

## **REDERA Revitalization and entrepreneurship for deprived rural areas in Europe**

### **CRITERIA FOR THE SELECTION OF GOOD PRACTICES**

#### **C 7 OSNOVNA SOLA LOVRENC NA POHORJU Slovenia.**

Education in rural areas. During the activity, good practices will be analysed regarding:

- the rural environment and new technologies applied to teaching;
- the work of competences linked to the local environment;
- and the social and educational value of heritage (open classrooms).

#### **1. Name of the practice:**

##### **1.1 Regional Development Agency Maribor (RRA)**

<https://rra-podravje.si/agencija/o-agenciji>

<https://dravabike.si/en/>

<https://rra-podravje.si/projekti/partnerstvo-za-pohorje>

##### **1.2 Faculty of Agriculture and Life Sciences**

[http://www.fkbv.um.si/?page\\_id=838&lang=en](http://www.fkbv.um.si/?page_id=838&lang=en)

<http://botanicivrt.um.si/>

##### **1.3 Municipality of Lovrenc na Pohorju**

<https://www.lovrenc.si/>

##### **1.4 Osnovna šola Lovrenc na Pohorju**

<https://www.oslovrenc.si/>

##### **1.5 Good practices in a small rural town – small enterpreneurships**

<https://m.facebook.com/nellysfoodtruck/>

[https://www.zeliscasalvia.si/index.php?route=information/information&information\\_id=6](https://www.zeliscasalvia.si/index.php?route=information/information&information_id=6)

<https://www.mojetestenine.si/>

<https://www.moja-dejavnost.si/kruh-z-drozmi-stajerska/saint-lorenz-spel-spanbauer-sp/MM1hsjyL>

[https://www.mojmojster.net/marija\\_fabrici\\_zafosnik\\_-\\_nosilka\\_dopolnilne\\_dejavnosti\\_na\\_kmetiji](https://www.mojmojster.net/marija_fabrici_zafosnik_-_nosilka_dopolnilne_dejavnosti_na_kmetiji)

<https://www.koca-dobnik.si/>

## 2. Objectives and challenges tackled, according to RedEra Application Form

**2.1 The Regional Development Agency for Podravje – Maribor (RDA Podravje Maribor)** is the central development agency in the Podravje region. It is the most important link for the development of the Municipality of Maribor and all 40 municipalities in the region. It is the best service to municipalities in the field of regional development, project support, drawing European funds, networking, attracting investors, tourism development, smart specialization and support to the business environment.

## 2.2 Faculty of Agriculture and Life Sciences

The main mission of the faculty is to educate, research and present innovative processes applicable in agriculture, the food processing industry and related disciplines. All of these activities are carried out independently or in national and international collaborations.

### FALS's Vision

- Being an internationally visible research, teaching and innovation centre for agriculture, food and sustainable resources.
- Being a centre of connection where we can create new fundamental and applicable knowledge that we can share with international and local researchers and graduates, and with agricultural economies and companies.
- Recognising and dealing with problems and challenges in the 21st century, and finding solutions through research and shaping study programmes according to future needs.
- Being a centre for international exchange among professors, researchers and students.
- A place of innovation and analysis.
- Being an active co-creator of agricultural, food related, economic and environmental policies.

## 2.3 Municipality of Lovrenc na Pohorju

Development in a small municipality, with about 3200 inhabitants. How to bring tourists and jobs.

Area: 84,4 km<sup>2</sup>

Settlements: 7 (Činžat, Kumen, Lovrenc na Pohorju, Puščava, Rdeči breg (part), Recenjok, Ruta)

Inhabitants: 3.153 (1.573 male, 1.580 female)

## 2.4 Lovrenc na Pohorju Primary School



There are 234 students attending classes from 1 to 9 in this school year. A part of our school is kindergarten, children from 11 months to 6 years, there is space for 124 kids. Altogether 358 children and 66 employees. The only school in the municipality. The school has a lot of projects which are based on sustainability (eko school, Slovene Network of Healthy Schools, transgeneration projects, partnerships in national project to higher the quality of primary schools ...). It is a teaching school and offers practice for some professions.

## **2. 5. Good practices in a small rural town – small entrepreneurships**

We will meet 6 small entrepreneurs who collaborate on a relatively small place – the region of Lovrenc na Pohorju. Those are Nelly's Food Trucks which prepare fast food in an old truck and enables people on a rural area to order and take away fast food, Salvia with its natural cosmetics which became well known around Slovenia, especially when they started selling their product in Lidl. We will visit Moje testenine (My pasta), where pasta with all natural and certificated rough materials is made. We will go to a small towny shop with breads, juice and sweets called Saint Lorenz- Finally we will see a small tourist cabine where all the previous local entrepreneurs meet when tourists visit this part of Pohorje.

