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# REDERA +

(2019-1-ES01-KA202-065864)

## Good Practices





## INDEX

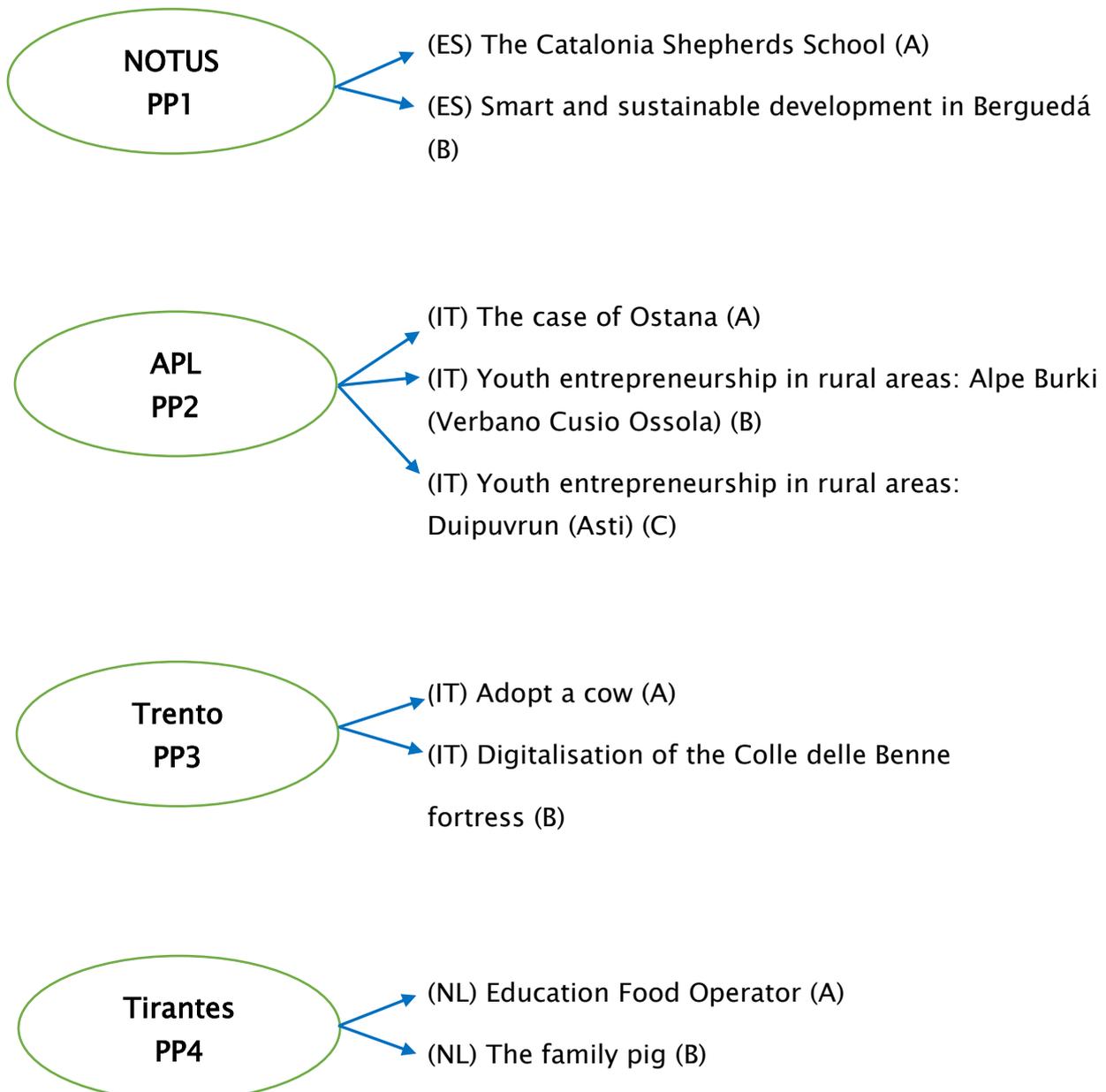
Brief classification of the good practices.....	3
Good practices presented .....	6
<b>NOTUS</b> .....	6
1. School of shepherds in Catalonia.....	6
2. Our strategy to achieve smart and sustainable development in Berguedà.....	8
<b>AGENZIA PIEMONTE LAVORO (APL)</b> .....	10
3. OSTANA: regeneration of an Alpine village .....	10
4-5.- Youth entrepreneurship in rural areas: two cases in the provinces of Verbano Cusio Ossola and Asti.....	11
<b>PROVINCIA AUTONOMA DI TRENTO</b> .....	13
6.- Adopt a cow.....	13
7. Digi-FdB, the digital fort.....	14
<b>TIRANTES</b> .....	15
8. Education food operator.....	15
9. Family Pig (Familie Varken).....	17
<b>ABU Akademie für Berufsförderung und Umschulung gmbH</b> .....	19
10. KombiBus – Transportservice für die Uckermark .....	19
11. Aktive Naturschule – Freie Naturschule Templin.....	20
12. QRegio – Local Produce Warehouse Delivery Service .....	22
13. Gutshof Kraatz – Fruit Winery, Vacation, and (online) Shop.....	23
14. EST - Europäische Schule Templin .....	24
<b>JUNTA DE COMUNIDADES DE CASTILLA-LA MANCHA</b> .....	26
15. ACCEM: a socio-labour insertion project in Sigüenza .....	26
16. "Gustos de antes", the bakery of Irene and Rebeca Gómez.....	27
17. Employment and cultural heritage: the case of Noheda - The Recual programme.....	29
<b>OSNOVNA ŠOLA LOVRENC NA POHORJU</b> .....	31
18. Faculty of Agriculture and Life Sciences .....	31
19- 20- 21- 22-23. Five cases of entrepreneurship in Lovrenc na Pohorju .....	32

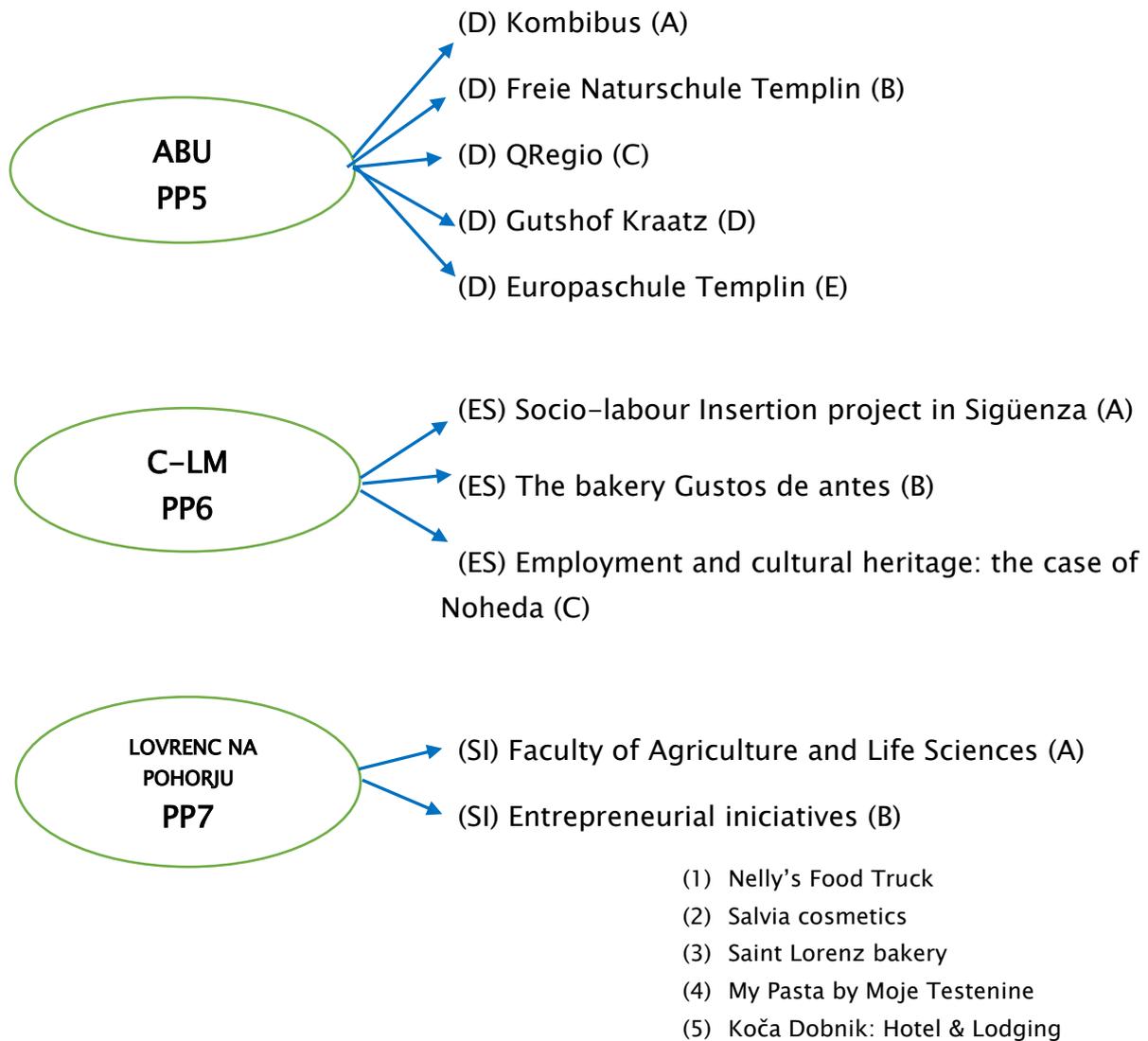
## REDERA + PROJECT

(2019-1-ES01-KA202-065864)

### Brief classification of the good practices

In order to bring greater clarity to the work carried out, we show in chronological order, and linked to each project partner (PP), a total of 23 good practices that have been presented in the project. They are as follows:





Below we present a classification of the 23 good practices presented in the Redera + project according to a series of criteria that we consider define them. Firstly, the most numerous good practices were **entrepreneurial** examples or small businesses created in rural areas. The 12 cases are classified according to the economic sector on which they focus, with the agri-food and food sectors being the most important.

