



AGRI-URBAN

Local food on urban forks

<http://urbact.eu/agri-urban>

Quality eating = Quality living



City of Petrinja



As the mayor of a small Croatian town of Petrinja I can proudly say that we are part of the URBACT III family and that we are participating in the implementation of the project “Agri Urban - European Network for the promotion of agri-food in small and medium-sized cities”.

Our story began three years ago after visiting Slovenian city of Maribor where I together with my team participated in the presentation of the URBACT III program. Here I realized that participation in such a project could be a great opportunity for the development of the town of Petrinja.

The town of Petrinja is located in the predominantly rural part of Croatia and is known for its agricultural production. The first Croatian salami factory was founded in Petrinja in the 17th century, and since then a large number of our inhabitants worked in the agri-food sector. Unfortunately, in the 1990s, Petrinja was devastated during the Croatian war for

Independence, and the consequences are still visible. Many people left the area and devastation left traces not only in physical infrastructure but also in the economy of the region.

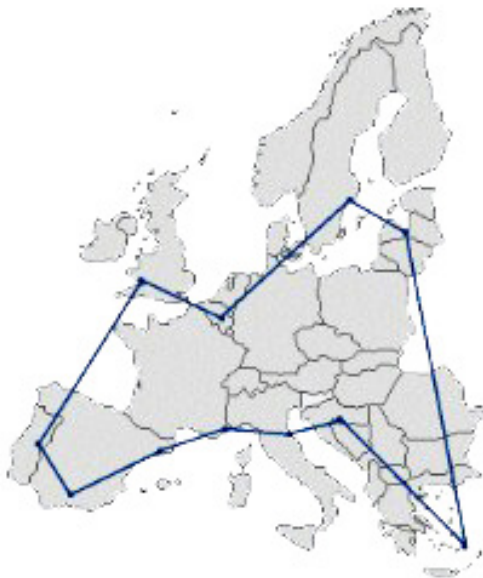
The participation of our city in the Agri Urban network is a great honor for me personally as a mayor as well as for the city of Petrinja. I believe that this is an excellent opportunity for the development of the agri-food sector of the town of Petrinja, which provides us with numerous opportunities and creates preconditions for further development and progress. I believe that our measures and activities will contribute to increasing the employment rate in the agri-food sector and help local producers by strengthening their capacities.

Darinko Dumbović, mayor of City of Petrinja



The Agri-Urban Project

AGRI-URBAN is about rethinking agri-food production in small and medium-sized cities that have a relative specialization in agri-food production. Agri-food production is a mature industry that still continues to play an important role in terms of GDP, employment and environmental sustainability. That is why new growth potentials must be activated by means of innovation, new business models and strategies.



The local food in urban forks



ENVIRONMENT



ECONOMY

Agri-Urban is an Urbact network of eleven European cities from 10 European member states:

SPAIN: City of Baena (Lead Partner);

LATVIA: Jelgava

PORTUGAL: City of Fundão

CROATIA: City of Petrinja

WALES: Monmouthshire county Council

SPAIN: City of Mollet del Vallès

FRANCE: City of Mouans- Sartoux

BELGIUM: LAG Pays De Condruces

ITALY: City of Cesena

SWEDEN: City of Södertälje

GREECE: City of Pyli







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Executive Summary

Integrated action plan “Quality eating=Quality living” of the city of Petrinja was created within the Agri Urban project. Petrinja is situated in the continental part of Croatia, in Sisak-Moslavina County. It is the 2nd largest city in the County with 24 671 inhabitants. Administratively it includes 55 settlements and the largest is the city of Petrinja, other settlements are villages in the rural area surrounding the city. With this IAP we are trying to create prerequisites for an encouraging entrepreneurship environment in agri-food sector and ensure the tools for the development of the agri-food sector of the city of Petrinja.

Vision of the city of Petrinja created within this IAP is a city with strong and developed agricultural sector, with developed, competitive and sustainable rural areas, with big number of producers and the variety of products, a city with healthy population and responsible, good behaving visitors opting for healthy local products.

The vision should be realized through implementation of two main developmental objectives:

1) To strengthen the capacities of the institutions and producers in agri-food sector in the city of Petrinja in order to create basis/conditions for further development of agri-food sector in the city of Petrinja and 2) using innovative methods to promote a healthy lifestyle in order to stimulate consumers to buy seasonal and local agricultural food products.

Activities planned within IAP of city of Petrinja “Quality eating=Quality living” will mostly be co-financed from EU, national and local funds. Total investment expected for the overall implementation period is 7.385.000,00 euros. Expected results are: 1.1 New facilities are set up in order to revitalize the agri-food production in the area and improve overall sales of local products by 10 % until 2023, 1.2. Eliminating administrative barriers in production and enhancing easier access to the market, resulting in simplified placement of local producers agri-food products and the recognition of local products is increased by 20% by the year 2023 based on the results of conducted public survey, 1.3 At least 20% of producers have used services and participated in educational programs provided by the local public institutions (Center for plum and chesnut at Petra-Petrinjska razvojna agencija) and newly established farmers club, based on the reports and signing lists, 2.1 Promotion of healthy lifestyle so that awareness of the additional value that local and seasonal products have among local and regional residents is increased by 10% by 2023 based on the results of conducted public survey and 2.2. Increased awareness of the need to preserve biodiversity and natural resources in order to continue with the traditional farming among the local and regional residents, with an increase by 10% by 2023 based on the results of conducted public survey.

The city of Petrinja will work on the development of rural areas with the emphasis on capacity building and improving the quality of life. Agriculture should become an opportunity for employment for many people in the area and with the activities planned within the IAP we believe it is going to be achieved. Members of the ULG played an important role during the process of planning and creating of IAP, in a way that the IAP “Quality eating=Quality living” is a product of the problem analysis they have conducted and on their proposals of activities to be implemented. It is important to continue the work and active participation of the ULG in order to ensure the implementation of the IAP.



1. Background and Policy Context

1.1 City Profile



Petrinja is situated in the continental part of Croatia, in Sisak-Moslavina County. It is the 2nd largest city in the County with 24 671 inhabitants. The city is located in a favorable geospatial position, at the crossroads of different traffic routes and near to Sisak (13 km) and Zagreb (60 km), the County and the state capitals. As a unit of local self-government it embraces 55 settlements, including Petrinja as a city center. Settlement Petrinja has 15.683 inhabitants according to the population census from 2011., there is only one other settlement with more than 500 inhabitants. Relative disparity is one of the comparative advantages of the city because it offers the possibility of spatial planning in accordance with sustainable development and the real needs of the people.

Since it is located in the rural part of the country, the majority of the population still works in the agricultural production. Rural areas surrounding the city are recognizable for their beauty and preserved nature. There are numerous natural and spatial reserves, most of them in forest and agricultural areas.

On the territory of Sisak-Moslavina County there are 28 land areas that are significant from the aspect of preservation of endangered species and habitat types and five of them are in the area of the city (Zrinska Gora forrest, rivers Petrinjčica and Kupa, Cave nears Šušnjar village, area near rivers Maja and Bručina).

The area the town is situated in, is rich with fresh water supply. Water wealth consists of network of underground and surface watercourses and springs of drinking water (Zrinska Gora is one of the three richest water areas in Croatia). Surface watercourses that characterize the area of Petrinja are the river Kupa, Petrinjčica and Utinja.

The area of the City of Petrinja has significant forest wealth. The total area of forests in the area of the City of Petrinja is 12.961,65 ha. Predominant are forests of chestnut and oak.



Given the purpose, the forests in the area of the City of Petrinja are mostly for economic purposes, which, with the preservation and improvement of functions, implies use for the production of forest and timber products.

Chestnut forests are also significant at European level - Zrinska gora is one of the richest chestnut forests in South East Europe.

The economy is still in revitalization due to devastations made during the Croatian War of Independence in the 1990s. Current economy is based on the work of small entrepreneurs, craftsman and agri-food farmers. The number of small family farms that produce natural and organic products is increasing. Agricultural production has a very long history in this area. The first Croatian salami, dried meat and fat factory was opened in Petrinja in 1690. That was the start of an exceptionally long meat industry tradition. Therefore, local farmers have traditionally been engaged mainly in cattle breeding in cooperation with the meat industry (Gavrilović). Unfortunately, this industry hasn't yet fully recovered from the war, mostly because the following privatization process was quite unsuccessful. Viewed by size, almost exclusively small businesses are operating in the Petrinjas economy.

