



D.T.3.1.2

REGIONAL ACTION PLAN
POMURJE REGION, SLOVENIA



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Timeline is attached to this document as GANTT



INTRODUCTION

Pomurje Region

Youth involvement in the innovative valorisation and revival of traditional trades and crafts as cultural heritage to make urban regions more attractive and competitive in a dynamic age is a project co-funded by the Interreg Central Europe 2014-2020 Programme within the Priority axis Cooperating in natural and cultural resources for sustainable growth in Central Europe, specific objective 3.2. The project involves 12 partners from 6 European regions in 5 European Union countries, among them 2 partners from Slovenian region Pomurje.

Pomurje region is according to the size a seventh statistical region of Slovenia. It comprises 6.6% of the total area of Slovenia and 5.8% of Slovenian population. Pomurje region is situated in northeast of the country and borders on three countries: Austria on the north, Hungary on the east and Croatia on the south. Region is located on the fifth European transport corridor, connecting Barcelona and Kiev, on the railway connection between Slovenia and Hungary, as well as motorway connection Lendava-Ljubljana-Koper. Pomurje is functionally linked to an area consisting of two geographic regions (Prekmurje and Prlekija); separated by the Mura river.

The region is administratively divided into twenty-seven municipalities, which are closely connected and cooperate within the five geographical, historical and administrative rounded areas.

The regional centre of Pomurje region is Murska Sobota with approximately 19,000 inhabitants. Most students study at the University of Ljubljana or the University of Maribor. Other bigger towns are Ljutomer, Lendava and Gornja Radgona.

This part of Slovenia is the most agricultural region with wide fields, winegrowing hills, healing thermal waters, many different language dialects, castles etc. Many of these tourist attractions are part of natural and cultural heritage. Especially cultural heritage takes very important part in tourist offer of Pomurje. Areas and objects of cultural heritage are entered in the Register of Immovable Cultural Heritage, led by the INDOC Center of the Ministry of Culture.

One of the biggest role in cultural and historical heritage of Pomurje has pottery. In the past this was the most common hand craft in Pomurje. There are few old pottery workshops still operating (Zelko family in Pečarovci, Pottery village in Bogojina) where you can see pottery techniques like they did fifty years ago. Nowadays in Pomurje exist some modern pottery workshops and individual pottery artist with new approaches and modern techniques of craft.

A preserved traditional arts and crafts in Pomurje like pottery and also milling, are interesting witnesses of different forms of life and work of our ancestors. An important role in preserving the cultural heritage of Pomurje plays The Pomurje Museum of Murska Sobota and various smaller museums in the area of Pomurje, which collect different forms



of heritage, typical for the region of Pomurje (objects, habits, customs, etc.), maintain this heritage and present it to the visitors.

At the project level D1.2.1 RSG for the Pomurje region was established and the RSQA had been made as the basis for the D.T.1.2.4 Comparative Study of RSQA.

Sustainability in CH valorisation implies utilizing CH without exploiting, yet integrating it into economy. Sustainability is delicate in cultural heritage valorisation that makes it an increasingly privileged issue requiring political and thematic measures on all territorial levels. To make CH valorisation sustainable the sector needs to apply bottom-up, creative and innovative solutions in which youth involvement is essential. Involving the youth in planning and implementing CH valorisation actions is the clue to the sustainability of cultural resources. This necessitates an ever closer cohesion of actors on regional level among concerned sectors of economy e.g. tourism, administration and youth employment.

Local authorities need additional knowledge to provide relevant support for more active involvement of Youth in preserving cultural heritage and performing traditional crafts and trades.

