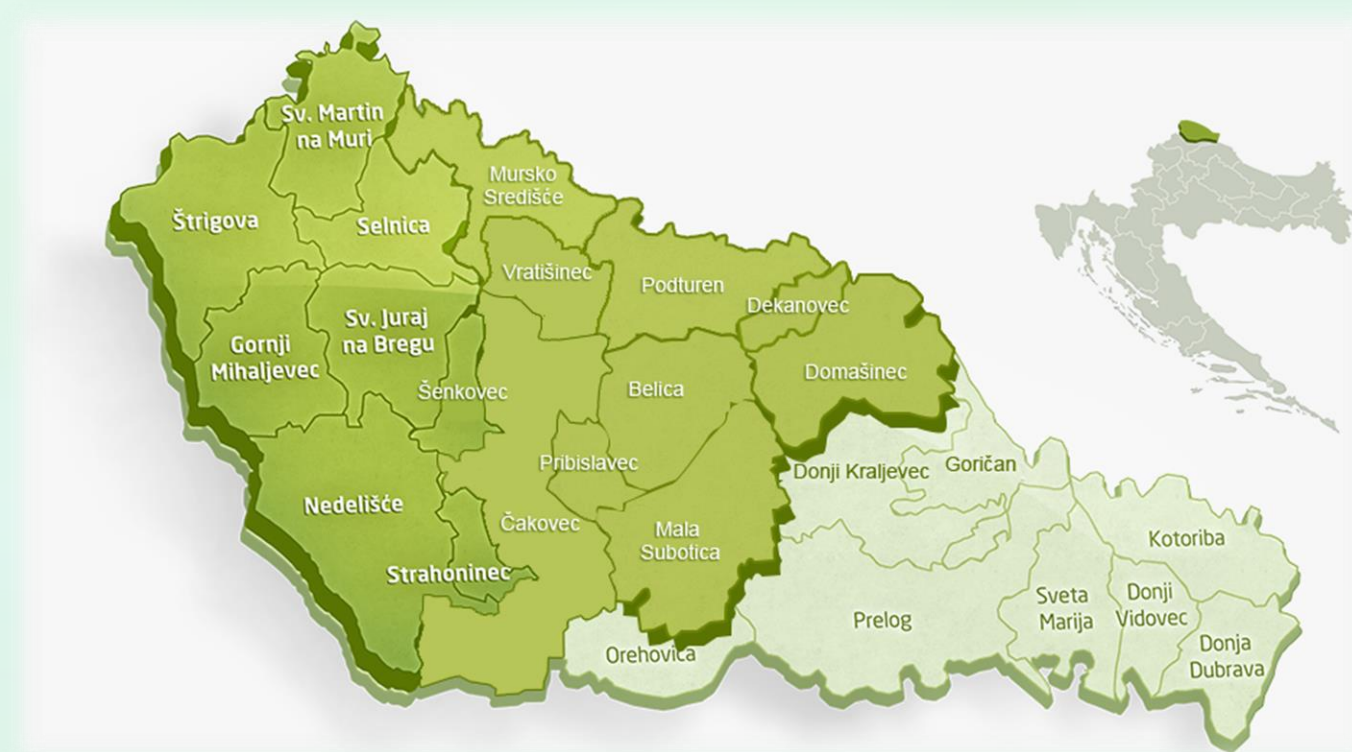


# LEADER COOPERATION PROJECT "GREENPARK"

OPENING EVENT  
Estonia, 05.08.2025.



Financira  
Europska unija

**LEADER**  
Development led by local communities

LAG MEĐIMURSKI DOLI I BREGI



**SP ZPP**

STRATEŠKI PLAN  
ZAJEDNIČKE  
POLJOPRIVREDNE  
POLITIKE 2023. - 2027.



REPUBLIKA HRVATSKA  
Ministarstvo poljoprivrede,  
šumarstva i ribarstva



**LOKALNA AKCIJSKA GRUPA**  
Međimurski doli i bregi



# About Us



## **Founded**

Established on October 22, 2012, as a non-profit association.



## **Area Covered**

17 local self-government units (2 towns + 15 municipalities), covering 503.83 km<sup>2</sup> with 81,334 inhabitants across 108 settlements.



## **Strategic Location**

Situated in Međimurje, Croatia's northernmost region, bordering Slovenia and Hungary.



## **Diverse Membership**

Over 140 members from the civil, economic, and public sectors, fostering broad community engagement.



# Our Mission

Sustainable rural development through the implementation of EU projects

Education, networking, and informing members – building the capacity of rural area residents

Implementation of the Local Development Strategy (LDS) – since 2013, across 3 programming periods







## LOKALNA RAZVOJNA STRATEGIJA

LAG Međimurski doli i bregi



Ožujak 2013.