1.2 Background

Although there is a large number of manufacturers and quality products, the main problem the producers are facing is the placement of their products in the market and that makes the work in the agri-food sector unprofitable. Today, young families are not willing to stay home or start family businesses in agriculture which stops the development of the region. Therefore, it is necessary to develop additional contents and conditions in terms of education on specific themes, necessary infrastructure and additional activities. We need to create prerequisites for an encouraging entrepreneurship environment and ensure the tools for the development of the agri-food sector in the area.

Despite favorable natural conditions (mild climate, clean soil of good quality, etc.), long tradition and experience, agricultural production in the region is still recovering after the Croatian War of Independence in the 1990s. Production capacities and technological equipment are not satisfactory; farmers' properties are small and excessively fragmented. There are still minefields and neglected areas. Also, in many cases the ownership of the land is not resolved. Rural areas are poorly populated, with mostly elderly population. Although they are engaged in agriculture, they are not part of the agri-food production industry. They work to satisfy their own needs, using mostly old mechanization and managing small plots. Before the war, the meat company Gavrilović was the main driver of agricultural production in areas of cattle breeding and viticulture. But post-war privatization processes and recent restructuring have led to company's decline. As a result, many farmers lost their only market. Some of the current problems in the agri-food sector include administrative barriers which prevent farmers to place their products on the market; the quality of branding and marketing of the products; the lack of cooperation among producers.

According to the Agricultural Payment Agency Data from December 2015, 1040 agricultural holdings from the area were registered in the Register of Farmers (10.91% of the total number of holdings in the Sisak-Moslavina County). The majority is registered as a family farm (1008), and the extremely small number of cooperatives (5) indicates the lack of interest in association forms.



According to the same source, the average land size per entity amounts to 6.84 ha while the average number of parcels per entity is 8.11.

Family farms, as the most common type of agricultural holdings, are homes for 902 people (3.65% of the population) which make 4.93% of the population at the County level. The age structure of the holders is very unfavorable – with a small number of holders under the age of 40 (12%). Most holders are aged 41 to 65 (55%) and even one third of small agricultural holders are older than 65 (33%). The numbers are a clear indicator of a necessary generational renewal.

With regards to the professional qualifications, out of total number of 1040 small farm holders, for 365 holders there is no available information about professional qualifications; 44.74% of the holders with available data (675) have secondary vocational qualifications. 32.3% of the holders have completed elementary school while 13.93% is uneducated. Only 9.03% of the small agricultural holders have higher education. A small number of young farmers combined with a low level of education results in reduced investments in modernization and innovation processes.

The high unemployment rate, as a result of the weaker economy, is one of the major problems of Petrinja. Data on average annual unemployment for the last five years indicate that the unemployment rate is constantly above 22%, which further emphasizes the gravity of this problem. Based on the Croatian Employment Service data, there are 41 different types of vocational profiles in the field of agriculture in Petrinja. The highest unemployment rate is among the florists. The highest unemployment rate in the field of agriculture is among the people with secondary education and young people with no work experience.

The city of Petrinja is investing great efforts in the agri-food sector, mainly through the yearly incentives and subsidies allocated to the producers. Also, a great emphasis is placed on the preservation of an indigenous breed of pig called Banijska šara with the aim to increase both the number of animals and of producers. In addition, beekeeping is an important part of the region's agricultural business. The proclamation of the eco-zone Klinac which covers the area with 10 eco beekeepers with about 130 hives, has stimulated the honey production, as well as the efforts invested towards the protection and preservation of the chestnut forests. Also, there is a desire to popularize the production of sweet chestnut. In May 2007, a project "Green House" offered local producers a place to promote and sell their products. Moreover, there is a plan to set up an on-line platform which will enable the producers to offer their products on national and EU levels. Those are some of the measures that Petrinja is implementing in order to stimulate production and help the producers.





1.2 Policy Context

European Union and Croatia

The European Union Strategy for Europe 2020 brings new vision of the social market economy for the 21st century and proposes growth that is smart, sustainable and inclusive. It is based on the following priorities: (1) Smart Growth (developing knowledge-based and innovation-based economies); (2) Sustainable Growth (promoting a more resource efficient economy that is greener and more competitive); (3) Including Growth (fostering economies with high employment rates that influence social and territorial connectivity). National strategic documents Operational program Competitiveness and Cohesion 2014-2020, Operational program Effective Human Resources and the Rural Development Program of the Republic of Croatia 2014-2020. Also, the key development orientation from the Strategy for Entrepreneurship Development in the Republic of Croatia 2013-2020 and the Strategy for Combating Poverty and Social Exclusion of the Republic of Croatia (2014-2020) and the Program of Integrated Physical, Economic and Social Regeneration of Small Towns in War-affected Areas.

Sisak-Moslavina County

The Human Resources Development Strategy of Sisak-Moslavina County (SMC) for the period 2014-2020 declares its vision as: "Competent labor, ready for labor market challenges, becomes an important partner in sustainable and competitive economic development of the Sisak-Moslavina County." This vision should be realized through three priorities: 1. Building a competitive workforce, 2. Strengthening social inclusion and integration of disadvantaged people in the labor market, 3. Sustainability of the existing and enhanced quality of work of the Local Partnership for Employment in SMC.

City of Petrinja

Overall Development Program 2014-2020

is the fundamental document for establishing and implementing the economic and social development in the City of Petrinja for the period up to 2020. It is based on the established developmental possibilities and needs of the City, defined development vision, strategic goals and measures, which is the framework and basis for the preparation, financing and implementation of development projects.

Intervention plan of the City of Petrinja, promotes an integrated approach to local development that should be proactive and contribute to better integration of different development areas (employment, infrastructure, environment, services and structures of social support, as well as social inclusion and integration) and result in the reduction of social inequality, exclusion and poverty, better demographic picture and trends, improving infrastructure, strengthening growth potential, overall attractiveness for living and potential investment, and strengthening local communities and active participation of inhabitants in economic and social aspects of life.

Other strategic Development Management Documents: Agro ecological Evaluation and Development Potential in Agricultural Petrinja (2005), Local development strategy of LAG Zrinska gora - Turopolje by 2020. The city of Petrinja is included in the Local Action Group Zrinski gora - Turopolje. LAG Zrinska Gora Association (today, LAG Zrinska Gora - Turopolje) was registered in the State Administration Office in Sisak-Moslavina County in June 2011. It includes Lekenik Municipality, Donuts and Martinska Ves, and Towns of Petrinja, Glina, the rural area of Sisak and South Rural area of Velika Gorica. LAGs act as drivers of rural development at the local level by implementing Local Development Strategy of LAG Zrinska Gora - Turopolje by Measure 19.2. The LAG receives the possibility of allocating funds from the selected measures of the Rural Development Program of the Republic of Croatia 2014-2020 and funding LAG project applicants.



2. Vision and Expected Results

2.1 Our Vision

In our vision, Petrinja is a city with strong and developed agricultural sector, with developed, competitive and sustainable rural areas, with big number of producers and the variety of products, a city with healthy population and responsible, good behaving visitors opting for healthy local products. The vision should be realized through two developmental objectives:

1) To strengthen the capacities of the institutions and producers in agri-food sector in the city of Petrinja in order to create basis/conditions for further development of agri-food sector in the city of Petrinja

2) using innovative methods to promote a healthy lifestyle in order to stimulate consumers to buy seasonal and local agricultural food products.





2.2 Expected Results

Objective 1:

To strengthen the capacities of the institutions and producers in agri-food sector in the city of Petrinja in order to create basis/conditions for further development of agri-food sector in the city of Petrinja

Objective 2:

Using innovative methods to promote a healthy lifestyle in order to stimulate consumers to buy seasonal and local agricultural food products

Expected Result 1.1:

New facilities are set up in order to revitalize the agri-food production in the area and improve overall sales of local products by 10 % until 2023

Expected Result 1.2:

Eliminating administrative barriers in production and enhancing easier access to the market, resulting in simplified placement of local producers agri-food products and the recognition of local products is increased by 20% by the year 2023 based on the results of conducted public survey

Expected Result 1.3:

At least 20% of producers have used services and participated in educational programs provided by the local public institutions (Center for plum and chesnut at Petra-Petrinjska razvojna agencija) and newly established farmers club, based on the reports and signing lists

Expected Result 2.1

Promotion of healthy lifestyle so that awareness of the additional value that local and seasonal products have among local and regional residents is increased by 10% by 2023 based on the results of conducted public survey

Expected Result 2.2:

Increased awareness of the need to preserve biodiversity and natural resources in order to continue with the traditional farming among the local and regional residents, with an increase by 10% by 2023 based on the results of conducted public survey



2.2 The Change

The city of Petrinja will work on the development of rural areas with the emphasis on capacity building and improving the quality of life. Agriculture should become an opportunity for employment for many people in the area. The city plans to implement many activities with the aim of strengthening the capacities of institutions and producers in the agri-food sector. That will create conditions for further development of the agri-food sector in the city of Petrinja. The planned results are: (1) setting up new institutions that will revitalize the agri-food production; (2) eliminating administrative barriers in production; (3) simplifying the process of launching the products on the market. This change should create multiplying effects, like a greater number of young families that decide to live and work in the area.