Participating Partners and stakeholders

The participating partners and stakeholders in the YouInHerit project in the Pomurje region:

(Initial list of RSG participants can be updated during the project)

Nr.	Organization	Contact person (name, position)
1	Razvojna agencija Sinergija / Development Agency Sinergija	Stanislav Sraka, director of development agency
2	Občina Beltinci / Municipality of Beltinci	Milan Kerman, mayor
3	Pomurska turistična zveza / Pomurje Tourist Association	Barbara Kolenc, president
4	Društvo Jarica / Youth Association Jarica	Monika Smodiš
5	Društvo Prijlika / Youth Association Prijlika	Tomaž Rous
6	ZRIRAP socialno podjetje, Beltinci / ZRIRAP, Social Business Institution for Youth	Sabina Šajher



	Beltinci	
7	ZTK Beltinci (Zavod za turizem in kulturo Beltinci) / Institute for Tourism and Culture Beltinci	Ela Horvat, director of Institute
8	BISTRA HIŠA, Zavod za raziskovanje in trajnostni razvoj Martjanci/ SMART HOUSE, Institution for research and sustainable development Martjanci	
9	Lokalna razvojna fundacija za Pomurje (LRF za Pomurje) / Local Development Foundation for Pomurje	Tadeja Bencak, project manager
10	Občina Moravske Toplice / Municipality of Moravske Toplice	Anita Gomboc, project manager
11	Center DUO - Center domače in umetnostne obrti / DUO Centre - the centre of domestic and arts crafts	Ivan Kuhar, Head of DUO Centre
12	Other local NGO's	

THE VISION

In RSQA were identified the gaps between the current situation in the field of protection and valorization of Cultural heritage and expectations of youth. Gap analysis identify main problems and suggest possible solutions.

Key findings refer to the current situation and the problems associated with young people in the Pomurje region and are analysis of the completed YouInHerit questionnaires.

Findings also refer to the approach of young people to old crafts and trades as the basis for living and life career. These are:

- One of the key problems of Pomurje region is aging of population;
- Due to lack of jobs, young people are leaving to work abroad, moving to other regions, other countries (Austria, Germany, Switzerland, etc.);
- Young people are aware that employment opportunities in jobs related to the cultural heritage are small in comparison with other regions, where many more workshops, museums, galleries and other facilities of cultural heritage are located;



- Local communities don't give enough opportunities to young people to present their ideas about better utilization of cultural heritage in their community or to be involved in organization of events related to the cultural heritage;
- Etc.

In Pomurje region the following gaps were recognised:

1.1.1. Social gaps

- Due to change of lifestyle, the need for traditional craft products is today different/lower

Traditional crafts have been in the past, often only marginally work of the farmers. Therefore, we are now facing a major challenge when we try to identify some traditional craft as a business opportunity, which should provide regular or additional job income for local unemployed people. Due to changes in the lifestyle, also the need for traditional craft products is today much lower.

1.1.2. Institutional gaps

- Schools/secondary schools don't provide organized educational contents with aim of conservation and development of traditional crafts and related skills

Some educational contents related to the producing handmade products are organized by some private institutions, for example: DUO centre Veržej, Pomelaj - rural development cooperative, PANNart - house of handcrafts. These institutions are providing/implementing paid courses, workshops and other forms of learning for youth (pupils of different schools), NGOs, start-ups, groups of interested individuals. The most common forms of non-formal education carried out are: knitting products workshop, pottery workshop, etc.

The leading vision:

Being the leading region in Slovenia in involvement of Youth into preservation and redevelopment of traditional trades and crafts (especially in pottery) and the model region for implementing new strategies in capacity building for local authorities and RSG's.



According to the vision the following outputs are to be expected:

- The traditional crafts and trades are preserved and carried out by Youth.
- The education/training system is established for training Youth in traditional crafts and trades specifically pottery trade.
- Local authorities are educated to create strategies for involving Youth into valorization of cultural heritage and developing new business opportunities for Youth in the field of preservation and redevelopment of cultural heritage.
- Youth sees potential in carrying out the traditional crafts and trades as self employed or employees in CH institutions.

GENERAL OBJECTIVES

In early 2014, the Slovene government approved the implementation of the plan Guarantees for young people, with the aim of improving the situation of young people in the labor market. However, as in other European countries, in contradiction with these goals, precarious work developed.

Under the Guarantees, 36 measures were implemented with the aim of improve the transition from education to employment, faster entry of unemployed young people in the labor market and reducing youth unemployment. In the field of traditional crafts revival, the following measures were established:

- Scholarships for professions in short supply;
- Setting up support for young farmers;
- Payment scheme for young farmers;
- Acquisition of additional skills for Youth in the field of cultural activities within JSKD (Public Fund for Cultural Activities) ;
- Promoting entrepreneurship for young people (Youth Start - Entrepreneur Challenges);
- Promoting entrepreneurship among young people with access to entrepreneurship.