## Programming Period 2013 – 2015 (IPARD)

### Pre-accession

First LDS of LAG Međimurski doli i bregi developed in 2013

Operating costs and animation financed

No calls for projects or cooperation projects in this period





# Programming Period 2014 – 2020 (RDP)

## First LEADER period in Croatia

**€2,311,105.08**

Total support

**€1,819,257.38**

For beneficiaries

**€78,696**

For cooperation projects

**96**

Total approved projects







## LDS Projects 2014 – 2020



### Family Farms

81 projects – €1,210,249.45 paid

Development of small farms through the purchase of machinery, crops, equipment, tools, and livestock



### Local Governments

15 projects – €534,861.09 paid

Improved public social infrastructure through the arrangement of children's and sports playgrounds, community centers, cemeteries, pedestrian paths, squares, and recreational parks



# LAG Cooperation Projects (2014–2020)



## "DEVELOPING THE AREA THROUGH TOURISM"

Goal: Strengthen area recognition and tourist offer

Activities in Međimurje:

- Branding the "ceker" (traditional woven bag) as intangible cultural heritage
- LAG initiated the protection procedure for the ceker at the Ministry of Culture



**Total value**  
€162.120,91

**Partnership**  
6 Croatian LAGs

**Duration**  
2020 – 2022



# "HIDDEN TREASURES OF RURAL TOURISM"



## Total value

€175,699.75

## Partnership

6 Croatian LAGs

## Duration

2020 – 2022

Focus: Innovation in rural tourism through networking and knowledge transfer

Activities:

- Promotional and educational videos
- Trainings and study visits
- Various educational activities in northwestern Croatia





# "OUR DRAVA"

## Total value

€935.005,08

## Partnership

8 Slovenian and 2 Croatian LAGs

## Duration

2021 – 2022

Goal: Sustainable use of the Drava River through networking, and developing recreational, cultural, and nature-oriented tourism

Activities in Međimurje:

- Field workshops for preschool children
- Creation of the educational game “My Međimurje” (natural and cultural heritage)





# "TASTES OF TRADITION"



## Total value

€73,384.71

## Partnership

4 Croatian LAGs

## Duration

2021 – 2023

Goal: Support rural tourism and raise awareness of local production and culinary heritage

Activities in Međimurje:

- Culinary workshops
- Publishing of a traditional cookbook





# "TASTES OF HOMEMADE!"

## Total value

€80,092.00

## Partnership

3 Croatian LAGs

## Duration

2022 – 2023

Goal: Enhance recognition of Croatian regions through cultural and culinary heritage promotion

LAG Contribution:

- Promotion of Međimurje culinary heritage
- Production of the bilingual "Međimurska gibanica" monograph
- Educational activities and workshops





# Programming Period 2021 – 2027 (CAP SP)

## Full LEADER for the first time

LDS 2023 – 2027 approved: December 2023

Use: Calls for local projects, LAG cooperation projects, and LAG operational/animation costs

Total allocation

**€2,230,434.97**

Highest among 56 LAGs in Croatia

For beneficiaries

**€1,472,089.09**

For cooperation projects

**€200,739.15**

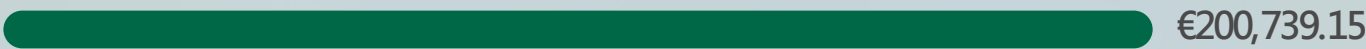


# General LDS Goal: Cohesive and integrated development of the LAG area

Planned support areas:

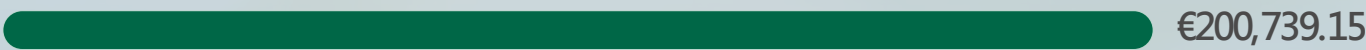


## Interventions 2023 – 2027:



INT 1.1

Farm development & local food production



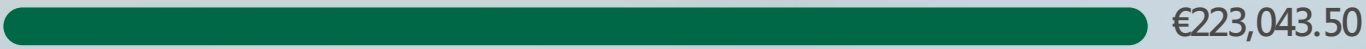
INT 1.2

Tourism development (open call in 06/2025, new 12 projects will be approved)



INT 2.1

Improvement of living conditions in rural area  
(open call in 12/2024 - 17 public infrastructure projects approved)



INT 2.2

Environment and heritage protection





# New Cooperation Projects

1

## Food without Borders

Status: Submitted – starting soon

Partnership: LAGs from Italy, Slovenia, Portugal, Latvia, Romania & Croatia

Goals:

- Education and knowledge exchange in the wine-gastronomy sector
- Capacity-building for local producers
- Preservation and promotion of authentic products
- Promotion of gastronomic and cultural heritage

2

## LENS – Exploring the Role of Community Intelligence in Rural Tourism

Status: In submission

Partnership: LAGs from Italy, Romania, Spain & Croatia

Goal: Strengthen rural areas to respond strategically to change through:

- Practical tools
- Skills development
- Opportunities for sustainable tourism growth





3

## Youth-Oriented Cooperation Project

Status: Draft phase

Partnership: Finnish, Swedish & Croatian LAGs

Focus:

- Active youth engagement in local communities
- Testing and transferring knowledge for long-term rural youth involvement

4

## Greenpark

Status: Implementation phase

Partnership: LAGs from Estonia, Latvia, Slovenia, Croatia, Greece & Portugal

Goal in Croatia:

- Strengthen sustainable rural tourism capacities
- Networking and study visits
- Include the Mura-Drava protected area in the EUROPARC network



# Other EU Projects

## Rural SKILLS

### Program

ERASMUS+

### Value

€126,155.00

### Duration

2017 – 2019

Partnership:  
6 LAGs (Croatia, Italy, Portugal, Latvia, Belgium, Spain)

Goal:

- Build international LAG cooperation
- Exchange LEADER methodology
- Learn rural development best practices across EU





# ECOOOL-TOUR

## Program

Interreg Slovenia – Croatia (cross-border cooperation)

## Value

€829,360.00

## Duration

2017 – 2019

Partnership:  
2 Slovenian + 2 Croatian organizations (LAG was the only LAG)

Results:

- Connected existing sustainable tourism initiatives
- Created a cross-border tourist product based on nature & cultural heritage
- LAG achievements:
  - Revitalized an old apple orchard and built educational spaces
  - Launched the "From the Local Garden" cross-border fair





# POP-UP Rural Socio-Innovative Hubs



## Program

European Social Fund

## Value

€158,583.70

## Duration

2018 – 2020

Partnership: 3 NGOs + 3 universities (LAG as lead partner)

Goal:

- Rural community development through pop-up hubs
- Promotion of service learning with NGOs and students



# Smart Farming Innovation Brokers

## Program

ERASMUS+

## Value

€446,842.00

## Duration

2018 – 2021

### Partnership:

7 organizations (Italy, Croatia, Serbia, Slovenia, Austria – NGOs, universities, chambers, institutes)

### Goal:

- Introduce digital & technological innovations in farming
- Develop new training methods focused on innovation





# NEW LOW

## New Learning Opportunities in Sustainable Rural Tourism for Women in Border Areas



### Program

ERASMUS+

### Value

€60,000.00

### Duration

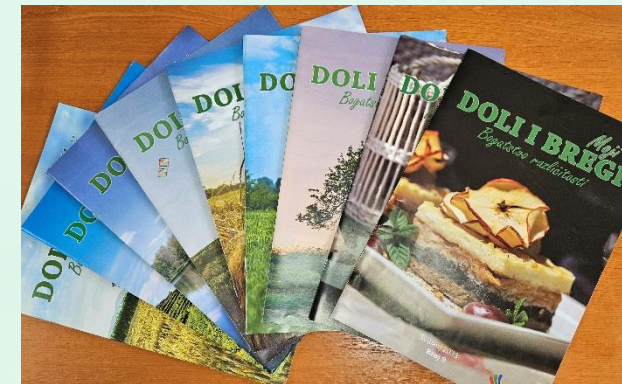
2023 – 2024

Partnership: 3 NGOs (Serbia, Slovenia, Croatia)

Goal:

- Empower women in border rural areas
- Provide quality & accessible learning in sustainable rural tourism
- Create training methodology & digital platform for pilot groups





## Other LAG Activities



### Education & Workshops

for LAG members and locals



### Fairs participation & Member Promotion

for OPGs, crafts, and NGOs



### Information & Promotion

- Website & social media
- Promotional materials
- Annual bulletin from 2015
- Photo contest since 2015 promoting agriculture, tourism, culture & natural beauty of the LAG area

## 2nd Croatian Rural Parliament (2017)

Hosted by LAG Međimurski doli i bregi

**300+**

**Participants**

from agriculture, economy, and tourism

**30**

**Field location/workshops**

**40+**

**Exhibitors**

**20+**

**Scientific posters**



# Thank you for your attention!

For any additional questions, suggestions, or cooperation opportunities, feel free to contact us:

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- Address: Josipa Marčeca 27, 40305 Nedelišće, Croatia
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