Furthermore, a number of educational programs and workshops will increase, and necessary information will become available to the

people. That should revitalize the agri-food sector, in terms of organization, education and availability of information. The cooperation between institutions and producers will become more intensive which should simplify the access to the market. For the reasons mentioned, the agri-food sector in the city will develop and grow.

We will introduce different innovative methods for the promotion of healthy lifestyles in order to stimulate the consumers to buy local and seasonal food. Those activities are expected to have the following results: (1) the increased awareness of the additional value of local and seasonal products among the population of the region; (2) the increased awareness of the need to preserve region's biodiversity and natural resources.





3. Process of building the IAP

3.1 The Method

The project methodology was established during Phase I of Agri-Urban. The Project Team developed a methodology for the transnational meetings and for the work with the Local Groups which was discussed and approved by the Local Groups and then developed through a series of meetings.

The Integrated urban development and participative action-planning were at the heart of our work.

The infographic on the right, recaps the main steps to go through to develop an integrated action plan, which will analyse problems and opportunities, address specific needs by defining expected results, and prepare a set of actions in co-production with stakeholders. In each AGRI-URBAN stop (transnational meeting) we work a different step of the Action-Planning Cycle



The following is a summary of the key stages at local level:

- I. Creation of the Local Support Group with representatives from public and private sector*
- II. Stakeholder Analysis*
- III. Definition of Key Problems and Challenges*
- IV. Gathering evidence based on desktop studies and site work*
- V. Generation of ideas for solutions*
- VI. Transnational visits to partner countries with exchange of best practice and learning*
- VII. Refinement of the Actions and completion of Action Tables*
- VIII. Identification of potential funding mechanisms for IAP Actions*
- IV. Communication and consultation with key stakeholders and validation of IAP*
- X. Further refinement of the IAP following consultation with stakeholders*
- XI. Completion of Phase 2 and formal launch of IAP*



3.2 Learning and sharing at EU level

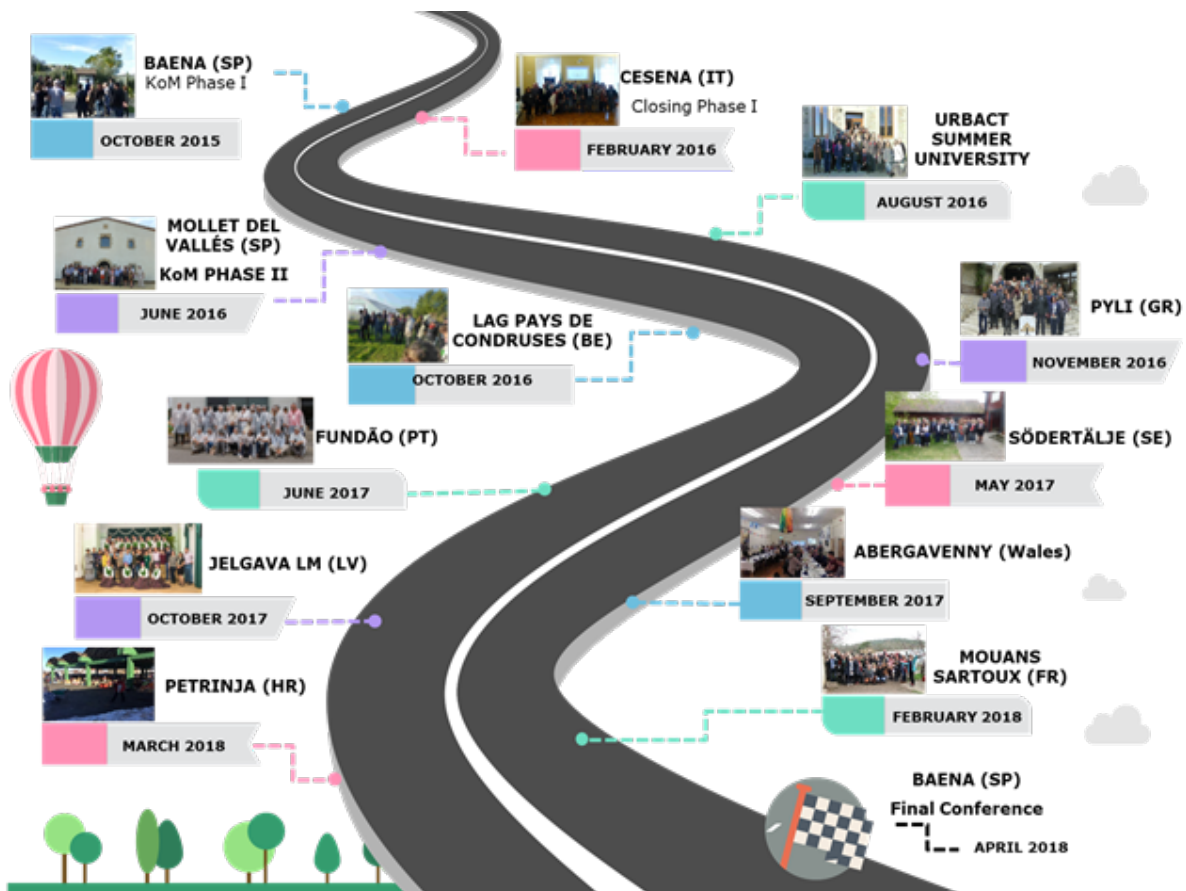
Since October 2015 that our journey at Agri-Urban started. Together with 10 EU cities we were rethinking agri-food production in small and medium-sized cities that have a relative specialization in this area, with the goal to increase transparency in the European food system, strengthen the rural-urban relationship and raise jobs in the sector.

The transnational exchange meetings, where representatives from each partner country visit each other during project development to exchange best practice ideas, share relevant case studies and develop new ideas within their own cities based on experiences and learning. The transnational exchange was considered the most valuable part of the project as the ideas and learning generated among partners is now being reflected in each IAP across the Agri-Urban part-

nership. The focus is on providing local solutions to local problems.

The purpose of the transnational exchange was to share experiences and learning between partners and develop new initiatives in tackling similar problems in each partner country. This was considered the real added-value of the Agri-Urban Network where key personnel of LGs were afforded the opportunity to visit, see and discuss with relevant individuals in partner countries as to how to tackle various problems and what solutions would be best suited and fitted to their own situation.

The following image is a visualization of our journey that started in October 2015 in Baena and finished in April 2018 at the same place.





3.3 The bottom/up approach - Local Group

Project team members had conducted an analysis of crucial stakeholders in the agricultural sector and other potential contributors to the program before setting up ULG for Agri Urban project in Petrinja. The idea was to bring together people from different sectors and institutions.

The ULG members are: Agricultural Advisory Service, Croatian Employment Service, High School Petrinja, Centar za šljivu i kesten, LAG Zrinska Gora – Turopolje, Tourist Office of Petrinja, City Departments for Agriculture, EU Funds and Development, Development Agency PETRA, several associations connected the healthy lifestyle, ecology and food production (Banijska šara, Put keštena, Centar Humanika), NAS PET j.d.o.o., a private agency for marketing and branding and Naš život - association for providing non-institutional care for elderly people.

We offered our members an opportunity to present their works to other members by changing locations of our ULG meetings, as we hoped that would create dissemination effect and help the formation of new and innovative partnerships on local level. We introduced and presented a roadmap to all the members at the very beginning, so they could have complete overview of the process. The meetings were organized in the following institutions: Centar za šljivu i kesten, City Department, LAG, High School Petrinja, Green House. All mentioned institutions play an important role in the agri-food sector and are important members of our ULG.

We placed a lot of attention upon transnational activities and their importance in the process of IAP creation, as well as on the ways of participating in such activities. Together with the project team, ULG members had an opportunity to participate in a number of transnational activ-

ities (KoM, USU Rotterdam, Pyli, Fundão, Mouans Sartoux, Baena). Also, we had organized 8 work meetings to prepare the members for active participation in the creation of IAP. The first step was the identification of the problems in the agri-food sector. For that, we used the Problem Tree method. After identifying the main problem, the IAP goals were defined.