The lack of participation of various stakeholders in the implementation of the envisioned measures was the main issue. Additionally, some measures did not contribute to youth employment or facilitate the transition of young people into the labor market.

A good example/Tool of the institutionalization/Capacity Building/Investment Type is the Centre DUO - Centre of domestic and artistic crafts Veržej. Centre DUO operates towards establishing systematic preservation and development of crafts and at the same time stimulates the regional development potential of Pomurje region. For young people but also to other age groups, the Centre represents an important meeting point for various forms of traditional crafts, where different workshops, courses and other forms of



education contents are carried out. With those activities they contribute significantly to the protection of cultural heritage and traditional trades and crafts. They includes not only teoretical lessons but are also organizing practical sessions (e.g. pottery).

Together with the RSG and intense involvement of Youth the following General Objectives have been set for the Regional Action Plan:

GENERAL OBJECITVES	
1.	Increased attractiveness of cultural heritage among Youth
2.	Involvement of cultural heritage and traditional crafts and trades in development strategies of local authorities in Pomurje region
3.	Model region for implementing new strategies in preservation and implementation of CH and traditional trades and crafts

SPECIFIC OBJECTIVES

Proposed measures for improving the current situation in the field of protection and valorization of cultural heritage and traditional crafts in Pomurje are following:

- Exploring the Pottery History in the Region aimed to develop a digital database of traditional trades and crafts;
- Young people don't have enough financial resources to start their own business, therefore the state should establish appropriate financial mechanisms to stimulate youth to take up traditional craft of their grandfathers or to create their own self-employment in the field of cultural heritage (cultural events, museums, galleries, monuments, etc.);
- Municipalities in Pomurje have to involve youth more active in planning, organization and implementation of different events and activities related to protection and valorization of cultural heritage;
- There should be more concrete actions, workshops and trainings organized, with aim to enable older generations of craftsmen to work with youth, to learn and train them and to pass the valuable knowledge linked to traditional crafts to young people - certified Youth Workshops (theoretical and practical) conducted by external experts in pottery;
- Older Craftsmen in Pomurje should invite youth to collaborate with them, to present their innovative idea and give them possiblity to suggest new approaches, new-innovate traditional products, etc. - visiting the sites where the traditional craft of pottery are stil vivid - examples of good practices



- To increase the attractiveness and visibility of traditional crafts, traditional products and Pomurje region in general, it is necessary to develop new, innovative and attractive local products of traditional crafts with aim to ensure craftsmen a decent source of income for their living;
- Local authorities, Employment service and other responsible institutions in Pomurje region should provide more support and trainings, needed to help them to upgrade their knowledge, skills and increase their competitiveness in the employment market;
- Policy making bodies in Pomurje should include the proposed actions for improvement of current situation in respective field in their action plans, development strategies and other development documents in order to ensure the implementation of proposed actions;
- More projects related to the Cultural heritage content (including the protection, revival and/or development of traditional craft) should be prepared and implemented in Pomurje region in future.

The short term objectives that help reaching the general objectives are following:

	SPECIFIC OBJECTIVES	REFERRING TO GO No.
1.	Promotion of the cultural heritage and traditional trades and crafts among Youth	1
2.	Updating and/or revising the municipal regulatory plans according to the principles of cultural heritage and traditional crafts and trades	2
3.	Cooperation with schools/training institutions to provide formal education for specific crafts and trades (especially pottery trade)	1, 2 and 3



ACTIONS

The lack of and need for Youth involvement is one of the YouInHerit shared issue, determining the intervention logic of the project and resulting in creative and marketable solutions for economic and social prosperity. The horizontal approach is a defining feature in all activities.

Key target audience is public authorities responsible for cultural heritage management. The aim is to create a change in their bureaucratic attitude by equipping them with improved managerial skills and adapting/using participatory approach and integrating creative ideas of young professionals. The output achieved in WP T1 (transnational training material on action planning for regions) will be disseminated to public authorities through - national roundtable discussion in each region as extended RSG Meeting inviting additional policy- and decision makers identified by RSGs disseminating hard facts and figures; - project website and social media; - participation in thematic events attended by policy-/decision makers.