12 good practices						
		Entrepreneurial				
		Agri-food/Tourism	Agri-Food	Food	Tourism	Cosmetics
Private initiative		PP3 - A	PP2 - B	PP6 - B	PP7 - B.5	PP7 - B.2
			PP2 - C	PP7 - B.1		
			PP5 - C	PP7 - B.3		
			PP5 - D	PP7 - B.4		
			PP4 - B			

Six good practices had an **educational component** whether VET, primary and secondary education or even university education. The initiative in these cases could be either private or public.

6 good practices				
		VET component / Educational		
		Primary & Secondary	VET	Higher Education
Private initiative		PP5 - B	PP1 - A	
		PP5 - E	PP6 - A	
Public initiative		PP4 - A	PP7 - A	

We were also able to learn about two cases: one of **integral renovation** of a municipality and a second one of **territorial specialisation**. In the first case, by taking into account multiple elements such as culture, architecture, tourism, etc.; and the second focused on the distinction of the territory for its tourist attractions for sport and open-air leisure.

2 good practices		
Renovation/specialisation of the territory		
		Sectoral specialisation
Private/public initiative	Multi-sectoral	PP1 - B
	PP2 - A	

Two good practices aimed at the enhancement and recovery of historical heritage in order to make it attractive and accessible to visitors were also analysed.

2 good practices	
	<b>Cultural Heritage</b>
Private initiative	PP3 - B
Public initiative	PP6 - C

The **improvement of services** in the rural world is a necessity. Where private initiative is not sufficient, the public sector can contribute as in the case of the Kombibus initiative to improve passenger **transport** and the distribution and **logistics** of local products.

1 good practice	
	<b>Improving services Transport/logistics</b>
Public initiative	PP5 - A

## Good practices presented

The main characteristics of the 23 good practices presented in the project are listed below in chronological order (first those presented earlier in time).

### NOTUS

#### 1. School of shepherds in Catalonia

Name of the initiative	“Escola de Pastors de Catalunya” School of shepherds in Catalonia
Name of implementing organization	Rurbans Association
Type of implementing organization	Private
Country (region, municipality)	Catalonia, Rialp
Year of good practice implementation and duration	2009- ongoing

Target group aimed at:	Young people
Funding	Mostly Private
Summary	<p>The Escola de Pastors de Catalunya, for 12 years, has been offering a theoretical and practical training of 6 months for those people who do not come from a farm family and want to devote themselves to extensive livestock farming in a professional way. The training follows an agro-ecological approach and aims to train people to run family-size farms that are respectful of the natural and social environment, without compromising future resources, viable in the long term and with direct sales to the consumer. The training has lasts 6 months, 2 months of theory and 4 months of practice, where the students each go to a different farm or mountain.</p> <p>It provides skills according to territorial needs, contributes to making the territory more sustainable by taking care of the environment and the landscape. This experience contributes to fixing the population in rural territories.</p> <p>The average age of students is 30, but some may be as old as 50. The training is not aimed at unemployed young people, but it is very difficult to work at the same time. So, our students, when they do their training, do not work. This means that some of them have had to leave their jobs in order to attend the training.</p> <p>It is essential to ensure generational change in extensive livestock farming if we want to maintain our natural environment, conserve biodiversity and the mosaic landscape created by this age-old practice. On an economic level, the school as such is not very sustainable because we do not have fixed and stable funding, and every year we have to juggle to be able to continue. However, the training itself does focus on training our students with the necessary tools to give added value to their product and depend much less on subsidies. On a social level, the school is allowing new cattle breeders to be established in the territory.</p> <p>In ten years, we have had 431 applications to carry out the training (each year we can take between 15 and 20 students), of these 431 applications, 171 students have done the training and 84% have completed it (144 people). Of the total number of people who have finished the training, 61.1% are working in the sector, 17.4% want to work, but at the moment they are looking for a place to settle down, partners, money, etc. And 21.5% do not continue with the agricultural activity or we do not have information.</p>
Related links:	<a href="https://escoladepastorsdecatalunya.cat/">https://escoladepastorsdecatalunya.cat/</a>

**Some additional comments:**

The school of shepherds of Catalonia is a training project that proposes a new model of rural workers. This school is producing very important changes in the rural development of the regions in which it has been set up. Through the generational change that is taking place in the sector, with the incorporation of young people who are alien to this family activity, it is demonstrated that the primary sector, in itself, is an economically, socially and culturally sustainable sector as long as it is committed to small-scale family-based and/or cooperative production.

**Strengths:**

- Revitalizing a depopulated area.
- The bond between rural agriculture and local development is strong.



- Enriching interrelation between different generations (passing on a job and knowledge exchange).
- Gender perspective: introducing women into the sector.
- Careful selection of participants (small groups, dropout risk reduction through the payment of a fee and selection based on professional project and motivation).
- High level of employability after the training.
- Original approach (vision and passion)
- The project succeeds in strengthening traditional economic sectors
- Provides education in a very sought-after field for the rural environment
- Students' work prevents further decline in agricultural activity in rural areas
- Well balanced training program between theory and practice
- Selection of the most motivated participants with the clearest projects.
- The practice is highly transferable as it has been implemented in other regions.

## 2. Our strategy to achieve smart and sustainable development in Berguedà

Name of the initiative	Our strategy to achieve smart and sustainable development in Berguedà
Name of implementing organization	Consell Comarcal del Berguedà
Type of implementing organization	Public Agency
Country (region, municipality)	Catalonia
Year of good practice implementation and duration	2013- ongoing
Target group aimed at:	Young people, companies, entrepreneurs
Funding	Mostly public Most of the funding is public, coming from different public administrations. There is also private investment from local actors
Summary	<p>Berguedà is a county located in the interior of Catalonia. Berguedà has always been sparsely populated land. The main economic activities in Berguedà have been industry and mining, which have suffered strong crises in recent years. It is a region with a great natural heritage and is close to Barcelona.</p> <p>In order to develop this area, a development agency was created. The agency should be an essential actor in increasing the competitiveness and the economic and social cohesion in</p> <p>Berguedà, always favoring the ecosystem as a whole, cooperating with all its key actors (always cooperating and never substituting such actors). Its mission is coordinate, lead and do whatever is necessary to find consensus and, above all, ensure that its projects are implemented. The Agency's members:</p> <ol style="list-style-type: none"> <li>1. Consell Comarcal del Berguedà</li> <li>2. Local Councils (31)</li> <li>3. Barcelona Chamber of Commerce</li> </ol>

	<p>4. Associació Comarcal d'Empresaris del Berguedà 5. UGT Bates-Berguedà</p> <p>6. Berguedà Hotel and Tourism Association 7. CCOO Catalunya</p> <p>The main projects are: Innovation ecosystem: cluster (textile and agro-food cluster), entrepreneurship culture...; "Startup county" &amp; county brand; Rural diversification; Research and Innovation County Strategy for Smart Specialization on circular economy; Sustainable tourism destination; Sport and leisure Strategy.</p> <p>In addition, the agency is also promoting some policies that try to avoid the brain drain because it is one of the main problems in rural areas. These policies: creation and development of talent; attracting talent; recruitment of talent; talent retention and performance.</p> <p>One of the most interesting actions to work on talent is to promote territorial specialization based on Sport and leisure Strategy. The attraction of talent and specialisation in sport and leisure has been pursued through the development of different types of specialised training courses. This training has allowed them to become a reference region and people to come to Berguedà to study these courses, residents to decide to study and people to open businesses related to sporting and leisure activities. In addition, at a territorial level, they have also worked on the organisation of different promotional events, such as mountain races.</p>
<p>Related links:</p>	<p><a href="https://www.bergueda.cat/wp-content/cache/all/index.html">https://www.bergueda.cat/wp-content/cache/all/index.html</a> <a href="https://www.adbergueda.cat/">https://www.adbergueda.cat/</a></p>

**Some additional comments:**

The Consell Comarcal del Berguedà provides services to the town councils such as: Services to schools; Management of water treatment plants; Intervention in waste management; Management of programmes aimed at the care of particularly vulnerable people; Support to town councils to implement electronic administration; and all those services that contribute to improving the life of people living in rural areas to avoid depopulation.