At the next stage, we were focused on gathering necessary information for the IAP production as well as on the activities that will be included in the program. Boris Volarević, the head of Statistic Department of Croatian Employment Service, carried out the detailed analysis of the structure of the people from the city of Petrinja who have high school education (in the field of agriculture) and are registered as unemployed. His analysis included age, gender and educational structure. The research was presented under the title Employment in agricultural occupations in the City of Petrinja for the period between 2011 and 2015. ULG members were presented with the plan for creation of Integrated Action Plan of the Municipality of Petrinja in the sector of agricultural production of food.

It took several months for the project team to gather and develop proposals of the IAP activities. ULG members took part in the organization and implementation of a transnational meeting which was held from 7th till 9th of March 2018 in Petrinja.

At the 8th of March during the transnational meeting in Petrinja 9th ULG meeting was organized in form of workshop for both partners and ULG members. Lead expert of the project lead the discussion on the theme: the role of the ULG after project ends?



4. Our Strategy for Agri-Urban

4.1 Action Planing

Our starting point when deciding about the activities to be implemented with a successful agri-food developmental policy is not linked exclusively to agricultural activity but, apart from agriculture, it includes forestry, environment, diversification of the rural economy, quality of rural life, innovation in agriculture, new ways of using agricultural products, environmental protection in rural areas and job creation; rural areas become vital and attractive places for life and work, with developed and diversified economic opportunities in accordance with local conditions and features.





OBJECTIVE #1

To strengthen the capacities of the institutions and producers in agri-food sector in the city of Petrinja in order to create basis/conditions for further development of agri-food sector in the city of Petrinja

BUILDING THE FACILITIES FOR PROCESSING,
PRODUCTION AND PACKAGING OF MEAT AND VEGETABLES (Cooperative Banovina)

AGRI-FOOD ZONE

#MADE_IN_PETRINJA

SETTING-UP THE AGRI-FOOD SECTOR DATA BASE

EDUCATIONAL COURSE FOR FRUIT GROWING AND VINE PRODUCTION

SETTING UP A PRODUCERS CLUB (COOPERATION)

ONE STOP AGRICULTURAL SHOP

OBJECTIVE #2

With innovative methods promote a healthy lifestyle in order to stimulate consumers to buy seasonal and local agricultural food products

GREEN TUESDAYS

EVEN CHESNTUT NEEDS OUR HELP

TRADITIONAL COOKING OF BANOVINA AREA - CONSERVATION OF INTANGIBLE
HERITAGE AND CULTURAL IDENTITY

GREEN HOUSE VOL. II





To strengthen the capacities of the institutions and producers in agri-food sector in the city of Petrinja in order to create basis/conditions for further development of agri-food sector in the city of Petrinja

BUILDING THE FACILITIES FOR PROCESSING, PRODUCTION AND PACKAGING OF MEET AND VEGETABLES (Cooperative Banovina)

AGRI-FOOD ZONE

#MADE_IN_PETRINJA

SETTING-UP THE AGRI-FOOD SECTOR DATA BASE

EDUCATIONAL COURSE FOR FRUIT GROWING AND VINE PRODUCTION

SETTING UP A PRODUCERS CLUB (COOPERATION)

ONE STOP AGRICULTURAL SHOP

In order to set up an agri-food incubator, it is necessary to build facilities for production, processing and storage of the agri-food products.

Facilities for processing and storing vegetable and fruit production should be built. In Petrinja 's rural areas, farmers grow different types of vegetables and fruits like plum, apple, pear, chestnut, potato and garlic. At the moment, there is no adequate place for storing or processing those types of products.

The construction of the agri-food incubator will provide an infrastructure for the growth and development of existing and new entrepreneurship initiatives based on sustainability principles. Modern, environmentally friendly technology will be used in the realization of the project.



In total: 5.800.000,00 € (financed from: EU budget-EFRR, national and local budget) Other: Interested farmers , Public support

TIMESCALE : 36 months



INTENDED RESULT

New facilities are set up in order to revitalize the agri-food production in the area

LEAD ORGANIZATION

The city of Petrinja will be the owner of this premises, Public Institution Business zone Petrinja d.o.o will manage the incubator

KEY PARTNERS

Centar for Plum and Chestnut, Local farmers (present and future),LAG Agricultural associations



RISK #	Risk Type	Intensity	Mitigation Plan
<p>RISK #1</p> <p>Extension of planned construction dates - The key causes that may lead to the realization of this risk are the extension of deadlines related to the implementation of public procurement procedures, cancellation of public procurement procedures, complaints about public procurement procedures, unstable weather conditions, delays in delivery of materials needed for construction by material suppliers, extension of construction deadlines due to mistakes or the fault of the contractor.</p>	<p>Operational Financial Staffing Technical</p>	<p>Probability: medium</p>	<p>a) ex-ante evaluation and acceptance of ex-ante evaluation comments; b) Planning of outdoor works during the season with less precipitation and higher temperatures; c) a well-defined contract that concludes with the contractor; d) Planning of construction works within real time frames e) bank guarantees for the quality assurance of works and deadlines</p>
<p>RISK #2</p> <p>Significant increase in investment costs - The reasons that may lead to this risk include: Inadequate Estimation of Construction Costs, Supplier Requirements for Recognizing Additional Unforeseen Costs, and such situations would lead to increased project costs.</p>	<p>Financial Technical</p>	<p>Probability: medium</p>	<p>Creating quality project documentation</p>
<p>RISK #3</p> <p>Inadequate Project Management and Failure to Meet the Obligations of the Contract - The key causes that may lead to this risk are non-organization and non-functionality of the project team, the possibility of participation of individual members of the project team in implementation due to external influences (eg. sickness), project team members do not have enough experience in implementing projects funded by EU funds.</p>	<p>Operational Staffing</p>	<p>Probability: low</p>	<p>a) Define control points and targets for each phase of implementation b) Regular meetings where oral and written reports to the project leader on the progress of implementation c) Build a project team with a sufficient number of members who have the qualifications, knowledge and skills needed to implement the proposed project</p>
<p>RISK #4</p> <p>The low motivation of partners and associates - the key causes that can result in this risk are poor communication between applicants and project team members on the one hand and associates on the other hand, insufficiently elaborated role of partners and associates, unrealistic expectations by the applicants.</p>	<p>Operational Behavioural</p>	<p>Probability: low</p>	<p>a) Continuous and transparent communication with co-workers needs to be maintained b) It is necessary to include co-workers in time and to clearly define obligations and rights c) Their involvement must be developed on the basis of real possibilities</p>
<p>RISK #5</p> <p>Not obtaining funding depending on competitive proposals, at all level</p>	<p>Financial Operational</p>	<p>Probability: medium</p>	<p>a) Education of employees in project writing b) Create a team with a sufficient number qualified and skilled members</p>



To strengthen the capacities of the institutions and producers in agri-food sector in the city of Petrinja in order to create basis/conditions for further development of agri-food sector in the city of Petrinja

BUILDING THE FACILITIES FOR PROCESSING, PRODUCTION AND PACKAGING OF MEAT AND VEGETABLES (Cooperative Banovina)

AGRI-FOOD ZONE

#MADE_IN_PETRINJA

SETTING-UP THE AGRI-FOOD SECTOR DATA BASE

EDUCATIONAL COURSE FOR FRUIT GROWING AND VINE PRODUCTION

SETTING UP A PRODUCERS CLUB (COOPERATION)

ONE STOP AGRICULTURAL SHOP

Establishing an agricultural zone in Petrinja's rural areas will stimulate the agri-food production in many ways. It will enable farmers who don't have enough land to expand their production. Also, the zone will attract new investors into the area.

One part of the zone will be used as a start-up incubator for agri-food producers. They will get a part of land to start up a business. Those who are successful in their work during the first year will get the opportunity to buy or rent the land within the zone. Also, free educational activities will be organized and implemented during the start-up period. Public Institution Centar za šljivu i kesten will be in charge of the educational part of the process.

First step in establishing the agricultural zone is to solve all ownership issues regarding the land within the zone. Second step is to build communal infrastructure. Last step is to attract investors in the area and to raise public awareness about the importance of the future Agri-food Zone.



