti, ki povezujejo dediščino menihov trapistov s sedanjostjo. Na voljo bodo na štirih prodajnih mestih, opremljenih ali na novo razvitih skozi projekt. Rezultati projekta so tudi eno novo delovno mesto ter razvita dva izdelka z mnenjem DUO.



# Influence of the Trappists on Rural Areas in Posavje

**Project promoter:** Cultural Centre Krško

**Project partners:** Regional Development Agency Posavje, House of Vines, Wine and Chocolate Kunej Aleš s.p., Restaurant Šempeter, Srečko Kunst s.p.

**Total project value:** 92.116,77 EUR

**LEADER funds:** 69.081,92 EUR



The basis of the project consists of the rich heritage of the monks Trappists. With their knowledge, skills and innovative approach, the monks influenced all areas of life in the region. They helped to improve the farming, and also produced chocolate and liqueurs. The monks also set up their own printing house. Their skill set included: joinery, tailoring and milling. The monks were also the first ones to have a hydroelectric station, waterworks, telephone, camera and a tractor.

With the help of field observations and analysis of the economic heritage and craftsmanship of the Trappists, the project was able to determine their influence on the rural areas of Posavje as well as create guidelines for the reuse of their knowledge in modern times.

During the project the partners also created a detailed report Reconstruction of the Imperial Chocolate. That is why a chocolate atelier was set up in the castle Rajhenburg. Trainings, individual consultations and craftsmanship workshops connected the project with farms, craftsmen, unemployed and other interested parties. They wanted to develop new handicrafts and food products that are associated with the heritage of Trappists or simply learn about them. The issued catalogue (with product descriptions and places where to buy them) presents those products that connect the heritage of Trappists with the present times. You will be to find them in four different points of sale that were newly equipped or developed during the project. The project created one new job opportunity and two new handicrafts that the Slovene Chamber of Crafts evaluated according to their DUO system.



# Iz naše je, dobro je

**Nosilec projekta:** Občina Sevnica

**Projektni partnerji:** Osnovna šola Sava Kladnika Sevnica - Podružnična OŠ Studenec in Podružnična OŠ Loka, Osnovna šola Krmelj, Gostilna in trgovina Repovž, Jože Repovž s.p., Mihaela Jazbec

**Vrednost projekta:** 104.519,25 EUR

**LEADER sredstva:** 66.516,34 EUR



Z vzpostavljivjo štirih vrtov (tri ob sodelujočih šolah Loka in Studenec ter vrtcu Krmelj in zeliščni vrt na kmetiji Mihaele Jazbec) želijo pri otrocih povečati zavedanje o pomenu pridelave in uživanja lokalno pridelane hrane. Skozi številna usposabljanja so tudi starši pridobili pomembna znanja in informacije, kar naj bi dolgoročno povečalo pridelavo in potrošnjo lokalno pridelane hrane v posavskem prostoru, predvsem pa v javnih zavodih z obrati prehrane. Vrt je bil prepoznan kot pomemben didaktični pripomoček, zato so bile razvite učne vsebine, ki bi jih bilo mogoče vključiti v izobraževalne programe za otroke.

Z namenom krepitve medgeneracijskega sodelovanja in sodelovanja z okoljem so bile organizirane skupne urice s sokrajani in vrtni sejem, projektna ideja pa je bila predstavljena tudi ostalih šolam v regiji, da bi se te odločile za ureditev svojih vrtov.