**Strengths:**

- The Agency develop projects suitable for the development of the territory
- The Agency help municipalities to work together and work on reducing the division of municipalities
- Leadership vision from Agency
- The strong network: different organisations and stakeholders/interests into the common goal
- Focus on creating special talent policies: promoting/attracting/retention
- The training strategies in sport and leisure activities
- The continuous analysis and updating of data regarding the needs of the territory
- Recognizing the territorial's potential
- Specialisation and differentiation of the territory in order to attract tourism linked to sport and outdoor recreation.
- Strong promotion and communication strategy: territorial branding:

## AGENZIA PIEMONTE LAVORO (APL)

### 3. OSTANA: regeneration of an Alpine village

Name of the initiative	Ostana: the case of regeneration of an Alpine village
Name of implementing organization	Municipality of Ostana, community cooperative VisoaViso
Type of implementing organization	Public, private, civil society
Country (region, municipality)	Italy (Piedmont, province of Cuneo)
Year of good practice implementation and duration	2000's - ongoing
Target group aimed at:	Workers, the whole local community; refugees; tourists; new potential workers/inhabitants, students; researchers; video-makers; etc.
Funding	Private/Public
Summary	<p>This case study deals with the issue of village regeneration through a holistic approach.</p> <p>Ostana is a small village based, in Piedmont region (North-West Italy), in Western Alps at 1,300 metres above sea level, with a privileged view on Monviso mountain (3,841 metres).</p> <p>In the last century there has been a strong depopulation process, passing from 1,200 inhabitants in 1921 to 5 in 1985. Since then, an innovative repopulation process has been activated and today Ostana counts 80 inhabitants and in summer it hosts about 400-500 tourists.</p> <p>This process has been promoted by a visionary local administration and its Mayor in a continuous public-private cooperation: the concept was to consider mountain not only as a leisure place but as a place to live in. With this aim, innovative strategies were adopted. At the beginning this vision was based on three main factors: natural environment, alpine architecture and cultural heritage. Since 2000's the initiative has become more complex and holistic and has been opening to the outside, creating new networks, attracting people and new economic, cultural ed educational activities.</p> <p>From an environmental point of view, ancient tracks have been recovered and tourism and hospitality have been revitalized. A relevant architectural recovery project on the existing heritage has been realized, based on the respect of natural and traditional materials (wood and stones). Regarding cultural heritage, a strong respect and recovery of the traditional "Occitan" culture acts as a connector, a kind of <i>fil rouge</i> inspiring actions and new projects.</p> <p>During the last 10 years new economic activities started in Ostana. Some of them are private such as a holiday farm, an organic farm, a wellness forest, a tree house, a B&amp;B; others are public/private initiatives, such as a mountain hut hotel, an info point and local products shop, a bakery, a cultural centre (with bar and hostel), a wellness centre.</p>



	<p>As for education, some specialized institutes have been attracted: a video-making school, an interdisciplinary research institute on sustainability and eco-design, an inter-university centre.</p> <p>Recently, small groups of refugees have been hosted and voluntary work for public goods have been promoted: this is an example of social innovation where natives, non-natives and refugees can cooperate together.</p> <p>Networks are constantly evolving, from local to international level: for instance, Oстана is one of the <i>Most Beautiful Villages of Italy</i> (a brand that promotes the safeguard, recovery and enhancement of small villages at risk of depopulation). Moreover, it is the first Italian village included in the <i>Smart Rural Areas 21</i> network in 2021.</p>
Related links:	<p><a href="http://www.comune.ostana.cn.it">www.comune.ostana.cn.it</a>  <a href="http://www.visoaviso.it">www.visoaviso.it</a>  <a href="http://www.monviso-institute.org">www.monviso-institute.org</a>  <a href="http://www.parcomonviso.eu">www.parcomonviso.eu</a></p>

#### 4-5.- Youth entrepreneurship in rural areas: two cases in the provinces of Verbano Cusio Ossola and Asti

Name of the initiative	Youth entrepreneurship in rural areas: two cases in the provinces of Verbano Cusio Ossola and Asti Case 1 - Alpe Burki Case 2 – DuiPuvrun
Type of implementing organization	Private
Country (region, municipality)	Italy (Piedmont, provinces of Verbano-Cusio-Ossola and Asti)
Year of good practice implementation and duration	(Case 1) 2013 - ongoing (Case 2) 2015 - ongoing
Target group aimed at:	Young people at work
Funding	Private/Public

<p>Summary</p>	<p>This best practice deals with youth entrepreneurship issue as a driver for social and economic revitalization of rural areas. Here are presented two cases of young entrepreneurs, a woman and a man, who came back to their native lands to start their own activity in the agricultural sector: a dairy farm in Ossola Valley (mountain area in Northern Piedmont), which is also farmhouse and educational farm, and a farm on Asti hills (central Piedmont) that produces peppers and artichokes restoring ancient seeds.</p> <p>Cristina is the founder of Alpeburki, a dairy farm based in Ossola Valley, associated with a rural tourism and cheese production business in the alpine area of Verbanò Cusio Ossola. The combination of qualified collaborators, with different skills has allowed her to diversify and improve the quality of her products. Innovation, tradition and respect for the environment are combined in this project. Cristina, in her role as President of the Italian Cheese Producers' Association, represents and defends the interests of her sector. Her experience shows that with innovative ideas and effort, rural areas can be revitalised and become an endogenous source of development.</p> <p>Stefano as owner and founder of a peppers and artichokes farmhouse has created a business that combines respect for local varieties of products and the introduction of new technologies, boosting local development in the province of Asti. His project has amplified visibility thanks to the opportunities of the digital world. In addition, Stefano and his entrepreneurial project are involved in movements and networks such as the Slow Food Foundation for Biodiversity, which promotes a model of agriculture based on local biodiversity and respect for the territory and the environment. In this sense, the type of agriculture developed by Stefano is in line with the European Farm to Fork strategy and other similar initiatives aimed at a model of sustainable agriculture and food.</p>
<p>Related links:</p>	<p><a href="#">Alpe Burki</a>  <a href="#">Tourism in Valle Ossola</a>  <a href="#">Duipuvrun presidio slow food</a></p>

**Some additional comments:**

Rural areas are getting more and more popular after the outbreak of COVID-19; pandemic is having a positive effect on territorial repopulation, hence policy makers should boost and re-design instruments and services for such areas.

**Strengths:**

The common thread of these two cases is the slogan “Back to the roots”: they are both business projects with a clear idea that combines traditional aspects linked to agriculture and local gastronomy with sustainable production methods that incorporate new technologies.

The two case studies of youth entrepreneurship in rural areas have many positive aspects:

- Knowledge transfer: learning from old generation but with additional technical and scientific skills
- Interest in old ways/cultivation methods/plants, preventing the loss of local cultural heritage
- Ethic and scientific approach behind the project

- Diversification in the variety of products, with focus on seasonal flow and valorization of local products
- Both initiatives are well positioned with respect to the new Common Agricultural Policy and European agrifood sector programs aimed at sustainable, quality and environmentally friendly production
- Uplifting the area, also with cultural and learning events, good to connect with rural tourism
- Link between rural agriculture and local development
- Collaboration with neighbors and participation in associative movements
- Owners are locals, but with a worldwide education: they know local characteristics and combine them with their wide knowledge and international experience
- Good social media and communication management with new methodology of making business and approaching clients