In total: 1.000.000,00 € (financed from: EU budget-EFRR, national and local budget), Other: Land, Interested farmers, Public support

TIMESCALE : 36 months



INTENDED RESULT

With eliminating administrative barriers in production and by enhancing easier access to the market the placement of local producers agri-food products is simplified and the recognition of local products is increased by 40% by the year 2020 based on the results of conducted public survey

LEAD ORGANIZATION

The city of Petrinja will be the owner of this premises, Public Institution Business zone Petrinja d.o.o will manage the incubator

KEY PARTNERS

Ministry for Agriculture of Republic of Croatia
Public institution Center for Plum and chesnut, Agri-food producers



RISK #1	Risk Type	Intensity	Mitigation Plan
<p>Extension of planned construction dates - The key causes that may lead to the realization of this risk are the extension of deadlines related to the implementation of public procurement procedures, cancellation of public procurement procedures, complaints about public procurement procedures, unstable weather conditions, delays in delivery of materials needed for construction by material suppliers, extension of construction deadlines due to mistakes or the fault of the contractor.</p>	<p>Operational Financial Staffing Technical</p>	<p>Probability: medium</p>	<p>a) ex-ante evaluation and acceptance of ex-ante evaluation comments; b) Planning of outdoor works during the season with less precipitation and higher temperatures; c) a well-defined contract that concludes with the contractor; d) Planning of construction works within real time frames e) bank guarantees for the quality assurance of works and deadlines.</p>
<p>RISK #2</p> <p>The low motivation of producers to buy/rent the land or to use the services of start up agri-food incubator - the key causes that can result in this risk are poor communication and low visibility of the project activities, unrealistic expectations by the applicants.</p>	<p>Operational Behavioral</p>	<p>Probability: medium</p>	<p>a) Continuous and transparent communication maintained throughout the project duration b) well planned communication strategy aimed at possible target group c) Their involvement must be developed on the basis of real possibilities</p>
<p>RISK #3</p> <p>Inadequate Project Management and Failure to Meet the Obligations of the Contract - The key causes that may lead to this risk are non-organization and non-functionality of the project team, the possibility of participation of individual members of the project team in implementation due to external influences (eg. sickness), project team members do not have enough experience in implementing projects funded by EU funds.</p>	<p>Operational Staffing</p>	<p>Probability: low</p>	<p>a) Define control points and targets for each phase of implementation b) Regular meetings where oral and written reports to the project leader on the progress of implementation c) Build a project team with a sufficient number of members who have the qualifications, knowledge and skills needed to implement the proposed project</p>
<p>RISK #4</p> <p>Not obtaining funding depending on competitive proposals, at both National and EU level</p>	<p>Financial Operational</p>	<p>Probability: medium</p>	<p>a) Education of employees in project writing b) Create a team with a sufficient number of members who have the qualifications, knowledge and skills needed to plan and to create proposed project</p>



To strengthen the capacities of the institutions and producers in agri-food sector in the city of Petrinja in order to create basis/conditions for further development of agri-food sector in the city of Petrinja

BUILDING THE FACILITIES FOR PROCESSING, PRODUCTION AND PACKAGING OF MEAT AND VEGETABLES (Cooperative Banovina)

AGRI-FOOD ZONE

#MADE_IN_PETRINJA

SETTING-UP THE AGRI-FOOD SECTOR DATA BASE

EDUCATIONAL COURSE FOR FRUIT GROWING AND VINE PRODUCTION

SETTING UP A PRODUCERS CLUB (COOPERATION)

ONE STOP AGRICULTURAL SHOP

#Made_in_Petrinja is a project that will aim on branding, marketing and promotion of the local agri-food products. Project activities will result in the increased recognition of local producers and their products. Meat products made from domestic sort of pig Banijska šara and the domestic honey Banski med will be in the focus of branding and marketing campaigns.

The activities will be implemented on the EU and national levels. Product-branding process at the EU level means adding extra value to the product in terms of recognized authenticity and certification labels. Moreover, the EU-level of product branding contributes to the development of region's identity and distinctiveness. The promotion of project activities will be done on national levels. That should add extra value to Petrinja's local products and promote local gastronomy.



In total: 130.000,00 € (financed from: EU budget, national and local budget), Other : Historical data "Creativity think thank", Public support

TIMESCALE : 24 months



INTENDED RESULT

With eliminating administrative barriers in production and by enhancing easier access to the market the placement of local producers agri-food products is simplified and the recognition of local products is increased by 40% by the year 2020 based on the results of conducted public survey

LEAD ORGANIZATION

The Tourist Office of Petrinja will manage it

KEY PARTNERS

D-point Associations (Path of chestnut, Banijska šara, etc.)



	Risk Type	Intensity	Mitigation Plan
<p>RISK #1</p> <p>Administrative barriers in process of acquiring necessary certificates- The key causes that may lead to this risk are long processes of acquiring documentation for branding products at EU level;</p>	Operational Technical	Probability: high	<p>a) Good planning and preparation prior to sending all necessary documentation</p> <p>b) good planning of the time-scale for project activities, that is to plan enough time to finish all the activities on time</p>
<p>RISK #2</p> <p>The low motivation of producers to buy/rent the land or to use the services of start up agri-food incubator - the key causes that can result in this risk are poor communication and low visibility of the project activities, unrealistic expectations by the applicants.</p>	Operational Behavioral	Probability: medium	<p>a) Continuous and transparent communication maintained throughout the project duration</p> <p>b) well planned communication strategy aimed at target group</p> <p>c) Their involvement must be developed on the basis of real possibilities</p>
<p>RISK #3</p> <p>Inadequate Project Management and Failure to Meet the Obligations of the Contract - The key causes that may lead to this risk are non-organization and non-functionality of the project team, the possibility of participation of individual members of the project team in implementation due to external influences (eg. sickness), project team members do not have enough experience in implementing projects funded by EU funds.</p>	Operational Staffing	Probability: low	<p>a) Define control points and targets for each phase of implementation</p> <p>b) Regular meetings where oral and written reports to the project leader on the progress of implementation</p> <p>c) Build a project team with a sufficient number of members who have the qualifications, knowledge and skills needed to implement the proposed project</p>
<p>RISK #4</p> <p>Not obtaining funding depending on competitive proposals, at both National and EU level</p>	Financial Operational	Probability: medium	<p>a) Education of employees in project writing</p> <p>b) Create a team with a sufficient number of members who have the qualifications, knowledge and skills needed to plan and to create proposed project</p>





To strengthen the capacities of the institutions and producers in agri-food sector in the city of Petrinja in order to create basis/conditions for further development of agri-food sector in the city of Petrinja

BUILDING THE FACILITIES FOR PROCESSING, PRODUCTION AND PACKAGING OF MEAT AND VEGETABLES (Cooperative Banovina)

AGRI-FOOD ZONE

#MADE_IN_PETRINJA

SETTING-UP THE AGRI-FOOD SECTOR DATA BASE

EDUCATIONAL COURSE FOR FRUIT GROWING AND VINE PRODUCTION

SETTING UP A PRODUCERS CLUB (COOPERATION)

ONE STOP AGRICULTURAL SHOP

This activity will start by collecting important information about local producers and their products (e.g. age, education level, assigned subsidies, size of the land, and number of trees).

During the project, teams will create a data base containing all necessary information, e.g. a list of the local producers, soil research data, the development of specific incentives.



In total: 10.000,00
(financed from: local budget)

TIMESCALE : 5 months



INTENDED RESULT

At least 30% of producers have used services and participated in educational programs provided by the local public institutions and newly established farmers club, based on the reports and signing lists

LEAD ORGANIZATION

City of Petrinja
Department for agriculture

KEY PARTNERS

Agricultural advisory
service



RISK #1	Risk Type	Intensity	Mitigation Plan
<p>Inadequate Project Management and Failure to Meet the Obligations of the Contract - The key causes that may lead to this risk are non-organization and non-functionality of the project team, the possibility of participation of individual members of the project team in implementation due to external influences (eg. sickness), project team members do not have enough experience in implementing projects funded by EU funds.</p>	Operational Behavioral	Probability: low	<ul style="list-style-type: none"> a) Continuous and transparent communication maintained throughout the project duration b) well planned communication strategy aimed at target group c) Their involvement must be developed on the basis of real possibilities
<p>RISK #2</p> <p>The low motivation of partners and associates in providing updated information on time- the key causes that can result in this risk are poor communication between applicants and project team members on the one hand and associates on the other hand, insufficiently elaborated role of partners and associates, unrealistic expectations by the applicants.</p>	Operational Staffing	Probability: medium	<ul style="list-style-type: none"> a) Define control points and targets for each phase of implementation b) Regular meetings where oral and written reports to the project leader on the progress of implementation c) Build a project team with a sufficient number of members who have the qualifications, knowledge and skills needed to implement the proposed project





To strengthen the capacities of the institutions and producers in agri-food sector in the city of Petrinja in order to create basis/conditions for further development of agri-food sector in the city of Petrinja

BUILDING THE FACILITIES FOR PROCESSING, PRODUCTION AND PACKAGING OF MEAT AND VEGETABLES (Cooperative Banovina)

AGRI-FOOD ZONE

#MADE_IN_PETRINJA

SETTIN-UP THE AGRI-FOOD SECTOR DATA BASE

EDUCATIONAL COURSE FOR FRUIT GROWING AND VINE PRODUCTION

SETTING UP A PRODUCERS CLUB (COOPERATION)

ONE STOP AGRICULTURAL SHOP

Petrinja has very favorable conditions for grape-growing and wine-making has a long tradition in the region. For that reason, High School Petrinja offers a vocation for a fruit grower. This educational course will play a strong role in raising rural economy to a higher level, primarily by organizing youth training sessions in cooperation with the High School Petrinja.