The YouInHerit project touches upon a problem of revival of traditional crafts and trades as well as the level of interest by young people in this field. Within the YouInHerit Project Regional Status Quo Analyses (RSQA) had been made in Pomurje region to evaluate the state and current valorisation of cultural heritage related to old trades and crafts and to evaluate the status of Youth in the region especially their attitude to CH (as employees or entrepreneurs). Further on the gaps were defined between the status of CH valorisation and the expectations of the Youth concerning the CH becoming part of their life and basis for their living. The RSQA delivers both the similarities and differences between regions. The identified gaps to be tackled in the Pomurje region are of social and institutional character. Due to change of lifestyle, the need for traditional craft products is today different and schools/secondary schools do not provide organised forms of education aimed at conservation and redevelopment of traditional crafts and related skills.

The Municipality of Beltinci together with the Polish partner Self-Government of the Mazowieckie Voivodeship) - PP6 is carrying out the pilot Type 1 action CAPACITY BUILDING of local authorities and stakeholders. Local authorities and stakeholders need additional knowledge to provide relevant support for more active involvement of youth in preserving CH and performing of traditional crafts and trades. To fill the gaps in RSQA within the pilot actions was co-developed Milling Route together with youth and were organised two types of sessions (theoretical and practical) and was develop training material for educational purpose. Theoretical workshops were based on gaining more theoretical knowledge and increase capacities of stakeholders and local authorities. Practical exercises were carried out together with youth to find the most useful and practical way to establish Milling Route. Thematic result indicator of all sessions in this pilot indicate 20 training persons including local authorities, stakeholders and youth.

At this stage various activities were carried out to fill the identified gaps, among them the pilot workplan actions:



- Teoretical and practical sessions for target groups conducted with external experts
- Exploring the Old Crafts History in the Region with aim to develop and create the Milling Route
- Organisation of the YouInHerit Info point for Youth at the International Folklore Festival
- Active involvement of stakeholders, local authorities and young people in all pilot activities based on bottom-up approach
- Promotional materials and training materials due to promote pilot action activities and YouInHerit project and also for aducational purpose
- cross visit with the Self-Government of the Mazowieckie Voivodeship

1. Capacity Building

In a strictly “institutional” sense, capacity building refers to the process of optimising the skills of individuals and institutional support of one or more organisations. On the basis of this definition and in respect of the spirit of the Cotonou Agreement, one can define capacity building as the process aiming to facilitate, in conjunction with the stakeholders, a consolidation of their capacities at an individual, organisational and sectoral level to allow them to evolve and adapt to the new contextual requirements and fulfil their role within a governance structure. The different current approaches are the product of a plethora of strategies, methods and resources focused on changing mentalities such as the development of certain technical skills and the exchange of knowledge and skills.

The systemic capacity building model is based on three levels:

1. Building individual capacity where questions linked to strategic leadership are also handled;
2. The organisational level, with particular attention on issues such as identity, as well as the effectiveness and efficiency criteria;
3. The level of sectoral institutional support, where the basic questions are those on the development of skills and capacity for cooperation with other stakeholders and the creation of a legal and institutional framework adapted to the needs of organisations.

2. Communication

Promotional activities before starting the actions:

- Information on the website of the YouInHerit Project the Beltinci Municipality and on the websites of members of the Regional Stakeholders Group;
- Invitation of the representatives of the RSG's;
- Project information in social media;
- Press release in local newspaper (Mali Rijtar);



Promotional activities during the actions:

- Updating the website with photographs and contents of workshops;
- Publishing the photographs and contents in social media;
- Promotion on International Folklore Festival Beltinci and other bigger events together with Youth and using more attractive approach (for example prize competition, practical workshop of pottery, music, etc. with aim to attract more young to contribution)
- article in local newspaper (Mali Rijtar);

All the promotion activities before, during and after the actions will also be posted to PP2 - Sinergija (Communication Manager) to be uploaded to YouInHerit website and social media.