## PROVINCIA AUTONOMA DI TRENTO

### 6.- Adopt a cow

Name of the initiative	Adopt a cow
Name of implementing organization	Tourism board of Valsugana
Type of implementing organization	Private company, private entrepreneurs, municipalities
Country (region, municipality)	Italy: Valley of Valsugana, Lagorai and Tesino, Province of Trento
Year of good practice implementation and duration	2005 - ongoing
Target group aimed at:	Young farmers
Funding	Private
Summary	<p>Adopt a cow is a funny project born in Valsugana and Lagorai to let you know the beautiful nature of these mountains, to teach you how cheese is made following faithfully old recipes and to show you what it means to live in an alpine hut and watch over cows on mountain pastures.</p> <p>Through this initiative young farmers and their families (57 associated entrepreneurs) developed with the aid of the tourism board a sustainable and innovative project in order to promote their production and in order to boost tourism in their neighborhood.</p> <p>Adopt a cow is targeted for incoming or distant tourists, they can “adopt” a cow by paying a flat sum of 65 € per year. Out of these 65 €: 50€ permit the “adopter” to have diary products, while 15 € are dedicated for charities initiatives.</p> <p>During summer months the “owners” of the cows come to the alpine huts to pick products up. Since people have to come to the valley not only the agro-farm sector benefits from this but also tourism. Tourists come from all over Italy and sometimes from other European countries.</p> <p>To point out some figures in 2020 more than 2.500 cows have been adopted, this turned out in 125,000 € for the farmers and 25,000 € for charity projects.</p> <p>At the moment the project is growing and will encompass many other farmers, this initiative has strong bonds to other public funds such those for Regional Development</p>



	and EAFDR. Through these measures young farmers can start their idea of sustainable activity and net to other initiative (such as that of Adopt a cow).
Related links:	<a href="https://www.visitvalsugana.it/it/lasciati-ispirare/adotta-una-mucca">https://www.visitvalsugana.it/it/lasciati-ispirare/adotta-una-mucca</a>

**Strengths:**

- To help a typical economic activity (Alpine farmers);
- to improve sustainable tourism in mountain areas;
- to help specific social projects/associations;
- to boost local activities and preserve know-how;
- clear focus on fragile area, depopulation, environment potentials by securing farmers' income
- holistic approach;
- part of the project entails also a social objective (charity funding).

**7. Digi-FdB, the digital fort**

Name of the initiative	Digi-FdB, the digital fort
Name of implementing organization	Associazione Culturale Forte delle Benne
Type of implementing organization	Cultural association
Country (region, municipality)	Autonomous Province of Trento – Italy, Municipality of Levico Terme
Year of good practice implementation and duration	2019 - ongoing
Target group aimed at:	Youngsters, Young women
Funding	Public; The Autonomous Province of Trento has concentrated the intervention of the Leader local development, financed through the 2014-2020 RDP, in those areas that most need an integrated approach.
Summary	The project, carried out in the Forte Colle delle Benne di Levico, is a small project born initially from the voluntary action of a group of young locals who asked the Municipality to be able to reopen the manor, to start a digitalization process structured in three new tour itineraries designed for different target groups: families with children, school groups and categories of disadvantaged subjects, such as children with dyslexia. Thanks to the use of a series of games and interactive guides, the visitor is offered an active experience that virtually engages him in the management of the Fort.

	<p>Central and innovative element of the project, in addition to the creation of an application to support the visit and installation of QR-Code, is the creation of an inclusive video game, "Skies of Manawak", designed for cognitive training to support the treatment of children (7-13 years) with Specific Learning Disorders (SLD) and inserted in tablets made available to visitors.</p> <p>The practice is enjoying considerable success and significantly increasing visits to the manor.</p> <p>The involvement of local young people and the networking action made it possible to strengthen the stock of skills and know-how available to small local beneficiaries. In fact, the youth association benefiting from the project was able to count both on the skills of the researchers of the University of Trento, for the development of a game calibrated on the cognitive needs of users with SLD, and on the technical skills of the LAG, for administrative management of the project. The latter is a particularly burdensome aspect for the beneficiaries of rural development policy interventions who, in the face of the economic contribution, must comply with a complex legislation and procedure.</p>
<p>Related links:</p>	<p><a href="http://www.fortedellebenne.it/">http://www.fortedellebenne.it/</a></p>

**Some additional comments:**

Selected as good practice of Digital Tourism at EXPO2020 in Dubai

**Strengths:**

- Use of unused cultural heritage and thereby securing its state and preventing decay and loss
- Cooperation between stakeholders (cultural association, municipality, province, local community)
- Recovery of cultural heritage as a mean to attract visitors
- Potential creation of jobs linked to preservation/construction/cultural and digital sector
- Ability of the youngsters to create jobs (tourism, education)

**TIRANTES**

**8. Education food operator**

<p>Name of the initiative</p>	<p>EDUCATION FOOD OPERATOR</p>
<p>Name of implementing organization</p>	<p>Public-private cooperation in Dutch Vocational education Relationship to (technical) training of food operators</p>
<p>Type of implementing organization</p>	<p>ROC DE LEIJGRAAF (VET school)</p>
<p>Country (region, municipality)</p>	<p>Netherlands, region North East Brabant</p>

Year of good practice implementation and duration	2020 - ongoing
Target group aimed at:	VET students
Funding	Private/Public
Summary	<p>Key activity: Education food processor; 3 courses: - Operator A - Operator B - Technical Operator</p> <p>Courses content examples:</p> <ul style="list-style-type: none"> <li>- Measurement &amp; Control technology</li> <li>- Process operation</li> <li>- Planning &amp; Control</li> <li>- Operating procedures</li> <li>- Maintenance</li> <li>- Construction</li> <li>- Quality Control</li> <li>- IT, automation</li> <li>- Dutch Language</li> <li>- English Language</li> <li>- Calculating</li> <li>- Safety</li> </ul> <p>Customer segments: Meat processing, Medical inspection equipment, Animal feeding, Beverages, Paper processing</p> <p>Input:</p> <ul style="list-style-type: none"> <li>- Contribution from partners, Providing man-hours (Educational &amp; Business)</li> <li>- Contribution Ministry of Education</li> <li>- Contribution through payments from students (Intermediate Vocational)</li> </ul>
Related links:	<a href="http://www.agrifoodcapital.nl">www.agrifoodcapital.nl</a>

**Some additional comments:**

Challenges and bottlenecks:

- Continuity project team
- Tension on flexibility > Planning & Execution
- Imbalance in results for businesses (LOW) and results for Educational institutes (HIGHER)
- Account-management (liaison between businesses and educational institutes)
- Visibility
- Lack of central directing, Leading position of Educational Institutes
- Level of co-creation (LOW)



### Strengths:

- Sustainable achievements Key partner WLP.
- WLP stands for 'Working & Learning in Process Engineering'.
- A successful partnership between: 14 Dutch institutions for Intermediate vocational education, over 70 companies in Process Engineering.
- Our main goal: "To provide, maintain, develop and share knowledge, training and course material in process engineering."
- Growth of young professionals for the process engineering.
- Providing support in realizing a fit in study choice.
- Excellent education on demand.
- Continuous learning (Lower Vocational > Intermediate Vocational).
- Practical courses.
- Customization courses (for businesses).
- The ability to use state-of-the art equipment.
- Excellent working & Learning environment & Experiences.

## 9. Family Pig (Familie Varken)

Name of the initiative	Family Pig (Familie Varken)
Name of implementing organization	Founder Tjacko Sijpkens and his company Big Developments WUR, ICT company Noldus from Wageningen (producer of a chip with a track & trace system in the pigs' ear tag), Inno+ (energy-saving climate system, mainly cooling), and construction company Dura Vermeer
Type of implementing organization	Consortium
Country (region, municipality)	Netherlands, region North East Brabant
Year of good practice implementation and duration	2020 - ongoing
Target group aimed at:	Farmers
Funding	Private/Public
Summary	Essential to feed the world...  Pig protein is an essential element of the circular production system to feed the future world population because of the pig's ability to efficiently convert residual protein into food for humans and to produce organic manure and urine needed for vital agricultural  Right to produce under pressure--- The current way of producing pig protein is about to lose it's right to produce despite it is already very efficient protein conversion due to animal welfare, emission and carbon footprint concerns.

	<p>The farmer is relevant for rural societies</p> <p>The farmer's way of life is in the heart of rural societies and is threatened by the consolidation of the value chains</p> <p><b>Mission:</b> Family Pig is the alternative, integrally sustainable pig production system that secures the role of the pig and the position of the farmer in the future world food system.</p> <p><b>Strategy:</b> Family Pig is a revolutionary new system for breeding pigs, inspired by nature with no additional production cost and investments; Circular feed/manure chain, based on residual proteins and aimed at conversion of chemical fertilizer to fully organic fertilizer; New cooperation model aimed at the sustainable reinforcement of the position of the Family Pig farmers in the value chain.</p>
Related links:	<a href="http://www.agrifoodcapital.nl">www.agrifoodcapital.nl</a>

**Some additional comments:**

For more information, go to the internet and look to the animation: [www.hetfamilievarken.nl](http://www.hetfamilievarken.nl)

**Strengths:**

Powerful insight:

- ANIMAL CENTRIC
- Lower Pharma cost
- Less fall out
- More efficient growth
- Lower feed cost
- Better meat
- No interventions
- Consumer acceptance
- Product integrity
- Low medicine
- Robust animals
- Well being
- Natural behaviour
- Strong team and partnerships: local, regional, national, European



