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LAG MURA- DRAVA

Date: 5th August 2025

Website: www.lag-muradrava.com

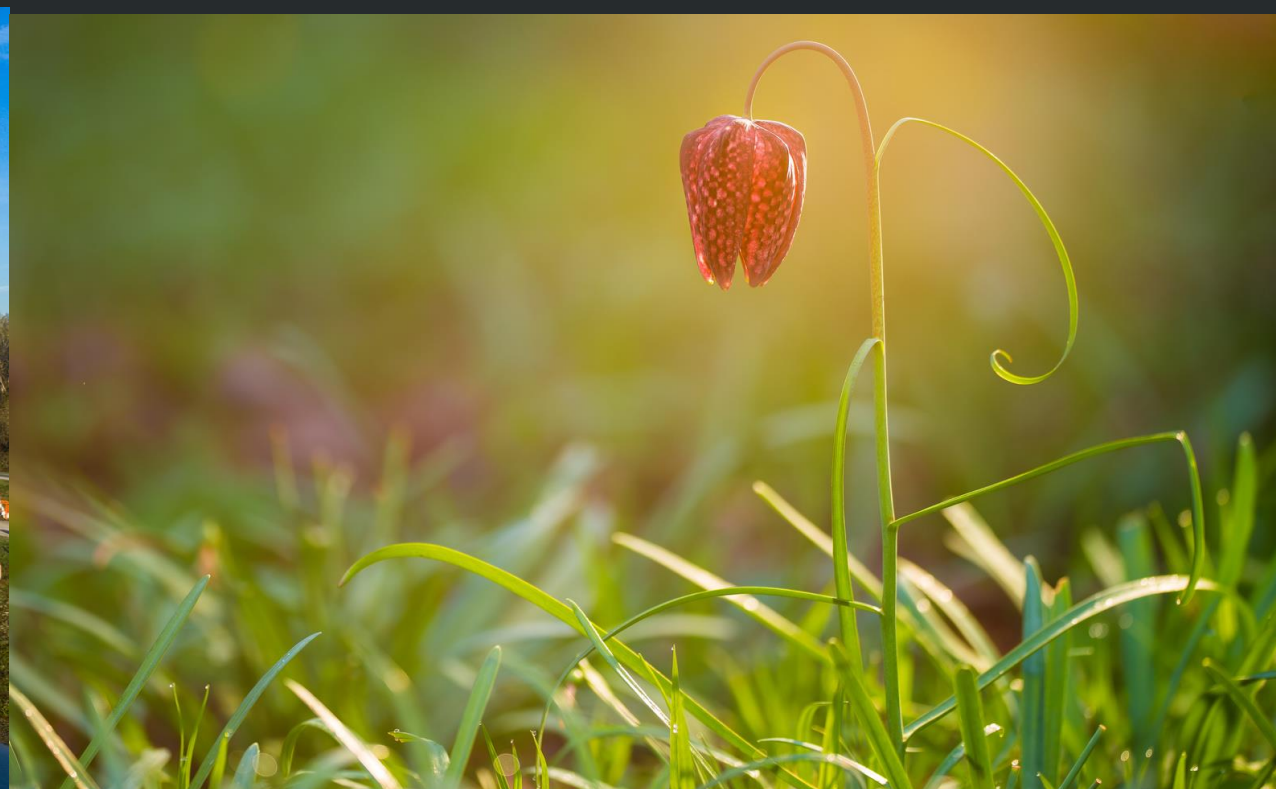
Local Action Group (LAG)

Non-profit
organization
gathering public,
economic, and civil
sector
representatives
(LGUs, citizens,
CSOs, family farms,
trades...)

Purpose:

- Promotion of sustainable rural development
- Building cross-sector partnerships and connecting development activities and projects
- Technical assistance and coordination in tender applications





LAG Mura–Drava

Key Facts

Founded on October 15, 2012

Includes 9 local self-government units:
City of Prelog and municipalities of Orehovica, Goričan, Donji Kraljevec, Sveta Marija, Donji Vidovec, Donja Dubrava, Kotoriba, and Legrad

Main goal: sustainable development of the area through local development strategy

Brings together public, economic, and civil sector representatives – around 80 active members



IPARD Programme – Measure 202

Timeframe: May 2014 – May
2016

Measure 202: Preparation and
implementation of local rural
development strategies

Eligible activities:

- Starting LAG operations (office setup and running costs)
- Community outreach and animation
- Capacity building (training for staff and members)

LEADER-CLLD

Programme 2014–2020

- LAG Mura-Drava selected under Submeasure 19.1 “Preparatory Support”
- Funding approved for development of the Local Development Strategy (LDS)
- LDS 2014–2020 was completed in March 2016

- Final decision issued in January 2017
- Total approved: 1.700.000,00 EUR

Measure 19.2: Implementation of operations within the CLLD strategy

Measure 19.3: Preparation and implementation of LAG cooperation activities

Measure 19.4: Running costs and animation



New Programming Period 2023–2027



- New Local Development Strategy approved
- Contracted funds: €1,809,042.52
- Main goal: Strengthening competitiveness and improving quality of life

Focus:

- Innovation and sustainability
- Running costs and animation
- Preparation and implementation of cooperation projects

Vision:

Green and innovative area with organic and biodynamic agriculture, developed rural tourism, quality infrastructure, and preserved natural and cultural heritage.



LAG Projects

Projects aimed at developing green and sustainable tourism

Based on cultural, historical and natural heritage

Educational activities for rural tourism providers

Support for thematic trails, eco-tourism and cycling routes

Promotion of local products through tourism

Community events that link tradition, heritage and tourism

Cooperation with schools and youth for cultural interpretation

Branding and marketing of rural tourist destinations

Thank You!

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