# It is Ours, It is Good

**Project promoter:** *The Municipality of Sevnica*

**Project partners:** Primary School of Savo Kladnik Sevnica - Branch Schools Studenec and Loka, Primary School Krmelj, Restaurant and Shop Repovž, Jože Repovž s.p., Mihaela Jazbec

**Total project value:** 104.519,25 EUR

**LEADER funds:** 66.516,34 EUR



*Four gardens were established (three of them were set up in cooperation with schools Loka and Studenec and kindergarten Krmelj, and one herbal garden that was set up on the farm of Mihaela Jazbec) in order to bring the importance of production and consumption of locally produced food closer to the children. Through various trainings we also encouraged the parents to gain valuable knowledge and information that would enable the region of Posavje to increase the cultivation and consumption of locally produced food; especially in the public institutions, where they prepare everyday meals. The garden was a valuable didactic tool. From it we derived teaching contents that can be included in the childrens' learning programmes.*

*For the purpose of intergenerational and environmental cooperation, we also organized mutual gatherings with the whole neighbourhood and a gardening fair. The idea was presented to other schools and kindergartens in the region to encourage them to plan their own gardens.*



# Lokalno pridelana hrana na posavskih tržnicah

**Nosilec projekta:** Lokalna akcijska skupina Posavje, z.z. Regionalna razvojna agencija Posavje

**Projektni partnerji:** Občina Krško, Občina Sevnica, Kmetijsko-gozdarski zavod Novo mesto

**Vrednost projekta:** 125.445,80 EUR

**LEADER sredstva:** 69.645,02 EUR



S pomočjo projekta želimo povečati število ponudnikov kmetijskih pridelkov in živil in njihovo raznovrstnost na posavskih tržnicah. Neposredna prodaja na tržnicah bo v Posavju nadgradila obstoječe tržne poti za posavske kmetske in kupcem na bolj prijazen način približala hrano s posavskega podeželja.

Ustrezno opremljena tržna mesta bodo ponudnikom v procesu prodaje omogočila izvajanje ustreznih standardov kakovosti in do kupcev prijazno prodajo kmetijskih pridelkov in izdelkov. S pomočjo specifičnih usposabljanj bodo nosilci in člani kmetijskih gospodarstev dvignili svojo usposobljenost na področju pridelave, trženja in komuniciranja s kupci. S promocijskimi aktivnostmi v okviru projekta želimo povečati prepoznavnost ponudnikov v lokalnem okolju in na inovativen način nagovoriti sodobnega potrošnika, da kupuje zdravo lokalno pridelano hrano.



# Locally Produced Food on Market Places in Posavje

**Project promoter:** *Local Action Group Posavje, legal representative of LAG Posavje Regional Development Agency*

**Project partners:** *The Municipality of Krško, The Municipality of Sevnica, Institution for Agriculture and Forestry Novo mesto*

**Total project value:** *125.445,80 EUR*

**LEADER funds:** *69.645,02 EUR*



*The project wants to increase the number of tenderers of agricultural and food products as well as their diversity on the market places in Posavje. Such direct offer in the market place will upgrade the existing marketing channels for farmers in Posavje and bring the food from rural areas closer to the costumers.*

*The appropriately quipped places will enable the tenderers to implement all of the needed quality standards and buyer-friendly selling of crops and products. With the help of additional trainings the representatives and members of agricultural holdings will raise their qualifications in the areas of cultivation, marketing and costumer communication. Promotional activities were prepared to increase the recognisability of the tenderers in the local environment and to innovatively approach the modern consumer to buy healthy locally produced food.*



# Semena prihodnosti: spodbujanje podjetništva mladih

**Nosilec projekta:** Mladinsko društvo Bistrica ob Sotli

**Projektni partnerji:** Občina Bistrica ob Sotli, Rogina Simon, dopolnilna dejavnost na kmetiji, Bistrica ob Sotli, Osnovna šola Bistrica ob Sotli, Drago Domitrovič, Mladinski center Krško, Osnovna šola Krmelj, Mihaela Jazbec, dopolnilna dejavnost na kmetiji, Sevnica, Društvo mladinski center Radeče, Otok zavod za razvoj, Kostanjevica na Krki