## ABU Akademie für Berufsförderung und Umschulung gGmbH

### 10. KombiBus – Transportservice für die Uckermark

Name of the initiative	KombiBus – Transportservice für die Uckermark
Name of implementing organization	Uckermärkische Verkehrsgesellschaft mbH
Type of implementing organization	Transport company
Country (region, municipality)	Uckermark
Year of good practice implementation and duration	2016 - ongoing
Target group aimed at:	Inhabitants and entrepreneurs in rural areas, tourists
Funding	Private/Public – the company is private but the project is funded by the region
Summary	<p>Old Postbus rethought</p> <p>A bus company brings people and goods to their destinations and puts rural supplies in the fast lane.</p> <p>Not only passengers board the buses of the Uckermärkische Verkehrsgesellschaft. They also transport parcels or frozen food to the most remote village. As combi buses, they serve all stops in the local public transport network. Shops, restaurants and companies are supplied several times a day - and bike rental companies get their rental bikes back quickly. The KombiBus is worthwhile for the sparsely populated region: companies save long distances and costs for purchasing or shipping goods. And on site, customers can be sure that the shelves are always well stocked. You can find impressions of the award ceremony here.</p> <p>The main idea for the UVG was to improve the profitability of public transport by opening up a new business area. An underutilized bus has unused cargo space that can be used to transport goods for a fee. Against the background of a population decline that has been ongoing since 1990, which is accompanied by a deterioration in the profitability of public transport, the transport of goods and goods should generate additional income in order to expand the existing public transport offer in the district and thus also to attract new passengers.</p> <p>For the district of Uckermark and the state of Brandenburg, on the other hand, the improvement of rural infrastructure and the testing of new strategies for public services of general interest were in the foreground. With an improvement in the quality of life, both in the area of transport and in the area of supply, the KombiBus should strengthen the location of the district of Uckermark. By making use of free capacity in scheduled services, the KombiBus also helps to conserve resources.</p>



Related links:	<a href="https://land-der-ideen.de/projekt/kombibus-transportservice-fuer-die-uckermark-526">https://land-der-ideen.de/projekt/kombibus-transportservice-fuer-die-uckermark-526</a>
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**Strengths:**

The use of existing bus routes and infrastructure strengthens the public transport net for inhabitants, such as pupils and those without cars, as well as tourists. There is no competition and the rural government has developed and supports the project, as it reactivates previously active routes. Other positive aspects are securing jobs, mobility, and ecological. The cooperation between the stakeholders in the area grows, taking in improved mobility also for local producers and their local and touristic customers. Online business is strengthened and brings further jobs.

**11. Aktive Naturschule – Freie Naturschule Templin**

Name of the initiative	Aktive Naturschule - Freie Naturschule Templin
Name of implementing organization	Freie Schule Prenzlau e.V.
Type of implementing organization	Registered Association
Country (region, municipality)	Uckermark
Year of good practice implementation and duration	1997 - ongoing
Target group aimed at:	Small children for daycare, primary and secondary children up to finishing school after 13 years to go on to university if desired, parents who want their children to be taught in a conscious environment, wanting participate in this education.
Funding	Private/Public – it is a private incentive supported with government money



<p>Summary</p>	<p>The association Freie Schule Prenzlau e. V. is the non-profit sponsor of the active nature school with a Montessori orientation in Prenzlau and Templin and the associated day-care centers.</p> <p>Here, children and young people can develop their natural potential in an inquisitive, mindful and self-determined manner. The educators are at their side as learning companions - attentive and with respect for their personality and activity.</p> <p>The association Freie Schule Prenzlau e.V. is a member of the Federal Association of Free Alternative Schools, the Working Group of Free Schools in Brandenburg and the Montessori State Association Berlin-Brandenburg.</p> <p>Promote and support</p> <p>It doesn't matter whether</p> <p>you enthusiastically accompanied your child or grandchild in the active nature school, You were a student yourself or You want to get involved in educational diversity and sustainability:</p> <p>Strengthen self-determined social and ecological learning in the Uckermark with us!</p>
<p>Related links:</p>	<p><a href="https://www.aktive-naturschule.de/">https://www.aktive-naturschule.de/</a></p>

**Strengths:**

The role of nature in the learning methods suits the area of Uckermark very well, as the school is situated in nature and the teaching connects nature and territory which can create links to this rural area. With three schools in the region, the enmeshment is growing.

The basic idea of parents founding this school and wanting to be involved in the development and design of the school program gives these parents and likeminded others a reason to stay in the area with their children. Therefore, the relational link between school and parents is strong. The focus of a school of this type is paying close attention to the connection with nature and the community development.

The teaching process can be continued from 2yrs to 18 years of age with individual attention given to the pupils. This very alternative way of education based on the Montessori approach shows also in various specialization projects in different subjects that can be developed with the pupils. Such a teaching process brings teachers into the school who are idealistic and focused on the development and empowerment of their pupils.

## 12. QRegio – Local Produce Warehouse Delivery Service

Name of the initiative	Qregio GmbH & Co. KG
Name of implementing organization	Bauernkäserei Wolters GmbH Betriebszweig: Q-Regio Handelsgesellschaft mbH & Co. KG
Type of implementing organization	Private company
Country (region, municipality)	Uckermark
Year of good practice implementation and duration	2014 - ongoing
Target group aimed at:	Local producers, local customers – and expanding into adjoining regions
Funding	Mostly private – Owner applying for funding as possible to develop his growing business ideas
Summary	<p>Q-Regio brings regional products directly to your home in a short way! Since 2004, our concept has been the joint marketing of the producers in order to offer rural products from the region for connoisseurs, traders and restaurateurs with high standards.</p> <p>On our website you can find out the history of the regional producers and the individual products. The production is transparent - you can visit many of our producers! You can read detailed information on our website.</p> <p>If you have any further questions or comments, please contact us. Under local sales YOU can also be announced where there is a point of sale with our regional offer for direct purchase in your area.</p> <p>We hope you enjoy your online or offline shopping!</p>
Related links:	<a href="https://www.q-regio.de/">https://www.q-regio.de/</a>

### Strengths:

This incentive started small and grew into a full-fledged distribution center of local goods. There is no competition for this idea of a shared warehouse to reduce costs and ensure effective delivery. Employment possibilities have grown steadily, as shops as tasting and selling points were included. The company uses the Kombibus-System and allows for product diversification as more local producers join the network. Here lies another secret of success: Fostering conditions for staying in and coming to the Uckermark to live and to develop own business ideas, as there is a support network. Digital market technology further boosts this network, reaching also tourists enjoying the area. The start as family business includes the workers, as they trust their company and further its growth owning their responsibilities.

### 13. Gutshof Kraatz – Fruit Winery, Vacation, and (online) Shop

Name of the initiative	Gutshof Kraatz
Name of implementing organization	Florian Profitlich & Edda Müller
Type of implementing organization	Private Company
Country (region, municipality)	Uckermark
Year of good practice implementation and duration	2010 - ongoing
Target group aimed at:	Tourists of the region, Locals
Funding	Mostly private – Owner applying for funding as possible to develop his growing business ideas
Summary	<p>Welcome to the Kraatz estate !</p> <p>100 inhabitants, a cider press, an inn and two holiday homes. Welcome to the Uckermark! Eat - drink – sleep.</p> <p>Winery:</p> <p>Our press house is located in a listed barn on the Kraatz estate. The building was probably built around 1870. It therefore dates from a time when work was still done entirely manually by people with the help of draught animals. The building has not been used as a barn for a long time. Today we process old apple and pear varieties as well as quinces into juice and wine.</p> <p>For many of our products, modern table fruit - as we know it from the grocery trade - is aromatically unsuitable. That is why we almost exclusively use old varieties from orchards and gardens in the region. Only with the quality of the old, highly grown apple and pear varieties can we achieve the variety of flavours and intensity of our wines and juices.</p> <p>Our fruit grows in orchards, along field paths and in gardens in the region. We harvest most of it ourselves - some old varieties we buy from certified organic fruit growers.</p> <p>Take a holiday. Enjoy pure nature in the Uckermark.</p> <p>Lakes, fields and forests:</p> <p>Discover cranes and tree frogs, listen to the nightingale and hear the toads calling - explore the region, whether on foot, by bike or by boat. Browse in the antiquarian bookshop, drink coffee or fresh herbal tea. Enjoy home-baked cakes and handmade ice cream or drop by the studios of the local artists.</p>

	<p>You can spend your holidays in the premises (for 2 to 6 people) or in the farmhouse (for up to 8 people) of the Kraatz estate.</p> <p>Wine tavern, Restaurant, Café &amp; Farm Shop:</p> <p>We spoil you with homemade wines and juices from more than 30 old apple varieties. Enjoy our seasonal cuisine made from fresh regional ingredients - from game sausages to apple strudel. We bake fresh cakes for tea or coffee. You can linger here at any time of year, in winter by the open fire and in summer on the terrace under the roses.</p> <p>Weinschänke</p> <p>Restaurant, Café &amp; Hofladen</p> <p>Wir verwöhnen sie mit hausgekelterten Weinen und Säften aus mehr als 30 alten Apfelsorten. Genießen sie dazu unsere saisonale Küche aus frischen Zutaten der Region - von Wildbratwürsten bis Apfelstrudel. Zum Tee oder Kaffee backen wir für sie frischen Kuchen. Zu jeder Jahreszeit können sie hier verweilen, im Winter am Kaminfeuer und im Sommer auf der Terrasse unter Rosen.</p>
Related links:	<p><a href="https://gutshof-kraatz.de/">https://gutshof-kraatz.de/</a></p>

#### Strengths:

Gutshaus Kraatz not only produces, but also brings tourism and locals into the village with its agrotourism, collating rural tourism in guest houses and a visiting point at the winery of high quality fruit wines. These wines are sold throughout the region, with a good reception and presence p.e. in a large market such as Berlin that demands environmentally friendly quality products. The strong identity of this creative niche product make it sustainable, with no funding needed. However, to expand, funding is used in the slow growth of making the area more attractive to locals as well as tourists.