Preparatory actions will include providing adequate space and equipment, professional staff, development strategy and customer needs analysis. The course will be organized in accordance with the EU and national educational rules and it will be led by professional staff. The participants who finish the course will get certificates. Within two years period, at least 80 participants will enroll in the pilot program. In the future, this might become a regular activity of Petrinja 's Public Educational Institution Centar for Plum and chestnut.



In total: 120.000,00
(financed from: ESF)

TIMESCALE : 36 months



INTENDED RESULT

80 participants attended
the course

LEAD ORGANIZATION

Public Institution Centar for
Plum and chestnut.

KEY PARTNERS

City of Petrinja ,Institute for
Ecological Agricultural
Production, Ministry of
education and science,
Local agri-food producers



	Risk Type	Intensity	Mitigation Plan
<p>RISK #1</p> <p>The low motivation of producers to participate in this activity - the key causes that can result in this risk are poor communication and low visibility of the project activities, unrealistic expectations by the applicants.</p>	Operational Behavioral	Probability: low	<ul style="list-style-type: none"> a) Continuous and transparent communication maintained throughout the project duration b) well planned communication strategy aimed at possible target group c) Their involvement must be developed on the basis of real possibilities
<p>RISK #2</p> <p>Inadequate Project Management and Failure to Meet the Obligations of the Contract - The key causes that may lead to this risk are non-organization and non-functionality of the project team, the possibility of participation of individual members of the project team in implementation due to external influences (eg. sickness), project team members do not have enough experience in implementing projects funded by EU funds.</p>	Operational Behavioral	Probability: low	<ul style="list-style-type: none"> a) Continuous and transparent communication maintained throughout the project duration b) well planned communication strategy aimed at target group c) Their involvement must be developed on the basis of real possibilities
<p>RISK #3</p> <p>Not obtaining funding depending on competitive proposals</p>	Operational Financial	Probability: medium	<ul style="list-style-type: none"> a) Education of employees in project writing b) Create a team with a sufficient number of members who have the qualifications, knowledge and skills needed to plan and to create proposed project





To strengthen the capacities of the institutions and producers in agri-food sector in the city of Petrinja in order to create basis/conditions for further development of agri-food sector in the city of Petrinja

BUILDING THE FACILITIES FOR PROCESSING, PRODUCTION AND PACKAGING OF MEAT AND VEGETABLES (Cooperative Banovina)

AGRI-FOOD ZONE

#MADE_IN_PETRINJA

SETTIN-UP THE AGRI-FOOD SECTOR DATA BASE

EDUCATIONAL COURSE FOR FRUIT GROWING AND VINE PRODUCTION

SETTING UP A PRODUCERS CLUB (COOPERATION)

ONE STOP AGRICULTURAL SHOP

„Producers Club“ will help the agri-food producers from rural areas to place their products on the market and increase their sale. The city will start the initiative and make first steps. Club members will have certain benefits like free participation on city 's fairs. Those institutions will help in creating exit strategies and in making important business connections between local producers and organizations on national level. Membership in the Club will help the producers to increase their competitiveness since they 'll have more opportunities to sell their products. Also, there will be a common brand including all members ' products.



Budget in total: 20.000,00 € (national and local budget), Local family farms interested in cooperation, Marketing strategy

4 months to set up the club, afterword it should be indefinitely



INTENDED RESULT

At least 30% of producers have used services and participated in educational programs provided by the local public institutions and newly established farmers club, based on the reports and signing lists

LEAD ORGANIZATION

Local Action Group

KEY PARTNERS

Associations, Public institution PETRA



	Risk Type	Intensity	Mitigation Plan
<p>RISK #1</p> <p>The low motivation of producers to participate in this activity - the key causes that can result in this risk are poor communication and low visibility of the project activities, unrealistic expectations by the applicants.</p>	Operational Behavioral	Probability: low	<ul style="list-style-type: none"> a) Continuous and transparent communication maintained throughout the project duration b) well planned communication strategy aimed at possible target group c) Their involvement must be developed on the basis of real possibilities
<p>RISK #2</p> <p>Inadequate Project Management and Failure to Meet the Obligations of the Contract - The key causes that may lead to this risk are non-organization and non-functionality of the project team, the possibility of participation of individual members of the project team in implementation due to external influences (eg. sickness), project team members do not have enough experience in implementing projects funded by EU funds.</p>	Operational Behavioral	Probability: low	<ul style="list-style-type: none"> a) Continuous and transparent communication maintained throughout the project duration b) well planned communication strategy aimed at target group c) Their involvement must be developed on the basis of real possibilities
<p>RISK #3</p> <p>Not obtaining funding depending on competitive proposals</p>	Operational Financial	Probability: medium	<ul style="list-style-type: none"> a) Education of employees in project writing b) Create a team with a sufficient number of members who have the qualifications, knowledge and skills needed to plan and to create proposed project



To strengthen the capacities of the institutions and producers in agri-food sector in the city of Petrinja in order to create basis/conditions for further development of agri-food sector in the city of Petrinja

BUILDING THE FACILITIES FOR PROCESSING, PRODUCTION AND PACKAGING OF MEAT AND VEGETABLES (Cooperative Banovina)

AGRI-FOOD ZONE

#MADE_IN_PETRINJA

SETTIN-UP THE AGRI-FOOD SECTOR DATA BASE

EDUCATIONAL COURSE FOR FRUIT GROWING AND VINE PRODUCTION

SETTING UP A PRODUCERS CLUB (COOPERATION)

ONE STOP AGRICULTURAL SHOP

„One Stop Agricultural Shop „will be an agri-food info-point located in the headquarters of Petrinja ´s development agency PETRA. It will offer: 1. all necessary information (subsidies, EU funding programs, rural policies, legislation, etc.); 2. educational workshops, courses and similar activities; 3. management consulting.

Educational courses on themes such as business skills, EU funding programs and marketing will be organized for new farmers. That way, they will acquire or increase their business skills. As a result, local producers will have knowledge to modernize their production or to apply for EU funding. We ´ll secure the visibility of this action through PETRA ´s web and social network pages. One stop agricultural shop office will be open for all interested clients.



In total: 90.000,00 € (EU budget, national and local budget), Interested public, Local agri-food producers willing to participate

TIMESCALE : 36 months



INTENDED RESULT

At least 30% of producers have used services and participated in educational programs provided by the local public institutions and newly established farmers club, based on the reports and signing lists

LEAD ORGANIZATION

Public institution PETRA - Petrinjska razvojna agencija

KEY PARTNERS

City of Petrinja,
High school of Petrinja,
Center for plum and chesnut
Agricultural advisory service,
Local producers



	Risk Type	Intensity	Mitigation Plan
<p>RISK #1</p> <p>The low motivation of target group to participate in this activity - the key causes that can result in this risk are poor communication and low visibility of the project activities, unrealistic expectations by the applicants.</p>	Operational Behavioral	Probability: low	<ul style="list-style-type: none"> a) Continuous and transparent communication maintained throughout the project duration b) well planned communication strategy aimed at target group c) Their involvement must be developed on the basis of real possibilities
<p>RISK #2</p> <p>. Inadequate Project Management and Failure to Meet the Obligations of the Contract - The key causes that may lead to this risk are non-organization and non-functionality of the project team, the possibility of participation of individual members of the project team in implementation due to external influences (eg. sickness), project team members do not have enough experience in implementing projects funded by EU funds.</p>	Operational Behavioral	Probability: low	<ul style="list-style-type: none"> a) Continuous and transparent communication maintained throughout the project duration b) well planned communication strategy aimed at target group c) Their involvement must be developed on the basis of real possibilities
<p>RISK #3</p> <p>Not obtaining funding depending on competitive proposals, at both National and EU level</p>	Operational Financial	Probability: medium	<ul style="list-style-type: none"> a) Education of employees in project writing b) Create a team with a sufficient number of members who have the qualifications, knowledge and skills needed to plan and to create proposed project



With innovative methods promote a healthy lifestyle in order to stimulate consumers to buy seasonal and local agricultural food products

GREEN TUESDAYS

EVEN CHESTNUT NEEDS OUR HELP

TRADITIONAL COOKING OF BANOVINA AREA - CONSERVATION OF INTANGIBLE HERITAGE AND CULTURAL IDENTITY

GREEN HOUSE VOL. II

With the aim to promote local agri-food products, the city of Petrinja, together with partners, will organize various activities at city markets. The activities will be organized on market days (Tuesday and Saturday) in order to attract more people. The project has two objectives:

1. to increase the number of people who visit markets; 2. to promote the sale of local and organic products and healthy eating habits.