## **3.- Brief description of the practice: (between 400 and 600 characters**

### **3.1 RDA**

- Services the municipalities in the field of regional development, project support, drawing European funds, networking, attracting investors, tourism development, smart specialization and support to the business environment. Promotes the development of the region by presenting key regional projects and contents.
- With an emphasis on interdisciplinarity, networking between regional institutions it collects knowledge, support companies, develops, tests and demonstrates innovation.
- With its goals RDA builds a supportive environment for commercializing developed solutions.

### **3.2 Faculty of Agriculture and Life Sciences**

#### **FALS's Vision**

- Being an internationally visible research, teaching and innovation centre for agriculture, food and sustainable resources.
- Being a centre of connection where we can create new fundamental and applicable knowledge that we can share with international and local researchers and graduates, and with agricultural economies and companies.
- Recognising and dealing with problems and challenges in the 21st century, and finding solutions through research and shaping study programmes according to future needs.
- Being a centre for international exchange among professors, researchers and students.
- A place of innovation and analysis.

- Being an active co-creator of agricultural, food related, economic and environmental policies.

### **3.3 The Municipality of Lovrenc na Pohorju**

Vision:

- As a small municipality in the heart of Pohorje would like to provide its locals all the most important services needed for qualitative life.
- The municipality would like to provide its inhabitants extra events and conditions, so that it is not just a sleeping village but a vivid and innovative centre for people who live there.
- Thus facilities for sport and other events are important: gym for sports teams, cultural hall, fitness (open and indoor), outdoor sports grounds ...
- Support private initiatives to build Lovrenc as an oasis of peace, health and innovation

### **3.4 Lovrenc na Pohorju Primary School**

- Is an example of a primary school in a town 28 km far from a larger city, second biggest in Slovenia
- All youngsters from the municipality visit that school, the next nearest primary school is 12 km away
- Children from 11 months to 15 years gain their first education here
- The school with its events is the centre of educational, cultural and sports life of the municipality, it hosts and prepares lots of performances, sports competitions, exhibitions, cultural events as well as for school children as the locals.
- It is a teaching school for many professions, like teachers of various kinds, jobs connected with computers and IT, cooks ...

### **3.5 Six small entrepreneurs**

- Locally produced food (bread, cookies, juice, pasta, sausages ...)
- Sale of locally produced goods in stores, hotels and delivery to private households
- Offering locals fast food choice, typical for urban areas
- Natural cosmetics
- Bring foreigners into rural area, connecting various services for better experience
- Growing business, branching out (small boutiques, specialities in hotels, selling products in LIDL ...)
- Reactivation after being successful in their jobs – starting a new life/business

#### 4.- Among the following descriptions, which one will fit best to the practice?:

##### 4.1 RDA

##### A) It is a practice developed:

- In a rural area (according to inhabitants, evolution of population, economic sectors...)
- In an urban environment but with an impact in surrounding rural areas
- Sectorial
- Other

Comments (between 450 and 600 characters)

In 2019 Regional Development Agency for Podravje - Maribor, together with City Municipality Maribor, took the initiative to start a joint cooperation partnership for the sustainable development of Pohorje. RDAPM is coordinating a partnership consisting of 19 municipalities, 3 regional development agencies, 5 main providers of tourism products/services and 3 tourist organizations from all 3 NUTS 3 regions.

##### B) Target public of the practice

- Young people in general
- Young people at work
- Unemployed young people
- Workers
- Unemployed people, in general
- Long term unemployed people
- Specific groups
- Other: locals and tourists

##### C) Transferability of the practice

- Very high
- High
- Low

##### D) Which is the source of this practice

- Private initiative
- Public initiative
- Collective initiative

##### E) Agents involved



- Local administration
- Regional administration
- Companies
- Employers' associations
- Unions
- Civil Society Organizations (CSO)
- Other: Nationwide initiative

**F) What type of role do the agents indicated in the previous question, play**

- Funders
- Stakeholders
- Companies that take part in the offer of practices for young people

**G) Sustainability of the practice (environmental, social and economic)**

The networking of the municipalities, companies in projects leads to modern European life style and connecting among people to get better life. It helps developing the region and takes care that places and people feel connected. Lots of common project brought improvement into life of the locals as well as attracted people from other parts of the region.