The added value to the rural area lies also in the renovation and recovery of old houses, responding to the lack of accommodation in the area. With the slow growth, job offers develop for locals for both, qualified professionals and low-skilled workers. The networking amongst businesses and producers in the region strengthens everyone in the area in this very personal approach and boosts economic growth.

The idea of working with available, unused resources brings a high ecological impact about, in the revitalization and requalification of territory and orchards, improving bio-diversity in preserving old fruit species in the area.

#### 14. EST - Europäische Schule Templin

Name of the initiative	EST - Europäische Schule Templin
Name of implementing organization	Förderverein Joachimsthal'sches Gymnasium e.V.
Type of implementing organization	Registered association
Country (region, municipality)	Uckermark



Year of good practice implementation and duration	2014 - ongoing
Target group aimed at:	Pupils and the community of Templin in Uckermark
Funding	Private/Public – an e.V. as association collects money and acquires funding and sponsoring
Summary	<p>Founded in 2016, the charitable foundation Stiftung Gebäudeensemble Joachimsthalsches Gymnasium Templin is the organisation behind the European School Templin (est) initiative. It has its headquarters in Templin and a project office in Berlin. The foundation’s first act was to purchase the historic building ensemble in mid-2016.</p> <p>The experts on the Advisory Council advise the foundation team on an ongoing basis on pedagogical and construction-related issues.</p> <p><i>The European School in Templin is becoming a reality</i></p> <p>Hundreds of pupils will be able to attend a school that will allow them to explore the diverse culture of Europe and develop into committed Europeans. Even before the federal government pledged to provide funds of €30 million, we finalised the architectural master plan and got ready to carry out renovation work on the roofs. We had a record number of visitors on Heritage Day. It is becoming very clear that the European School Templin will be a stand-out educational project for the Berlin-Brandenburg region. The support of the State of Brandenburg has been particularly important in securing the federal government grant, and we are very grateful to the political representatives of Brandenburg for recognising the significance of our project.</p> <p><b>A breakthrough for the European School Templin: A €30 million federal grant</b></p> <p>In late November, the members of the German Bundestag’s Budget Committee agreed to provide a grant of €30 million for the renovation of our listed school buildings. The federal funds are earmarked for the appropriate restoration of the historic ensemble. The State of Brandenburg is being asked to contribute a suitable sum towards that. With this step, we reached an important milestone on the road towards being able to open the school in the 2024/25 academic year.</p> <p>Our guiding principle is built on European values of peace, tolerance and culture. We will create a school that looks beyond the present day to consider the needs of the future. This school will be an education incubator and a stand-out project for the whole region.</p> <p>At the heart of what we do is a positive image of humanity. In this regard, we are continuing the tradition of the Joachimsthalsches Gymnasium. Like our historic predecessor, we are an educational pioneer that bravely crosses existing boundaries. We will enable our pupils to develop holistically – both academically and personally.</p> <p>The historic Gymnasium’s motto is just as relevant to us today:</p> <p><i>Dic cur hic – Say why you are here!</i></p>
Related links:	<a href="https://est.eu/">https://est.eu/</a>



**Strengths:**

The large scale public and private funding with strong political and institutional support is a clear strength of this project. The choice of the area and the building show a connection to heritage and history where resources are recovered and used. The reconstructions, teaching and maintenance of the school bring secure jobs to the area that also attract families. While the aim of mixing elite families and support of local pupils shows humanistic values as a cultural centre open to the region, connecting cultures. The way this European school is well-planned is prestigious for the area, p.e. with Polish also connecting the border areas. The idea of creating a European school here, teaching and living European values is a strength as such.

**JUNTA DE COMUNIDADES DE CASTILLA-LA MANCHA**

**15. ACCEM: a socio-labour insertion project in Sigüenza**

Name of the initiative	ACCEM: a socio-labour insertion project in Sigüenza
Name of implementing organization	ACCEM
Type of implementing organization	A non-profit organisation
Country (region, municipality)	Spain, Castilla-La Mancha, Sigüenza
Year of good practice implementation and duration	1992 - ongoing
Target group aimed at:	Refugees, workers, immigrants
Funding	Mainly public, although it also relies on private sponsorship.
Summary	<p>Accem is a non-profit organisation that works to improve the living conditions of people in vulnerable situations. Accem has always been recognised as an expert in intervention with people seeking international protection, refugees and migrants. Currently, in addition to working with these profiles, it also carries out programmes aimed at vulnerable people, unaccompanied minors, young people, the elderly and inhabitants of rural areas.</p> <p>The organisation created a Migration Centre in one of the areas that has suffered and is suffering the most from the consequences of depopulation. Since 1992, the Centre has managed 90 reception places, 60 for applicants for international protection and 30 for humanitarian reception.</p> <p>It is committed to training + employment, creating a dynamic of training actions in economic activities with a strong demand for employment in the area (construction, commerce, hotel and catering, personal care). In the last 10 years, approximately 200 people have benefited from these training actions, with a level of employment insertion close to 75%. In the last year Accem has contacted more than 60 companies (self-employed and SMEs), obtaining 48 jobs for 17 women and 31 men.</p>



	<p>The Junta de Comunidades de Castilla-La Mancha is one of the funders of this programme. ACCEM teaches Spanish to immigrants and refugees, through its courses it trains them for certain jobs and puts them in contact with the business fabric of the Sierra Norte de Guadalajara. In addition, it advises and supports them in legalising their residence permits in Spain.</p> <p>Furthermore, Accem created an insertion company called "SAVIA NUEVA SERV GENERALES SL" through which they try to help people with greater difficulties to find work in the normalised labour market.</p> <p>A new challenge ahead: Ukrainian refugees fleeing from war!</p>
Related links:	<p><a href="https://www.accem.es/insercion-socio-laboral-siguenza/">https://www.accem.es/insercion-socio-laboral-siguenza/</a> <a href="https://www.accem.es/">https://www.accem.es/</a></p>

#### Some additional comments

Around 13,500 people live in the Sierra Norte de Guadalajara area, distributed in a total of 81 municipalities, with Sigüenza being the municipality with the largest population. In recent years, Accem's training and employment division has strengthened its response to the existing needs in the area, especially those related to vocational training and socio-labour insertion processes.

The boom in tourism, housing rehabilitation, forestry, local services and personal services has led to the creation of new jobs, a high percentage of which have been filled by immigrants.

#### Strengths:

- Immigrants and refugees improve their training and employability and do so in an area with pressing depopulation problems. The on-the-ground knowledge of labour needs makes the training offered (VET) practical and oriented to the working environment of the Sierra Norte.
- The combination of training and collaboration with local companies enables the settlement of migrants and refugees.
- Effort to integrate migrants and refugees. The figures reinforce this argument: the Sierra Norte de Guadalajara has a foreign population rate of 16% as a whole, above the provincial total, which stands at 15%, and 10% in Castile-La Mancha as a whole. In this region, municipalities such as Sigüenza, Jadraque and Atienza stand out with rates above 20% of the population.
- The provision of language courses for immigrants and refugees.
- The task of supporting the regularisation of permits and documents of immigrants and refugees including diplomas or training in their country of origin is an added value.
- The commitment and the link with the rural area and its socio-economic reality is one of its strong points.

#### 16. "Gustos de antes", the bakery of Irene and Rebeca Gómez

Name of the initiative	"Gustos de antes" The bakery of Irene and Rebeca Gómez
Name of implementing organization	Gustos de antes, S.L.