The main activity of the project will be the organization of fairs and similar events (e.g. sustainable diet fair, organic gardening workshops, workshops on themes like healthy nutrition).

In addition, an educational workshop on biodynamic farming as a new approach to farming will be organized and promoted through a documentary film.

Budget in total: 50.000,00 euros
(finances from: EU budget, national
and local budget)

Costs of organization of fairs, work-
shops etc.- 20.000,00 euros

Costs of visibility (leaflets, public
campaign activities etc.)-5.000,00
euros

External experts (conferences, edu-
cations)-15.000,00 euros

Staff costs- 10.000,00 euros



TIMESCALE : 24 months



INTENDED RESULT

With the promotion of healthy lifestyle, awareness of the additional value that local and seasonal products have among local and regional residents is increased by 20% by 2020 based on the results of conducted public survey

LEAD ORGANIZATION

City of Petrinja,
Department for agriculture will
be leading the project

KEY PARTNERS

Association Center Humanika is promoting healthy lifestyle and local food production based on methods such as biodynamic farming.
Komunalac doo, associations,
OPGs





	Risk Type	Intensity	Mitigation Plan
<p>RISK #1</p> <p>The low motivation of target group to participate in this activity - the key causes that can result in this risk are poor communication and low visibility of the project activities, unrealistic expectations by the applicants.</p>	Operational Technical	Probability: high	<ul style="list-style-type: none"> a) Continuous and transparent communication maintained throughout the project duration b) well planned communication strategy aimed at target group c) Their involvement must be developed on the basis of real possibilities
<p>RISK #2</p> <p>The low motivation of partners and associates in providing updated information on time- the key causes that can result in this risk are poor communication between applicants and project team members on the one hand and associates on the other hand, insufficiently elaborated role of partners and associates, unrealistic expectations by the applicants.</p>	Operational Behavioral	Probability: medium	<ul style="list-style-type: none"> a) Define control points and targets for each phase of implementation b) Regular meetings where oral and written reports to the project leader on the progress of implementation c) Build a project team with a sufficient number of members who have the qualifications, knowledge and skills needed to implement the proposed project
<p>RISK #3</p> <p>Inadequate Project Management and Failure to Meet the Obligations of the Contract - The key causes that may lead to this risk are non-organization and non-functionality of the project team, the possibility of participation of individual</p>	Operational Staffing	Probability: low	<ul style="list-style-type: none"> a) Continuous and transparent communication maintained throughout the project duration b) well planned communication strategy aimed at target group c) Their involvement must be developed on the basis of real possibilities
<p>RISK #4</p> <p>Not obtaining funding depending on competitive proposals, at both National and EU level</p>	Financial Operational	Probability: medium	<ul style="list-style-type: none"> a) Education of employees in project writing b) Create a team with a sufficient number of members who have the qualifications, knowledge and skills needed to plan and to create proposed project



With innovative methods promote a healthy lifestyle in order to stimulate consumers to buy seasonal and local agricultural food products

GREEN TUESDAYS

EVEN CHESNTUT NEEDS OUR HELP

TRADITIONAL COOKING OF BANOVINA AREA - CONSERVATION OF INTANGIBLE HERITAGE AND CULTURAL IDENTITY

GREEN HOUSE VOL. II

The city of Petrinja abounds in preserved forest scenery. A large part of the forest area belongs to a mountain Zrinska gora which is one of the three richest regions in Croatia in terms of drinking water supplies and the richest area in the chestnut forests in Southeastern Europe. Zrinska Gora marks not only the town of Petrinja but also the southern part of Sisak-Moslavina County. Hrastovačka gora, the north-western part of Zrinska Gora, separated from the Petrinjčica Valley, covers the largest part of Petrinja's area (1,600 ha of mostly chestnut forest). Today, we are faced with two big problems regarding those forests. They are being devastated for the purposes of wood industry and by a new chestnut disease that has appeared in the area. This project aims at reducing human activity in the forest to a sustainable level. Also, one of the objectives will be to educate local population about the importance of preserving forest biodiversity since there are many species that depend on the preservation of forest biodiversity, for example mushrooms and bees. This project will include two main activities: 1. educational seminars about sustainable development; 2. awareness raising campaigns about the importance of forest preservation and its connection with the agri-food sector (e.g. chestnut production, honey production, wild mushrooms production).



In total: 48.000,00 euros (finances from: EU budget, national and local budget)

TIMESCALE : 24 months



INTENDED RESULT

Increased awareness of the need to preserve biodiversity and natural resources in order to continue with the traditional farming among the local and regional residents is increased by 20% by 2020 based on the results of conducted public survey

LEAD ORGANIZATION

Public institution Center for plum and chensut

KEY PARTNERS

Association Path of chesnut ,
Association Zrinska gora
Ecological associations, Association of beekeepers



	Risk Type	Intensity	Mitigation Plan
<p>RISK #1</p> <p>The low motivation of target group and partners to participate in the project - the key causes that can result in this risk are poor communication and low visibility of the project activities, unrealistic expectations by the applicants.</p>	Operational Behavioral	Probability: medium	<ul style="list-style-type: none"> a) Define control points and targets for each phase of implementation b) Regular meetings where oral and written reports to the project leader on the progress of implementation c) Build a project team with a sufficient number of members who have the qualifications, knowledge and skills needed to implement the proposed project
<p>RISK #2</p> <p>Inadequate Project Management and Failure to Meet the Obligations of the Contract - The key causes that may lead to this risk are non-organization and non-functionality of the project team, the possibility of participation of individual</p>	Operational Behavioral	Probability: low	<ul style="list-style-type: none"> a) Continuous and transparent communication maintained throughout the project duration b) well planned communication strategy aimed at possible clients of the agricultural zone c) Their involvement must be developed on the basis of real possibilities
<p>RISK #3</p> <p>Not obtaining funding depending on competitive proposals, at both National and EU level</p>	Operational Financial	Probability: medium	<ul style="list-style-type: none"> a) Education of employees in project writing b) Create a team with a sufficient number of members who have the qualifications, knowledge and skills needed to plan and to create proposed project



With innovative methods promote a healthy lifestyle in order to stimulate consumers to buy seasonal and local agricultural food products

GREEN TUESDAYS

EVEN CHESNTUT NEEDS OUR HELP

TRADITIONAL COOKING OF BANOVINA AREA - CONSERVATION OF INTANGIBLE HERITAGE AND CULTURAL IDENTITY

GREEN HOUSE VOL. II

Culinary tourism has proved to be an attractive part of tourist offer with new and varied opportunities for exploring traditional and cultural identity of a particular destination. This project will include the following activities: 1. Organization of culinary fairs which will promote traditional cooking and local products. The city of Petrinja, together with the Tourist Board, will be in charge of the project. The fairs will be organized in summer months and will last for three days. The promotion will start several months before the event.

Besides cooking (which will be done by famous local and regional chefs), there will be an additional cultural program (e.g. singing, dancing). 2. The production and promotion of a traditional meals cookbook "What our grandmothers ate". The development and promotion of food tourism will encourage the touristic and economic development of the city and create new working places.