**Vrednost projekta:** 90.095,00 EUR

**LEADER sredstva:** 69.777,69 EUR



Ključna aktivnost projekta je bila razviti model učne kmetije kot oblike dopolnilne dejavnosti v Posavju. Pri tem so v največji meri sodelovali mladi, ki so ključna ciljna skupina projekta, in zainteresirane kmetije. Analiza obstoječega načina življenja mladih, predstavljana v gradivu „Življenje mladih in njihovi poslovni izzivi v Posavju“ je pokazala, da mladi vidijo svojo prihodnost in priložnost v domačem okolju, potrebujejo pa spodbudo in podjetniška znanja. Zato so bile skozi projekt izvedene animacijsko-motivacijske delavnice za pridobivanje veščin za zgodnje načrtovanje učno-poklicne poti ter razvijanje in uresničitev podjetniške ideje v

okolju. Zainteresiranim bodo tudi v prihodnje v pomoč usposobljeni mladi izvajalci podjetniških delavnic in registrirane učne kmetije. Potrebna znanja in napotki mladim in njihovim mentorjem so zbrani v Priročniku za podjetniška usposabljanja in Priročniku s predstavitvijo modela učne kmetije v Posavju. Mlade izobražene s posavskega podeželja so povabili k oblikovanju celostne grafične podobe projekta. Izvedeno je bilo medšolsko tekmovanje za najboljšo podjetniško idejo, izdelan družabno-učni pripomoček in izведен ogled didaktičnih kmetij kot primerov dobrih praks. Rezultat projekta je tudi registrirana ena dopolnilna dejavnost učne kmetije. Projektne aktivnosti so spodbujale mreženje med mladimi, ta pa krepi solidarnost in medvrstniško pomoč.



# Seeds of the Future: Encouraging Youth Entrepreneurship

**Project promoter:** *Youth Organization Bistrica ob Sotli*

**Project partners:** *The Municipality of Bistrica ob Sotli, Rogina Simon, Supplementary Farm Activity, Bistrica ob Sotli, Primary School Bistrica ob Sotli, Drago Domitrović, Youth Centre Krško, Primary School Krmelj, Mihaela Jazbec, Supplementary Farm Activity, Sevnica, Association Youth Centre Radeče, Development Institute Otok, Kostanjevica na Krki*

**Total project value:** *90.095,00 EUR*

**LEADER funds:** *69.777,69 EUR*



*The main idea of the project was to develop a model of a didactic farm as a form of supplementary activity in Posavje. The participants were mostly children and the youth, who were also the main target group, and the interested farms. The analysis of the current way of living of the younger generation is presented in the material "Life of the Youth and their Entrepreneurial Challenges in Posavje". It showed that the youth sees its future and opportunities in the domestic environment, but needs support and entrepreneurial knowledge. That is why the project included motivational workshops, where they could gather skills for early planning of their learning and career path and realization of*

*their entrepreneurial idea in the local surroundings. The interested individuals will receive help from qualified young experts that will run the entrepreneurial workshops and registered didactic farms. The needed knowledge and guidelines for young entrepreneurs are gathered in the Guide introducing the didactic farm model in Posavje. Young individuals were invited to create the graphic design of the project. A part of the project was also an interschool competition for the best entrepreneurial idea. During the project we also developed a didactic learning tool and prepared a tour to the didactic farms that are an example of good practice. During the project one farm registered the supplementary activity of a didactic farm. The activities encouraged the networking amongst teenagers, and strengthened the solidarity and peer cooperation.*



# Priložnosti v posavskih tradicionalnih sadovnjakih

**Nosilec projekta:** **Verbena d.o.o., Loka pri Zidanem Mostu**

**Projektni partnerji:** Javni zavod Kozjanski park, Zavod Svibna, regijski zavod za ohranjanje in trajnostni razvoj podeželja, Kulturno društvo Svibno

**Vrednost projekta:** 56.310,85 EUR

**LEADER sredstva:** 43.952,96 EUR



Namen projekta je bil povečati zaposlitvene možnosti na podeželju in vrniti življenje v vasi. Namenjen je bil predvsem malim kmetijam, lastnikom kmetijskih zemljišč in sadovnjakov, med njimi pa posebej ženskam, mladim in brezposelnim. Rezultati projekta so zasajeni štirje ogledni travniški sadovnjaki na Svibnem, Okroglicah, Brezovski gori in v Bistrici ob Sotli, ki bodo učna mesta za različne trajnostne sadarske prakse. V njih je zasajenih več kot sto sadik sadnega drevja in jagodičevja, postavljena zavetišča za koristne organizme ter kupljena oprema za delo v sadovnjaku in pri predelavi sadja, ki se bo uporabljala v izobraževalne namene.