Methodology

To raise Youth involvement and valorisation of CH as well as to boost the capacities of local authorities for CH management, we will carry on some actions from the pilot action plan and add some new.

Youth will be engaged in these action through active participation as volunteers inviting other young people to get involved into activities and through participation in workshops, visiting the sites of good practice, practical exercises and other educational and promotional events.

The instruments and tools for capacity building are significantly varied and comprise, among others: training, access to and dissemination of information, facilitation and guidance, consultative support, tutoring and twinning systems, inter organisational collaboration and networking, feedback and capitalisation of experiences, tested institutional approaches, etc. The following table gathers some of the most used instruments, all the while putting them into context as much with the objectives sought as with the capacity building dimensions.

Table of actions:

TITLE OF THE ACTION	Enhanced CH management capacity of authorities and stakeholders
Location	Municipality of Beltinci, Pomurje Region, Slovenia
Pilot Action:	Development of Old Crafts Route
Coordinating Partner:	PP2
Participating Partners:	<ul style="list-style-type: none"> • PP2 Development Agency Sindergija Ltd (Razvojna agencija Sinergija d.o.o.) - RAS - Pomurje Region, Slovenia



	<ul style="list-style-type: none"> • PP12 Municipality of Beltinci, Slovenia
Participating Stakeholders:	<ul style="list-style-type: none"> • Municipality Moravske Toplice • DUO Center, Veržej • Local Education/Training/Development Institutions: • Ustanova Lokalna razvojna fundacija za Pomurje / Local development Foundation for Pomurje • BISTRA HIŠA, Zavod za raziskovanje in trajnostni razvoj Martjanci - SMART • HOUSE, Institution for research and sustainable development Martjanci • ZRIRAP Social Business Institution for Youth • JARICA Youth Association • PRIJLIKA Youth Association • Other local NGO's
METHODOLOGY	<ul style="list-style-type: none"> • Exploring the Pottery History in the Region aimed to develop a digital database of traditional trades and crafts; • Visit the sites where the traditional craft of pottery are stil vivid - Examples of good practices; • Certified Youth Workshops (theoretical and practical) conducted by external experts in pottery; • Organisation of the YouInHerit Info point for Youth at the International Folklore Festival Beltinci; • Designing the Old Craft's Route Map aimed at framing the CH offer, conducted by external experts in pottery;

TITLE OF THE ACTION	Enhanced CH management capacity of authorities and stakeholders
Location	Municipality of Beltinci, Pomurje Region, Slovenia
Action 1:	Development of training material for local authorities and stakeholders
Coordinating Partner:	PP2
Participating Partners:	<ul style="list-style-type: none"> • PP2 Development Agency Sindergija Ltd (Razvojna agencija Sinergija d.o.o.) - RAS - Pomurje Region, Slovenia • PP12 Municipality of Beltinci, Slovenia
Participating Stakeholders:	<ul style="list-style-type: none"> • Municipality Moravske Toplice • DUO Center, Veržej • Local Education/Training/Development Institutions: • Ustanova Lokalna razvojna fundacija za Pomurje / Local development Foundation for Pomurje • BISTRA HIŠA, Zavod za raziskovanje in trajnostni razvoj Martjanci - SMART • HOUSE, Institution for research and sustainable development Martjanci • ZRIRAP Social Business Institution for Youth • JARICA Youth Association



	<ul style="list-style-type: none"> • PRIJLIKA Youth Association • Other local NGO's
METHODOLOGY	<ul style="list-style-type: none"> • Status Quo Research and evaluation of education/training material developed by Local Education/ Training/ Development Institutions; • Cooperation with external experts to create a questionnaire for the local authorities aimed to evaluate the existing actions in Youth involvement into strategic documents of the local government; • Elaboration of the guidelines; • Elaboration of the training material in cooperation with stakeholders and with involvement of Youth; • Workshops

