



LAG
THE RICHES OF THE RURAL AREA
ALONG THE DRAVA RIVER AND IN SLOVENSKE GORICE
SOCIETY



LAS DRUŠTVO ~ BOGASTVO PODEŽELJA
OB DRAVI IN V SLOVENSKIH GORICAH~

Estonia,
05.08.2025



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- LAG



- ESTABLISHED IN NOVEMBER 2007
 - AS ASSOCIATION (2007-2013)
 - AFTER 2015 organized as
- LOCAL CONTRACTUAL PARTNERSHIP



- OFFICIALLY APPROVED IN JANUAR 2024 (2021-2027)

by the Slovenian Ministry of Agriculture, Forestry and Food (MKGP)
as operating LAG



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MEMBERSHIP



 **67 MEMBERS**

MEMBERSHIP STRUCTURE:

- Private sector: 18
- Public institutions: 8
- Societies, NGOs: 22
- Municipalities/communes: 8
 - Individuals: 10
 - Foundation: 1



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Main bodies of LAG



❧ LAG Members Assembly

❧ President of LAG

elected by the LAG Members Assembly (appointed for 4 years)

❧ Executive Committee (18 members)– elected office

❧ Supervisory Committee (3 members)- elected office

❧ Project Evaluation Committee (7 members)



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Size of LAG



☞ Encompasses local communes:

Municipality of Ptuj, and communes Markovci, Dornava, Destrnik, Juršinci, Kidričevo, Hajdina and Trnovska vas.

☞ : Territory coverage: 311,8 km²

☞ Population: 29.469



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LDS

thematic priorities

- ❧ job creation,
- ❧ development of basic services,
- ❧ environmental protection and nature preservation,
- ❧ greater inclusion of the young, women and other vulnerable groups



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Local Development Strategy



- ❧ Funds: 1.908.653,47 € EAFRD+ERDF
- ❧ For tender: 639.629,96 EUR (EAFRD)
and: 671.514,34 EUR (ERDF)
- ❧ For cooperation project: 231,378,41 EUR
- ❧ For animation and work on LAG: 366.130,76 EUR
(each fond 183.065,38 EUR (Period 2023-2029))



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Local Development Strategy



- ❧ public call with cut-off dates for the entire period
- ❧ maximum amount: 50.000,00 €/partner project;
20.000,00 € / individual Project, and 10.000
EUR/NGO Project
- ❧ co-financing: 65 - 80% EAFRD, 80% ERDF
- ❧ fund: ERDF and EAFRD



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Priorities LAG



- ❧ Networking and connecting
- ❧ Partnership projects
- ❧ Establish conditions for job creation
- ❧ Protect and safeguard tangible and intangible cultural heritage
- ❧ Protect and safeguard natural heritage
- ❧ Cross-sectoral cooperation



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Our TEAM:



**mag. Mojca Metličar
Marcela Slekovec
Benjamin Zelenko**





https://www.youtube.com/watch?v=yqRL_QisWu4&list=PLOKh_WVSFRylX-Gaye4p1mTHCs8HeWv4j&index=2



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FLAG Podravje



- ❖ Since 2023 - Leading partner for fisheries local action groupe
- ❖ Our main objective is to promote aquaculture
- ❖ 20 communes,
- ❖ 236.708 inhabitants
- ❖ 1.356,00 km²
- ❖ Budget 1.699.751,25 EUR –
- ❖ 339.950,25 administrative costs
- ❖ 1.223.820,90 Eur for the project and
- ❖ 135.980,10 Eur for the cooperation project.



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Cooperation project Greenpark

- ❧ **Main objective:**
- ❧ Transfer of knowledge, knowledge sharing, and exchange of good practices (topics: care for nature, local gastronomy, tourism development, entrepreneurship, etc.).
- ❧ **The project focuses** on sustainable entrepreneurship, green tourism, and the circular economy in Natura 2000 areas.
- ❧ **Main project activities:**



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GREENPARK

1. Training sessions and workshops to develop potential entrepreneurs' skills, covering topics such as:



- The use of artificial intelligence (AI) in entrepreneurship and tourism
- Pitfalls and opportunities of AI
- New Product Development
- Pricing strategies for services
- Preparation of a basic business plan
- Online marketing and communication
- Language courses (if needed)
- Public speaking (if needed).



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GREENPARK

2. Study visits to best practices abroad (four destinations):



Estonia

Lithuania

Portugal

Greece

(20-25 LAG members will participate in each visit)



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GREENPARK

3. International Cooperation and Partner Meetings:



- Five partnership meetings were held in Estonia, Croatia Portugal, Lithuania, and Greece.
- Organization of the final event in Slovenia
- Networking
- Exchange of knowledge



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Together we can do better!!



**Thank you for your
attention!**

Have a nice day!

mag. Mojca Metličar



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