Izvedeno je bilo izobraževanje za sadjarske mojstre s praktičnim delom v sadovnjakih, izobraževanje za permakultурне načrtovalce z izdelanim načrtom permakultурne zasnove posestva in izobraževanje o predelavi sadja s praktičnim prikazom sušenja in predelave sadja. Podjetniške delavnice so bile namenjene iskanju zaposlitvenih možnosti na podeželju, posebej so bili udeleženci podučeni o socialnem podjetništvu. Skozi študijski krožek „Sadje in skupnost“ se krepi povezovanjem malih kmetov in sadjarjev, izmenjava znanj, izkušenj in opreme. Vsa pridobljena znanja in učni sadovnjaki so priložnost za razvoj zelenih delovnih mest, kar so potrdili ogled dobrih praks po Sloveniji, razstava o vplivu podeželskih učiteljev na sadjarsko kulturo Svibnega in zaključni posvet o različnih trajnostnih pristopih v sadjarstvu. Kratki izobraževalni filmi bodo v pomoč vsem, ki bodo zasadili nov travniški sadovnjak ali obnovili obstoječega.



# Opportunities in Traditional Orchards of Posavje

**Project promoter:** *Verbena d.o.o., Loka pri Zidanem Mostu*

**Project partners:** *Public Institute Kozjanski park, Institute Svibna, Regional Association for Preservation and Sustainable Rural Development, Culture Association Svibno*

**Total project value:** *56.310,85 EUR*

**LEADER funds:** *43.952,96 EUR*



*The goal of the project was to increase the employment possibilities in the rural areas and bring villages back to life. It is intended for small farms, owners of farm lands and orchards, and among them to women, young adults and the unemployed. During the project four orchards were planted in Svibno, Okroglice, Brezovska gora and in Bistrica ob Sotli. The intention was to create learning capacities for different sustainable fruit growing techniques. We planted more than 100 saplings and berry bushes, and arranged shelter for protection of beneficial organisms, and we bought all of the equipment needed for the orchard. We also prepared training sessions for fruit*

*growing experts, based on practical work in the orchards, and trainings for permaculture developers as well as trainings about fruit growing based on practical example of drying and processing of fruit. Entrepreneurial workshops were set up with the intention of people finding new job opportunities in rural areas. The main emphasis laid on the social entrepreneurship. The intention of the study group "Fruit and Community" was the networking of small farmers and orchard owners, the exchange of knowledge, experience and equipment. The gained knowledge and didactic orchards represent an opportunity for the development of green working places. The idea was supported and promoted through various examples of good practice in Slovenia, an exhibition about the influence of rural teachers on the fruit growing culture of Svibno and a conference about different sustainable approaches in the fruit growth. A short educational movie will help all, who want to plant their own orchard or bring the existing one back to life.*



# Socialno podjetništvo - izziv za Posavje

<b>Nosilec projekta:</b>	<b>Sklad dela Posavje, ustanova</b>
<b>Projektni partnerji:</b>	KNOF Zavod za kulturni razvoj so.p., Sevnica, Društvo 1824, Brežice, Ustanova lokalna razvojna fundacija Posavje
<b>Vrednost projekta:</b>	81.751,44 EUR
<b>LEADER sredstva:</b>	63.153,63 EUR



