GREENPARK

Project implementation overview

Strengthening entrepreneurship in rural and protected areas

LAS Bogastvo podeželja
Implementation period: 2025–2027

Bogastvo podeželja
ob Dravi in v Slovenskih goricah

Sofinancira
Evropska unija

SKUPNA
KMETIJSKA
POLITIKA

Why GREENPARK matters

The project connects entrepreneurship, protected areas and practical learning.

Core challenge

- Insufficient entrepreneurial initiative in rural tourism and services
- Unrecognised local potential in Natura 2000 and protected areas
- Need for practical knowledge, pricing skills and product development

Project task

- Develop sustainable entrepreneurship in tourism, processing and service activities
- Build personal and business competences through targeted education
- Transfer good practices from partner areas into the local LAS environment
- Strengthen cooperation between stakeholders and potential providers

Transnational cooperation in practice

GREENPARK links rural areas and protected landscapes across Europe.



Estonia

Completed partner-event participation

Croatia

Completed partner-event participation

Portugal

Completed partner-event participation

Latvia

Completed partner-event participation

Successfully implemented participation in partner events

Knowledge exchange, networking and good-practice learning have already started to feed the local implementation process.

To do list GREENPARK

The next phase turns international examples into concrete local support.

Needs & potential analysis

Map opportunities for new service activities and identify competence gaps.

Stakeholder activation/animation

Engage providers, farms, young people, women and older participants in learning activities.

Education model

Workshops on AI, tourism, entrepreneurship, pricing, business planning and web marketing.

Knowledge transfer

Adapt good practices from partner areas into local products, services and cooperation models.

Greece

Knowledge exchange, networking and good-practice learning

Grande Finale – Final event in Slovenia

We would be delighted to host you in our beautiful country.

Expected results and indicators

The project is measured through participation, learning, cooperation and new offers.

50–60	5	30	11	1	1
people in all good-practice study visits	partner meetings	stakeholders actively included in trainings	events / workshops / trainings / promotion activities	new tourism product	innovative partnership or network

Expected impact

Greater added value in the LAS area through stronger entrepreneurial competences, better recognised local potential and transfer of tested approaches from partner regions.

Additional scope: 8 municipalities, 311 km^2 project area, 50 stakeholders/persons involved in project implementation.






Thank you!!