TITLE OF THE ACTION	Enhanced CH management capacity of authorities and stakeholders
Location	Municipality of Beltinci, Pomurje Region, Slovenia
Action 2:	Public invitation in social media/local newspapers to the youth interested in training for performing pottery trade
Coordinating Partner:	PP2
Participating Partners:	<ul style="list-style-type: none"> • PP2 Development Agency Sinderigija Ltd (Razvojna agencija Sinergija d.o.o.) - RAS - Pomurje Region, Slovenia • PP12 Municipality of Beltinci, Slovenia
Participating Stakeholders:	<ul style="list-style-type: none"> • Municipality Moravske Toplice • DUO Center, Veržej • Local Education/Training/Development Institutions: • Ustanova Lokalna razvojna fundacija za Pomurje / Local development Foundation for Pomurje • BISTRA HIŠA, Zavod za raziskovanje in trajnostni razvoj Martjanci - SMART • HOUSE, Institution for research and sustainable development Martjanci • ZRIRAP Social Business Institution for Youth • JARICA Youth Association • PRIJLIKA Youth Association • Other local NGO's
METHODOLOGY	<ul style="list-style-type: none"> • Reserch/examine the interest of Youth in attending the traning for performing the pottery trade during the pilot action 1 • Create the invitation • Release the invitation in social media/local newspapers and on the YouInHerit website • Contract the external experts for elaboration of the training material for theoretical and paractical workshops



	<ul style="list-style-type: none"> • Workshops in pottery trade • Evaluation of the Action
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TITLE OF THE ACTION	Enhanced CH management capacity of authorities and stakeholders
Location	Municipality of Beltinci, Pomurje Region, Slovenia
Action 3:	Development of specific measures (together with the Regional Chamber of Craft, Employment Agency and local authorities) to help Youth to start up a business of their own
Coordinating Partner:	PP2
Participating Partners:	<ul style="list-style-type: none"> • PP2 Development Agency Sinderjija Ltd (Razvojna agencija Sinergija d.o.o.) - RAS - Pomurje Region, Slovenia • PP12 Municipality of Beltinci, Slovenia
Participating Stakeholders:	<ul style="list-style-type: none"> • Municipality Moravske Toplice • DUO Center, Veržej • Local Education/Training/Development Institutions: • Ustanova Lokalna razvojna fundacija za Pomurje / Local development Foundation for Pomurje • BISTRA HIŠA, Zavod za raziskovanje in trajnostni razvoj Martjanci - SMART • HOUSE, Institution for research and sustainable development Martjanci • ZRIRAP Social Business Institution for Youth • JARICA Youth Association • PRIJLIKA Youth Association • Other local NGO's
METHODOLOGY	<ul style="list-style-type: none"> • Status Quo analysis in the field of national Youth employment strategies implementation; • Meetings with the Local chamber of Craft, Employment Agency and local authorities to reexamine the employment opportunities of Youth in the field of CH and traditional trades and crafts in Pomurje region; • Elaboration of the measures to support Youth in creating their own businesses in CH and traditional trades and crafts; • Creating more facilities for the Youth to keep them in the local area; • Promoting the student life in the local area;

TITLE OF THE ACTION	Enhanced CH management capacity of authorities and stakeholders
Location	Municipality of Beltinci, Pomurje Region, Slovenia
Action 4:	Developing the Marketing skills for young entrepreneurs in traditional trades and crafts
Coordinating Partner:	PP2



Participating Partners:	<ul style="list-style-type: none"> • PP2 Development Agency Sinderigija Ltd (Razvojna agencija Sinergija d.o.o.) - RAS - Pomurje Region, Slovenia • PP12 Municipality of Beltinci, Slovenia
Participating Stakeholders:	<ul style="list-style-type: none"> • Municipality Moravske Toplice • DUO Center, Veržej • Local Education/Training/Development Institutions: • Ustanova Lokalna razvojna fundacija za Pomurje / Local development Foundation for Pomurje • BISTRA HIŠA, Zavod za raziskovanje in trajnostni razvoj Martjanci - SMART • HOUSE, Institution for research and sustainable development Martjanci • ZRIRAP Social Business Institution for Youth • JARICA Youth Association • PRIJLIKA Youth Association • Other local NGO's
METHODOLOGY	<ul style="list-style-type: none"> • Evaluation of the pottery trade workshop participants interested for continuous training and education; • Developing the training material together with external experts and RSG's; • Organizing marketing workshops and courses for Youth interested in pottery trade in the DUO Centre;