**H) How is the gender approach considered in the practice?**

- It fosters the participation of women through positive measures due to the lack of female participation in the sector
- Participants are gender balanced
- More women taking part for any other reason
- Not considered

**I) Is it an inclusive practice?**

- It gather people with different capacities
- It focuses in specific collectives
- It promotes inclusiveness in the territory. Yes It facilitates the conditions for the territory to be inclusive (elimination of physical, psychological and/or cultural barriers)

## 4.2 Faculty of Agriculture and Life Sciences

### A) It is a practice developed:

- In a rural area (according to inhabitants, evolution of population, economic sectors...)
- In an urban environment but with an impact in surrounding rural areas
- Sectorial
- Other

Comments(between 450 and 600 characters)

The faculty with its university professors and students connects what the local and Slovenian environment needs and offers. They collaborate with the local farmers as well as companies to find best practices. The students can take part in research and innovative programmes. Often they evolve their own inovative concepts which can be transferred further to everyday life and work of farmers as well as larger companies.

### B) Target public of the practice

- Young people, in general
- Young people at work
- Unemployed young people
- Workers
- Unemployed people, in general
- Long term unemployed people
- Specific groups
- Other: producers and buyers of local products

### C) Transferibility of the practice

- Very high
- High
- Low

### D) Which is the source of this practice

- Private initiative
- \* Public initiative
- Collective initiative

### E) Agents involved

- Local administration
- Regional administration
- Companies
- Employers' associations
- Unions
- Civil Society Organizations (CSO)
- Other

### F) What type of role, do the agents indicated in the previous question, play

- Funders
- Stakeholders
- Companies that take part in the offer of practices for young people

### G) Sustainability of the practice (environmental, social and economic)

Cooperation of the university and the local and national needs, developing and practising new ideas and inventions, networking locals and offering good practice examples. The botanic garden and mall at the foot of the garden are results of regional needs as well as good practices.

### H) How is the gender approach considered in the practice?

- It fosters the participation of women through positive measures due to the lack of female participation in the sector
- Participants are gender balanced
- More women taking part for any other reason
- Not considered

### I) Is it an inclusive practice?

It gather people with different capacities

It focuses in specific collectives

- \*  It promotes inclusiveness in the territory. Yes It facilitates the conditions for the territory to be inclusive (elimination of physical, psychological and/or cultural barriers)



### 4.3 The Municipality of Lovrenc na Pohorju

#### A) It is a practice developed:

- In a rural area (according to inhabitants, evolution of population, economic sectors...)
- In an urban environment but with an impact in surrounding rural areas
- Sectorial
- Other

Lovrenc na Pohorju is a small village in an extremely rural area. Bringing tourists to this village, and locals, surely helps develop this part of the region. Especially as the network of local producers with ecologically produced food and other products. This enables to develop business and brings possibilities where there was no similar offer before.

Comments (between 450 and 600 characters)

#### B) Target public of the practice

- Young people, in general
- Young people at work
- Unemployed young people
- Workers
- Unemployed people, in general
- Long term unemployed people
- Specific groups
- Other: locals, tourists

#### C) Transferability of the practice

- Very high
- High
- Low

#### D) Which is the source of this practice

- Private initiative
- Public initiative
- Collective initiative

### E) Agents involved

- Local administration
- Regional administration
- Companies
- Employers' associations
- Unions
- Civil Society Organizations (CSO)
- Other:

### F) What type of role, do the agents indicated in the previous question, play

- Funders
- Stakeholders
- Companies that take part in the offer of practices for young people

### G) Sustainability of the practice (environmental, social and economic)

Its strengths to keep some basic services in a town – supermarket, doctor, post, veterinarian, dentist ... are important for people living there. It encourages small entrepreneurs and wants to develop tourism as well. It is

### H) How is the gender approach considered in the practice?

- It fosters the participation of women through positive measures due to the lack of female participation in the sector
- Participants are gender balanced
- More women taking part for any other reason
- Not considered

### I) Is it an inclusive practice?

- It gathers people with different capacities
- It focuses in specific collectives
- It promotes inclusiveness in the territory. Yes It facilitates the conditions for the territory to be inclusive (elimination of physical, psychological and/or cultural barriers)
- None of the above



#### 4.4 Lovrenc na Pohorju Primary School

##### A) It is a practice developed:

- In a rural area (according to inhabitants, evolution of population, economic sectors...)
- In an urban environment but with an impact in surrounding rural areas
- Sectorial
- Other

Comments (between 450 and 600 characters)

Lovrenc na Pohorju Primary School is among the average Slovene schools concerning the number of students. This is a modern school, with teachers using modern methods of teaching and well equipped with interactive devices od modern technology. It is founded by the municipality of Lovrenc na Pohorju.