Type of implementing organization	Private enterprise
Country (region, municipality)	Spain, Castilla-La Mancha, Sigüenza
Year of good practice implementation and duration	2016 - ongoing
Target group aimed at:	Workers, migrants
Funding	Private
Summary	<p>In 2016 Irene decided to return to Sigüenza after a few years living in Catalonia where she learned much of her pastry and baking skills. In her previous job she was able to complete her training with stays in France and Belgium. Together with her sister Rebeca, she took over her parents' churrería and in just a few years they have turned it into a well-known bakery in the area with a considerable capacity for expansion. "Gustos de Antes", which began as a small business of churrería, bakery and pastry based on traditional craft techniques and as a result of their continuous training and innovative initiatives was evolving and expanding its product offering. In addition to the dispatch of bread, pastries and sweets produced in their own bakery, "Gustos de antes" offers the possibility of taking them on site with cafeteria and churreria service.</p> <p>To recruit their workers they have made use of the existing Refugee Center in the locality with which they also collaborate in training. For Irene and Rebeca's company it is important that their workers live in Sigüenza or nearby villages. The work schedules are demanding, starting at dawn in many cases. In winter especially, communications can be difficult, so proximity is a guarantee. In addition, they try to use products and raw materials from the area and have woven a network of supplies that contribute to revitalize local businesses.</p> <p>Today they employ 17 workers (both sisters included) from very different nationalities, mostly women, many of them trained in the company. They have recently opened a shop in the nearby village of Jadraque, where they are originally from. In addition, they actively participate in training courses in the field of pastry and bakery in the area. They are currently considering the possibility of opening a new store in the city of Guadalajara. The regional government of Castilla-La Mancha has recognised them with the Rural Woman of the Year 2021 award.</p>
Related links:	<a href="https://www.facebook.com/gustosdeantes/">https://www.facebook.com/gustosdeantes/</a>

**Some additional comments:**

Examples of entrepreneurship in rural areas with depopulation problems led by women are not very numerous but are of extraordinary value. Sigüenza and the Sierra Norte area in the province of Guadalajara, despite its attractions, face enormous demographic challenges.



### Strengths:

This business initiative combines key elements for the revitalization of rural areas, among which we can mention:

- Entrepreneurial spirit and enormous enthusiasm of Irene and Rebeca.
- Job generation. A large part of the required training is obtained in the company itself.
- Growing collaboration to extend training through the Refugee Center in Sigüenza.
- Integration of workers of different nationalities (refugees and immigrants).
- Gender perspective to be considered. Employs mostly women.
- Due to its special working conditions, it is a particularly valuable experience to generate the settlement of population in the area.
- It favors the revitalization of other local producers from whom a good part of the inputs used for the elaboration of their products are obtained.
- The success of its formula seems to guarantee the company's sustainability, although succession is always a sensitive issue in family businesses.

## 17. Employment and cultural heritage: the case of Noheda - The Recual programme

Name of the initiative	Employment and cultural heritage: the case of Noheda. The Recual programme.
Name of implementing organization	The Provincial Council of Cuenca
Tipo de organización implementadora	Public administration
País (región, municipio)	Spain, Castilla-La Mancha, Villar de Domingo García
Year of good practice implementation and duration	2009 – ongoing
Target group aimed at:	Unemployed people
Funding	Public, mostly coming from the regional administration and with contributions from the Provincial Council
Summary	<p>The programmes for professional requalification and retraining and employment (RECUAL) are part of the public employment and training programmes established in the revised text of the Employment Act, approved by Royal Legislative Decree 3/2015, of 23 October.</p> <p>They are temporary programmes in which training and employment alternate. The aim is for participants to learn while they carry out productive work in activities of public and social interest. The aim is to improve labour market insertion through professionalisation and the acquisition of experience of unemployed participants. The participants are hired for six months by the promoting entity, through the figure of the training and apprenticeship contract, which has a training phase of at least 25% of the contract hours and a work phase of actual work. Thus, at the end, participants obtain a</p>

	<p>certificate accrediting the units of competence associated with the modules included in the training programme.</p> <p>From 2009 to 2020, 6 Employment Workshops have been developed in the Villa Romana de Noheda and the Programme for Professional Re-qualification and Re-training that we are currently carrying out.</p> <p>In the current programme, in the training phase, a Certificate of Professionalism level 1 of the professional family of building and civil works is being taught, which allows students to work in the professional area of masonry, a very male-dominated sector with a high deficit of professionalization.</p> <p>They also receive training in occupational hazards, environmental and gender awareness and basic training.</p> <p>At the end, the participants obtain an official qualification and have gained experience in the trade, as well as being able to benefit from social benefits and allowances. The promoter of the project and beneficiary of the grant is the Patronato de Desarrollo Provincial de la Diputación Provincial de Cuenca. It is quantified at 91,452.64 euros provided by the Junta de Comunidades de Castilla-La Mancha and 7,000 euros provided by the Patronato Provincial, bringing the total cost to 98,452.64 euros.</p> <p>The enhancement of the site began with awareness-raising work aimed at the local inhabitants. Initiatives such as the holding of Roman days contributed to raising the awareness of the local population and supporting the Project. As for the work carried out in the current REQUAL, it has focused on bringing to light an imposing building of some 800 metres in plan, carrying out the delimitation work. This building is located between the Sala Triabsidada, where the impressive mosaic is located, and the baths or balneum.</p> <p>It should be noted that today we have a site that can be visited, with a building that houses a tri-absorbed room of almost 300 square metres with a spectacular mosaic, a balneum that has already been excavated and on which work is being carried out for its restoration and museum project. In addition, of the people hired in the workshops, between 16-20 per call, 2 stable jobs have been created with a qualified profile linked to visits to the site as well as several more associated with the maintenance and management of the facilities.</p>
<p>Related links:</p>	<p><a href="https://cultura.castillalamancha.es/patrimonio/yacimientos-visitables/villa-romana-de-noheda;">https://cultura.castillalamancha.es/patrimonio/yacimientos-visitables/villa-romana-de-noheda;</a> <a href="https://www.youtube.com/watch?v=bSOHIQeTKjM;">https://www.youtube.com/watch?v=bSOHIQeTKjM;</a></p>

**Some additional comments:**

The work of the REQUAL programme "TALLER DE EMPLEO DE NOHEDA VI", takes place in the 4th century Roman Villa located in Noheda, a small hamlet belonging to the municipality of Villar de Domingo García with a little more than 230 inhabitants.

It belongs to the natural region of La Alcarria, declared one of the most disadvantaged and depopulated areas of the European Union.



**Strengths:**

- Combination of cultural investment through rehabilitation and the creation of the visitable museum, with training for unemployed people with difficulties in accessing the labour market and promotion of cultural tourism in an area with demographic problems.
- Strong public support for the actions and the possibility of access to European funding.
- Link with the University of Castilla-La Mancha.
- Original way of attracting the support of the local population through the Roman days initiative.
- The quality and importance of the archaeological site itself with potential yet to be discovered.
- The attraction of tourists to the locality can generate initiatives related to catering and accommodation in the locality.
- The generation of jobs directly created, including some skilled jobs.

**OSNOVNA ŠOLA LOVRENC NA POHORJU**

**18. Faculty of Agriculture and Life Sciences**

Name of the initiative	Agricultural Centre
Name of implementing organization	Faculty of Agriculture and Life Sciences
Type of implementing organization	University of Maribor – Scientific and educational institution
Country (region, municipality)	SLOVENIA
Year of good practice implementation and duration	Long termed. The Faculty of Agriculture and Life Sciences (FKBV) is one of the founding members of the University of Maribor, with history dating back in 19 <sup>th</sup> century.
Target group aimed at:	Scientists, students, local inhabitants, farmers
Funding	Public – State of Slovenia
Summary	<p>The Faculty of Agriculture and Life Sciences at the University of Maribor is a scientific and educational institution. As a university member, the faculty represents the progress of science in many fields of agriculture resulting in a good bibliography (high-impact original scientific papers, conference contributions and patents).</p> <p>The faculty is located in the centre of the most important agricultural region in Slovenia, facilitates a good combination of theory and practice and enables the application of academic knowledge to practical work. Part of the research and educational activities of the Faculty of Agriculture and Life Sciences are carried out at the university's agricultural centre. It is located at the foot of Pohorje, about 12 km from Maribor and covers:</p> <ul style="list-style-type: none"> <li>• 55 ha of fruit tree plantation</li> <li>• 60 ha of fields</li> </ul>



	<ul style="list-style-type: none"> <li>• 18 ha of vineyards at Meranovo</li> <li>• 22 ha of grasslands</li> <li>• 240 ha of forests</li> <li>• 8 ha of botanical garden area</li> </ul> <p>These areas are used for research and for the practical work of about 700 students and 70 members of teaching staff.</p> <p>The Faculty of Agriculture and Life Sciences has numerous accredited undergraduate and postgraduate study programmes.</p>
Related links:	<a href="http://www.fkbv.um.si/en">www.fkbv.um.si/en</a>

**Some additional comments:**

Connecting university knowledge, student and teacher's research and work on fields and transmitting the knowledge to local inhabitants and farmers has great results.