Poudarek projekta je bil na prepoznavanju socialnega podjetništva kot možnosti zaposlovanja posebnih ciljnih skupin na podeželju. Razvit je bil poseben program usposabljanja za udeležence in mentorska shema, po kateri sta bila udeležencem projekta nudena mentorstvo in individualni coaching. Avtorji treh najboljših projektnih predlogov so bili v okviru projekta nadgrajeni z zaposlitvijo za določen čas petih mesecev. Dodatna spodbuda udeležencem so bili tudi podatki iz Analize potencialov socialnega podjetništva v Posavju, ki je pokazala na potencial, ki ga nudi posavsko okolje za razvoj različnih oblik socialnega podjetništva. Naloga zaposlenih je bila razviti svojo podjetniško idejo tako, da omogoča nadaljevanje zaposlitve tudi po koncu projekta. Projektni partnerji so ves čas trajanja zaposlitve nudili mentorstvo in coaching, ki sta se izkazala za zelo učinkoviti metodi dela z udeleženci. Za vse sodelujoče pri projektnih aktivnostih sta bili organizirani dve študijski poti z ogledi dobrih praks že delajočih socialnih podjetij.

Projektne ideje zaposlenih udeležencev so predstavljene v posebnih promocijskih zloženkah, ki so na voljo tudi na vseh vstopnih info točkah, kjer so zainteresiranim na voljo svetovanje, brezplačna uporaba spleta in različne publikacije na temo socialnega podjetništva.



# Social Entrepreneurship - a Challenge for Posavje

**Project promoter:** *The Labour Fund of Posavje*

**Project partners:** *Institute for Cultural Development KNOF so.p., Sevnica, Association 1824, Brežice, Local Development Fund of Posavje*

**Total project value:** *81.751,44 EUR*

**LEADER funds:** *63.153,63 EUR*



*The emphasis of the project lies on the recognition of social entrepreneurship as a possibility for the employment of specific target groups in rural areas. A special program for the training of participants and a mentoring scheme that offered mentoring and individual coaching were developed. Authors of the three best suggestions were awarded with a job position with the duration of 5 months. Additionally motivating was also the data from the Analysis of Potentials for the Social Entrepreneurship in Posavje. It showed the potential for the development of various forms of social entrepreneurship. The task of the employed individuals was to develop their idea, so that they could continue working after the end of the project. The project partners offered their advice and guidance; which proved to be highly effective. The individuals participating in the project activities also went on two field trips, where they observed the examples of good practice in successful social enterprises.*

*The project ideas of the participant are gathered on special promotional compact disks that are available in all info points, where the interested can get free counceling, browse the internet and read various publications on the subject of social enterprises.*



# Modra frankinja - žametno vino Posavja

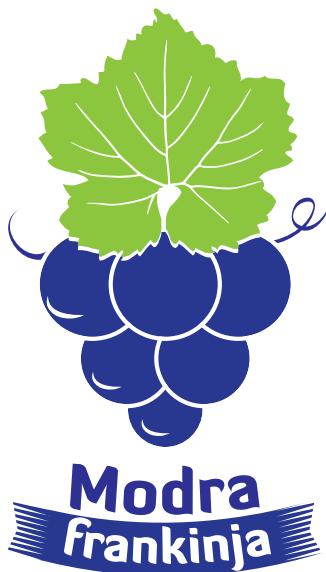
**Nosilec projekta:** KŠTM Sevnica, Zavod za kulturo, šport, turuzem in mladinske dejavnosti

**Projektni partnerji:** Kmečka zadruga Sevnica, Center za razvoj podeželja Posavje

Zveza društev vinogradnikov Dolenjske

**Vrednost projekta:** 37.943,14 EUR

**LEADER sredstva:** 29.760,06 EUR



Namen projekta je dvigniti dodano vrednost vinu Modre frankinje. Z izvedbo usposabljanj pridelovalcev modre frankinje se bo dvignil nivo kakovosti pridelave grozdja za doseganje stabilne kakovosti. Z izvedbo promocijskih aktivnosti in ozaveščanjem javnosti se bo dosegla višja dodana vrednost. Razvita nova prodajna pot pomeni nov način in obliko trženja lokalnih proizvodov končnim kupcem. Z izvedenimi strokovnimi podlagami - izdelano strategijo in usposabljanjem ter ocenjevanjem bo spodbujeno povezovanje ponudnikov proizvodov višje kakovosti za enoten nastop na trgu.