TITLE OF THE ACTION	Enhanced CH management capacity of authorities and stakeholders
Location	Municipality of Beltinci, Pomurje Region, Slovenia
Action 5:	Developing the Route Navigator Application
Coordinating Partner:	PP2
Participating Partners:	<ul style="list-style-type: none"> • PP2 Development Agency Sinderigija Ltd (Razvojna agencija Sinergija d.o.o.) - RAS - Pomurje Region, Slovenia • PP12 Municipality of Beltinci, Slovenia
Participating Stakeholders:	<ul style="list-style-type: none"> • Municipality Moravske Toplice • DUO Center, Veržej • Local Education/Training/Development Institutions: • Ustanova Lokalna razvojna fundacija za Pomurje / Local development Foundation for Pomurje • BISTRA HIŠA, Zavod za raziskovanje in trajnostni razvoj Martjanci - SMART • HOUSE, Institution for research and sustainable development Martjanci • ZRIRAP Social Business Institution for Youth • JARICA Youth Association • PRIJLIKA Youth Association • Other local NGO's
METHODOLOGY	<ul style="list-style-type: none"> • Developing the App together with external experts, RSG's



	<p>and Youth;</p> <ul style="list-style-type: none"> • Promoting the App and sharing it for free or for symbolic price; • Evaluating the action;
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TITLE OF THE ACTION	Enhanced CH management capacity of authorities and stakeholders
Location	Municipality of Beltinci, Pomurje Region, Slovenia
Action 6:	Practical trainings and pottery workshops for youth
Coordinating Partner:	PP2
Participating Partners:	<ul style="list-style-type: none"> • PP2 Development Agency Sindergija Ltd (Razvojna agencija Sinergija d.o.o.) - RAS - Pomurje Region, Slovenia • PP12 Municipality of Beltinci, Slovenia
Participating Stakeholders:	<ul style="list-style-type: none"> • Municipality Moravske Toplice • DUO Center, Veržej • Local Education/Training/Development Institutions: • Ustanova Lokalna razvojna fundacija za Pomurje / Local development Foundation for Pomurje • BISTRA HIŠA, Zavod za raziskovanje in trajnostni razvoj Martjanci - SMART • HOUSE, Institution for research and sustainable development Martjanci • ZRIRAP Social Business Institution for Youth • JARICA Youth Association • PRIJLIKA Youth Association • Other local NGO's
METHODOLOGY	<ul style="list-style-type: none"> • Practical trainings and pottery workshops for youth organised in pottery workshops (in Filovci, in Pečarovci, Centre Duo,..); • Promoting the trainings and free participation or for low budget; • Possibility of the acquisition of certificate; • Evaluating the action;

Pomurje is an underdeveloped region, which tries to achieve better economic and social structure of the region on different manners. There was beginning of development of the tourist offer related to river Mura and traditional trades and crafts connected with it.

This will be an important step forward in the direction to keeping certain crafts alive and it also represents a great job opportunity for unemployed youth.



3. ROLE OF STAKEHOLDERS

The role of Regional Stakeholders Group (RSG) will engage their active participation in promotional activities before and during the actions. Promotional material as well as all informations on the internet will strictly include the above mentioned activities.

The RSG's will contribute by offering the support aimed at promotions, invitations of young people of their filed of interest to the all activities, by active participation at the workshops with exchange of experience and knowledge sharing.

4. BUDGET PLANNING

To implement the actions will be needed:

- Active involvement of Young people;
- Active involvement of stakeholders, target groups;
- support of external experts working on different fields of interest;

No.	Description	Amount
1	Development of Old Crafts Route	2.000€
2	Development of training material for local authorities and stakeholders	1.500€
3	Development of specific measures (together with the Regional Chamber of Craft, Employment Agency and local authorities) to help Youth to start up a business of their own	20.000€
4	Developing the Marketing skills for young interpreneurs in traditional trades and crafts	15.000€
5	Developing the Route Navigator Application	10.000€
6	Practical trainings and pottery workshops for youth	15.000€
Together:		63.500€

5. THE ACTION PLAN TIMELINE