##### B) Target public of the practice

- Young people, in general
- Young people at work
- Unemployed young people
- Workers
- Unemployed people, in general
- Long term unemployed people
- Specific groups
- Other:

##### C) Transferibility of the practice

- Very high
- High
- Low

##### D) Which is the source of this practice

- Private initiative
- Public initiative
- Collective initiative

### E) Agents involved

- Local administration
- Regional administration
- Companies
- Employers' associations
- Unions
- Civil Society Organizations (CSO)
- Other: young people, parents

### F) What type of role, do the agents indicated in the previous question, play

- Funders
- Stakeholders
- Companies that take part in the offer of practices for young people

### G) Sustainability of the practice (environmental, social and economic)

The school is involved in three national projects, connected with methods and ways of teaching, with the aims to increase the quality of teaching and learning. Together with these also projects, and connected with environmental issues (ECO school), health issues (as members of Slovenia's healthy School), intergeneration activities is't practices are sustainable as they teach young people ways to be and stay healthy in physical and psychical way.

### H) How is the gender approach considered in the practice?

- It fosters the participation of women through positive measures due to the lack of female participation in the sector
- Participants are gender balanced
- More women taking part for any other reason
- Not considered

### I) Is it an inclusive practice?

- It gather people with different capacities
- It focuses in specific collectives
- It promotes inclusiveness in the territory. Yes It facilitates the conditions for the territory to be inclusive (elimination of physical, psychological and/or cultural barriers)

#### 4.5 Good practices in a small rural town – small entrepreneurs

##### A) It is a practice developed:

- In a rural area (according to inhabitants, evolution of population, economic sectors...)
- In an urban environment but with an impact in surrounding rural areas
- Sectorial
- Other

Comments (between 450 and 600 characters)

Lovrenc na Pohorju is a small village in an extremely rural area. Bringing tourists to this village, and locals, surely helps develop this part of the region. Especially as the network of local producers/entrepreneurs with ecologically produced food and other products is a common vision. This enables to develop business and brings possibilities where there was no similar offer before.

Most of them think about how to sell their products widely, but none obviously does not want to have a big business with lots of employees. They network a lot between themselves and thus people and tourist are offered the best product.

##### B) Target public of the practice

- Young people, in general
- Young people at work
- Unemployed young people
- Workers
- Unemployed people, in general
- Long term unemployed people
- Specific groups
- Other: all locals and tourists

##### C) Transferability of the practice

- Very high
- High
- Low

##### D) Which is the source of this practice

- Private initiative
- Public initiative

- Collective initiative

### E) Agents involved

- Local administration
- Regional administration
- Companies
- Employers' associations
- Unions
- Civil Society Organizations (CSO)
- Other:

### F) What type of role, do the agents indicated in the previous question, play

- Funders
- Stakeholders
- Companies that take part in the offer of practices for young people

### G) Sustainability of the practice (environmental, social and economic)

Leaving job when it became too stressfull and starting a business of one's own is sustainable over time. From a rural point of view it is a valuable experience of how to keep people in the country. In most of the business shown it is obvious that the whole faminly helps. The busines keeps families busy in a common task. Everybody is responsible.

### H) How is the gender approach considered in the practice?

- It fosters the participation of women through positive measures due to the lack of female participation in the sector
- Participants are gender balanced
- More women taking part for any other reason
- Not considered

### I) Is it an inclusive practice?

- It gather people with different capacities
- It focuses in specific collectives
- It promotes inclusiveness in the territory . Yes It facilitates the conditions for the territory to be inclusive (elimination of physical, psychological and/or cultural barriers)



### **5.- Please, highlight some of the main results obtained to date**

As Regional Development Agency, Faculty for Agriculture and Life Sciences, Municipality of Lovrenc na Pohorju and Lovrenc na Pohorju Primary School are all public institutions, they are in a way responsible for public welfare. Thus cooperation, networking, aiming to offer best living conditions for its inhabitants, are our most important common goals. The geographical position, relatively unpolluted environment mean a peaceful part of Slovenia. There are many opportunities for development on the field of tourism, economy, but still all the attributes of healthy and natural life should be preserved.

It is interesting that in a municipality such as is Lovrenc na Pohorju, there are no big factories. People seek their own satisfactions in the jobs that they create themselves.

The strategy is the key document for sustainable and coherent development of Pohorje under its own and common brand name, promoting both year-round and winter tourism.