# Modra frankinja – Velvety Red Wine of Posavje

**Project promoter:** **Public Institute for Culture, Sport, Tourism and Youth Activities Sevnica (KŠTM Sevnica)**

**Project partners:** Farmers Cooperative Sevnica, Centre for Rural Development Posavje, Winemaker Association of Dolenjska

**Total project value:** 37.943,14 EUR

**LEADER funds:** 29.760,06 EUR



*The purpose of the project was to raise the prestige and the value of the red wine Modra frankinja. With implementation of trainings for the wine makers, the project wants to raise the quality of cultivated grapes in order to ensure a stable quality of the product. With the help of promotional activities and raising of public awareness the product can achieve additional value. New distribution chains represent a new form and method of marketing of local products for the end buyers. With the help of strategies and expert evaluations we will be able to encourage the product tenderers to produce products with higher quality in order to equally represent the market.*



# Ustvarimo zeliščni vrt Posavja

**Nosilec projekta:** **Kulturni dom Krško**

**Projektni partnerji:** Društvo kmetic Krško, Društvo kmetic Sevnica, Društvo kmečkih žena Arnika, Društvo podeželskih žena Pod Gorjanci, Društvo kmetic Ajda, Osnovna šola dr. Mihajla Rostoharja Krško

**Vrednost projekta:** 38.805,90 EUR

**LEADER sredstva:** 29.789,71 EUR



Z oživitvijo zeliščnega vrta na Gradu Rajhenburg želijo projektni partnerji dediščino zeliščarstva razviti v promocijske, izobraževalne in podjetniške namene. Vrt je vzpostavljen s pomočjo OŠ dr. Mihajla Rostoharja Krško, ki je šola s prilagojenim programom, namenjen bo v izobraževalne namene, hkrati pa nudil tudi izkušnjo „zdravilnega“ vrta. Z društvimi kmečkih žena iz celotnega območja LAS Posavje je izdelan nabor praks nabiralništva, vzgoje in uporabe zdravilnih rastlin in zelišč. Partnerji in priznani zeliščarji skozi usposabljanja udeležencem prenašajo znanja o zeliščih in njihovi rabi v zdravstvene, kulinaricne in kozmetične namene. S projektom so žeeli predvsem mlade in ženske spodbuditi k razvoju novih izdelkov z višjo dodano vrednostjo ali k registraciji dejavnosti, ki bi posameznikom prinašala nov ali dodaten vir dohodka. Priložnosti v zeliščarstvu je izjemno veliko, kar se je skozi projekt potrdilo.



# Let's Create a Herbal Garden in Posavje

**Project promoter:** Cultural Centre Krško

**Project partners:** Association of Farm Wives Krško, Association of Farm Wives Sevnica, Association of Farm Wives Arnika, Association of Rural Wives Pod Gorjanci, Association of Farm Wives Ajda, Primary School of dr. Mihajl Rostoharj Krško

**Total project value:** 38.805,90 EUR

**LEADER funds:** 29.789,71 EUR



*With the revitalization of the herbal garden at the castle Rajhanburg the project partners want to continue the herbal heritage and develop it for promotional, educational and business purposes. The garden will be restored with the help of the Primary School of dr. Mihajl Rostoharj Krško. It will be used for educational purposes, and at the same time it will function as a „healing“ garden. In connection with the associations of farm wives in the LAG Posavje region, we will prepare different methods of gathering, cultivation and use of medicinal herbs and plants. Partners and expert herbalists will share their knowledge about the herbs and their use in medicine, cooking and cosmetics. The project wishes to encourage mostly younger generations of women to develop new products or to register a business that would bring new or additional income. The project shows that there are numerous opportunities just waiting to be explored.*





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