**Strengths:**

- Close to Maribor, the second largest Slovenian city
- Students have possibilities to work on fields, they can practice in their own orchards, greenhouse, animal house, vineyard
- Lots of research and innovation works
- Has a lot of Erasmus programs
- Is connected with lots of European universities
- It is in league with successful universities around the world
- Research activates play an important part of the daily activities conducted at the faculty, including emerging technologies such as agricultural robotics, biosystems Engineering, conducting a series of research activities, producing a state-of-the-art approaches, such as the new SLAM algorithm Research activities also include the development of a small field robots build for research and educational purposes.
- For the past 10 years the department has been an active member of the Field Robot Event, achieving multiple top place positions (FRE2011 – 3<sup>rd</sup>Overall, FRE2012 – 1<sup>st</sup>place – Freestyle, FRE2014 – 3<sup>rd</sup>place – Basic Navigation ...).

19- 20- 21- 22-23. Five cases of entrepreneurship in Lovrenc na Pohorju

**SAINT LORENZ**

Name of the initiative	Saint Lorenz, sourdough bread and natural syrups
Name of implementing organization	Saint Lorenz, Špela Španbauer, s.p.

Type of implementing organization	Private enterprise
Country (region, municipality)	Slovenia, Podravje, Lovrenc na Pohorju
Year of good practice implementation and duration	2020 - ongoing
Target group aimed at:	Local citizens of Lovrenc, and Maribor for sourdough bread, and general population of Slovenia for natural syrups. We are targeting customers that value tasty food and drink made from local ingredients.
Funding	Private
Summary	<p>The Saint Lorenz story began 25 years ago when my husband and I met and dated in a field behind his parents' house, where we now have a black elderberry and lavender plantation. Saint Lorenz is a love story. Love for each other, love for the place, love for the most genuine that we have and carry within us. We want to connect all this and offer it to others as well. My desire, which burned in me for many years, was to work together with my husband Gregor. To create something worthwhile that we will be able to leave to our three girls as well. We have always loved to hang out together and so the desire was born to cooperate in business.</p> <p>In 2019 I acquired national professional qualification for bakery and pastry, and thus lay ground to start my own business. After 10 years of work with clients in a bank and in the midst of first corona wave, I decided that the time is now. When lock-down ended instead of going back at the counter I throw a party for my colleagues with delicious bread and chocolate cakes and invite them to find me in a new post. This was the season of flowering elderberry and the whole family was picking elderflowers and making the first bottles of Saint Lorenz syrup for sale.</p> <p>The products available with us are natural syrups Saint Lorenz, in six different flavors, elderberry, elderberry with strawberry, lavender, lavender with raspberry, mint and lemon balm with orange and thyme. They are special because they are made from carefully selected herbs that thrive in our gardens and elderberries that we collect in the forests of Pohorje. They are a Slovenian product, from the first flower to the last drop in the bottle. Of course, we also bake bread with yeast, which is becoming a real hit, milk bread and cakes to order. During the festive season, fruit bread is also available in our shop, which we prepare from dried fruit dried in a traditional 200 years old local fruit dryer (in Lovrenc dialect called "pajštva").</p> <p>Sourdough bread is baked because it is the best and healthiest. It is a bond with the past and an investment for the future. A man who tries this intoxicating bread is enchanted forever.</p> <p>We offer our products in our bakery in Lovrenc, on farmers markets in Maribor, Ruše and Rogla and in some local food stores around Slovenia. Our marketing is done through Facebook and Instagram, and we are launching also a webshop, as stated below.</p>



	For now, I am the only full-time employee, but the whole family is supporting me. For the year 2022 I plan to hire a couple of helping hands. I hope that will be my husband for full time as well.
Related links:	<a href="http://www.saintlorenz.si">www.saintlorenz.si</a>

#### Strengths:

- Great feedback from our customers, that are at the same time our strongest sales team – our ambassadors.
- Dedication to develop delicious food and drink from best local ingredients, e.g. organic flour from a stone mill, hand picked flowers of elderberry, lavender, mint and lemon balm leaves, organic strawberry.
- Great service to and wonderful relationship with our customers. Baking bread for someone is always personal. Pouring an elderflower with strawberries juice to happy kids on a hot summer day is unforgettable.

#### KOČA DOBNIK

Name of the initiative	KOČA DOBNIK / COTTAGE DOBNIK – holiday house
Name of implementing organization	Asfaling, gradbeno podjetje d.o.o.
Type of implementing organization	Private company
Country (region, municipality)	SLOVENIA
Year of good practice implementation and duration	2016 - ongoing
Target group aimed at:	Tourists, Nature lovers
Funding	Private. Funding done by family members till 2016 and later through a family business – company Asfaling d.o.o.
Summary	The owner's family (Pernat – Lesjak) have in 2011 decided to fully renovate their 200-year-old family cottage, but still save as much as possible of the history in the house. They wanted to open a tourist accommodation offering peace and quite and

	<p>connection to nature. That idea was for some very strange, because the region was not very interesting for tourist and there was lots of skepticism. In 2016 they opened a hospitality business as a second business category of their construction company. They hired a professional photograph and created an internet site, as well as a site on Booking.com and Google My Business. The key logic behind the accommodation business was to keep the tourist on site – at the holiday house, by offering different activities and to connect to different local providers that could supplement the offer. So, they started to collaborate with local provider of sports activities – Pohor Adventure, with local masseuse Darja Urbanc and local physiotherapist – Ambrož Cotič, local Pizzeria Zlati Škorpiljon for food delivery, local bakery Saint Lorenz, local pasta producer – Moje Testenine, local ecological farm – Sadonik and Ferlinc (welcome gift is an ecologically produced apple juice form Ferlinc Farm). In their bathroom they offer local soups from a provider Zelišča Salvia and all the promotion material were made by local textile producer – Martina Vračko – Kolman. In the house they offer local food products and their own honey from a nearby beehive. From 2021 they also rent out 5 mountain e-bikes.</p> <p>From 2016 the business is constantly evolving and growing. They have in average 120 days rental of the house with around 800 overnight stays or about 300 guests per year. Form 2016 till March 2022 altogether they have hosted 1.500 guests. The ratio between Slovenian and foreign tourist is around 60% - 40%, due to many of regular guests that return every year. They also have yearly promotion activities, high standards of hospitality and constant aspiration for being better.</p> <p><u>The description of the accommodation:</u> Cottage Dobnik is a holiday house that is situated in the heart of Pohorje forests, 2 km away from a small town, Lovrenc na Pohorju. The house is located on a 44 ha (108.724 acres) estate and offers you a total relaxation, peace, and intimacy. The cottage has a big garden with a family swing and lots of flowers. On the garden there is also a big open fireplace (firepit), large BBQ and sitting area, children’s playground and herbal garden beam that you can also use when cooking. Near the house is a wellness cottage with Finnish sauna and a possibility of offering different massages from a local provider. Additional activities, such as guided hiking, climbing, canyoning, boat rowing and horseback riding, can be arranged at your request.</p> <p>In the house there is a fully equipped kitchen, living room with a big dining table for 12 people, bathroom with shower, toilette, and 4 bedrooms for 8 persons with 4 extra beds and one baby cot. Behind the house is a big wooden terrace. In addition, the house is equipped with WI-FI, two LED TV with local channels, stereo, DVDs, books, entertainment games, badminton rackets, slippers, towels, linen, basic toiletries and basic kitchen supplies.</p>
<p>Related links:</p>	<p><a href="http://www.koca-dobnik.si">www.koca-dobnik.si</a>  <b>FB @kocadobnik</b>  <b>IG @dobnikhome</b></p>



### Some additional comments:

Connecting with local community and taking care of your business partners as well as running a business with high standard of services is the key for everyone's satisfaction!

### Strengths:

The tourist accommodation centers its comparative advantages through following attributes:

- Location in the middle of a forest, surrounded by hectares of private property of the owners.
- No neighbors and guaranteed privacy
- Pristine connection to nature
- Strong collaboration with local community and providers of different goods and services
- Connecting with history by staying in 200 years old cottage with authentic interior
- High standard of quality of services and cleanliness.
- Self-catering accommodation with food delivery option
- Different possibilities of spending time at the property (Finnish sauna, open fireplace, big BBQ, Big terrace and garden of flowers, bird watching, rental of mountain e-bikes, children's playground, herbal garden beam, bread oven)
- 8+4 beds for big families or groups of friends
- Teambuilding organization possibilities

Additionally, we were shown 3 more excellent examples of local entrepreneurs who have started their business ventures in the municipality of Lovrenc na Pohorju in recent years. They have in common the use of local raw materials, the artisanal way of production and the added value they bring to revitalise this rural area of Slovenia. It is worthy to mention that 4 of the 5 examples of entrepreneurship have women as main actors. These 3 initiatives are:

- **Salvia** is the brand of natural cosmetics handmade by Goran Poglajen and his wife. They have managed to market them in the Lidl supermarket.
- **Nelly's food truck** is a fast food business set up by Nelly and her husband in a refurbished and adapted truck.
- **Tatjana Bezjak**, produces an excellent handmade pasta and sells it locally.



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