Budget in total: 77.000,00 euros
(finances from: ESF)

TIMESCALE : 12 months



INTENDED RESULT

With the promotion of healthy lifestyle, awareness of the additional value that local and seasonal products have among local and regional residents is increased by 20% by 2020 based on the results of conducted public survey

LEAD ORGANIZATION

City of Petrinja

KEY PARTNERS

Tourist board of Petrinja, Educational institutions, relevant associations, business entities



	Risk Type	Intensity	Mitigation Plan
<p>RISK #1</p> <p>The low motivation of producers to participate in the project - the key causes that can result in this risk are poor communication and low visibility of the project activities, unrealistic expectations by the applicants.</p>	Operational Behavioral	Probability: medium	<ul style="list-style-type: none"> a) Define control points and targets for each phase of implementation b) Regular meetings where oral and written reports to the project leader on the progress of implementation c) Build a project team with a sufficient number of members who have the qualifications, knowledge and skills needed to implement the proposed project
<p>RISK #2</p> <p>The low motivation of partners and associates in providing updated information on time- the key causes that can result in this risk are poor communication between applicants and project team members on the one hand and associates on the other hand, insufficiently elaborated role of partners and associates, unrealistic expectations by the applicants.</p>	Operational Behavioral Technical	Probability: low	<ul style="list-style-type: none"> a) Define control points and targets for each phase of implementation b) Regular meetings where oral and written reports to the project leader on the progress of implementation c) Build a project team with a sufficient number of members who have the qualifications, knowledge and skills needed to implement the proposed project
<p>RISK #3</p> <p>Inadequate Project Management and Failure to Meet the Obligations of the Contract - The key causes that may lead to this risk are non-organization and non-functionality of the project team, the possibility of participation of individual</p>	Operational Staff	Probability: low	<ul style="list-style-type: none"> a) Continuous and transparent communication maintained throughout the project duration b) well planned communication strategy aimed at possible clients of the agricultural zone c) Their involvement must be developed on the basis of real possibilities
<p>RISK #4</p> <p>Not obtaining funding depending on competitive proposals, at both National and EU level</p>	Operational Financial	Probability: medium	<ul style="list-style-type: none"> a) Education of employees in project writing b) Create a team with a sufficient number of members who have the qualifications, knowledge and skills needed to plan and to create proposed project



With innovative methods promote a healthy lifestyle in order to stimulate consumers to buy seasonal and local agricultural food products

GREEN TUESDAYS

EVEN CHESNTUT NEEDS OUR HELP

TRADITIONAL COOKING OF BANOVINA AREA - CONSERVATION OF INTANGIBLE HERITAGE AND CULTURAL IDENTITY

GREEN HOUSE VOL. II

Green House is an existing facility that is mostly used for promotion and marketing of the agri-food products. There, people can find various homemade products like sausages, brandies, liqueurs, honey and juices from local farms. The idea of the project is to extend the use that multifunctional space. Activities planned within the project include: 1. creating and publishing an agri-food magazine CEKER (it will consist of the latest news in the agri-food sector, articles on various themes regarding the agri-food production, EU funding programs, business skills, etc.); 2. organizing different thematic workshops (e.g. organic gardening, making homemade products, etc.) 3. Plum Days Festival – this activity will be organized by the Green House employees in cooperation with the Tourist Office. It will occur during August, when plums are being harvested. Plum is a very important fruit in this area and many people have plum trees in their yards and orchards. During the Festival, local producers will get the opportunity to promote and sell their plum products (e.g. jams, marmalades, cakes). Also, there will be a contest for the best plum jam and liquor.



Budget in total: 40.000,00 euros
(finances from: ESF)

TIMESCALE : 12 months



INTENDED RESULT

With the promotion of healthy lifestyle, awareness of the additional value that local and seasonal products have among local and regional residents is increased by 20% by 2020 based on the results of conducted public survey

LEAD ORGANIZATION

Municipality of Petrinja

KEY PARTNERS

Buisness zone Petrinja doo,
D-point, Tourist board of
Petrinja,
Producers, associations



	Risk Type	Intensity	Mitigation Plan
<p>RISK #1</p> <p>The low motivation of target group and partners to participate in the project - the key causes that can result in this risk are poor communication and low visibility of the project activities, unrealistic expectations by the applicants.</p>	Operational Behavioral	Probability: low	<ul style="list-style-type: none"> a) Define control points and targets for each phase of implementation b) Regular meetings where oral and written reports to the project leader on the progress of implementation c) Build a project team with a sufficient number of members who have the qualifications, knowledge and skills needed to implement the proposed project
<p>RISK #2</p> <p>Bad weather/bad harvest- this is risk that we cannot influence on, weather is something that we don't control, and it plays an important role in agriculture.</p>	Operational Behavioral Technical	Probability: medium	<ul style="list-style-type: none"> a) good planning, with taking into account the weather forecasts b) planning the event in open during the dry periods c) always having a second location when planing events in open
<p>RISK #3</p> <p>Inadequate Project Management and Failure to Meet the Obligations of the Contract - The key causes that may lead to this risk are non-organization and non-functionality of the project team, the possibility of participation of individual</p>	Financial Staff	Probability: low	<ul style="list-style-type: none"> a) Continuous and transparent communication maintained throughout the project duration b) well planned communication strategy aimed at possible clients of the agricultural zone c) Their involvement must be developed on the basis of real possibilities
<p>RISK #4</p> <p>Not obtaining funding depending on competitive proposals, at both National and EU level</p>	Operational Financial	Probability: medium	<ul style="list-style-type: none"> a) Education of employees in project writing b) Create a team with a sufficient number of members who have the qualifications, knowledge and skills needed to plan and to create proposed project





4.2 Integrated Approach

Greater inclusion of the population in the creation of strategic documents for the development of individual environments is one of the basic preconditions for rural development. Integrated action plan of the agri-food sector of the City of Petrinja as a result of partnerships between the private, public and civil sectors is based on the “bottom up” approach and strengthens the local community with the goal of implementing jointly-formulated priorities and measures within local development strategies.

This form of joint creation and adoption of priorities and measures in the form of local development strategies is not a common practice in rural areas and this approach should be supported. The local development strategy is a product of the aspirations of an individual local community to develop their areas both in economic and social terms, but taking care of the preservation of traditional and cultural values and preserving the environment.

The aim of the IAP Agri Urban is to strengthen the local community through the formation of ULGs, the joint adoption of local development strategies and the continuous and timely information of the rural population and its education both on the measures of rural development and on the current agricultural policy.

This is one of the preconditions for a more successful development of rural areas. Integrated action plan for the city of Petrinja created within the Agri Urban project is taking into the account the necessity of facing different challenges in order to successfully achieve planned results.

The aim was to include different specters of both urban and rural areas that influence and can contribute to achievement of the objectives. Members of the ULG on one side are coming from different sectors and thus bring to the process different perspectives as well as different ideas and solutions. Activities which are included into the IAP vary from physical renewal in terms of building infrastructure, educational activities, activities aimed towards the environmental protection, business skills.

Local community was in a way given power to create the agenda in a way that they were creators of the activities, they have actively participated in the IAP creation process. It is important to emphasize that the ULG had total support from the elected representatives and the departments of the city during the whole process.





5. Financial Resources

To boost job creation, growth and competitiveness in our city, we need to maximise the quality, quantity and impact of our actions investments. Exploiting the potential for synergies between Horizon 2020, the European Structural and Investment Funds (ESIF) and other innovation and competitiveness-related EU Programmes can help us to achieve this objective.

This section describes the rationale for developing links between the different funding sources and explains how they can be combined, based on a suggested 5 step approach:

STEP	ACTION	COMENTARY
1	Make the participation in EU funds a policy priority	Addressing lack of political motivation and reluctance and explains why it is important for local politicians to address funds at city level
2	Get informed	Addressing the lack of information on EU and structural funding opportunities (and to a certain extent complex administrative rules managing funds) and explain where to find such information
3	Explore co-financing possibilities	Addressing the barrier of co-funding requirements and lack of resources and give tips on where to look for possible co-finding
4	Get connected and learn from others	Addressing the lack of information on finding and limited technical capacity. It gives examples of different sources of funding and link to other cities in a similar process
5	Establish partnerships and foster cooperation	Addressing difficulties in establishing adequate partnerships and proposes ways to foster cooperation with the different stakeholders.

The key to delivery and implementation of the IAP is finance. Without the necessary financial support and resources, the actions are unlikely to be implemented and therefore the plan will not have the impact envisaged in its vision, aims and objectives.

There is however no one source that will deliver sufficient finance to fund all individual aspects of the IAP. Within the Action Tables, a number of funding schemes and instruments have been identified that are considered key potential funding sources and these will be pursued throughout the implementation phase of the project.



A wide range of programmes and funding provide financial support to hundreds of thousands of people and organisations such as farmers, students, scientists, NGOs, businesses, towns, regions and many others. EU funding is available on local, regional, national, interregional and EU level. These schemes are grouped into 45 different categories, 9 of which are directly linked to innovation in agriculture, food and forestry. The most relevant for our IAP are presented below.

European Agricultural Fund for Rural Development (EAFRD)

BUDGET: €95 billion

AIMS: Improve competitiveness for farming and forestry, protect the environment and the countryside, improve the quality of life and diversification of the rural economy, and support locally based approaches to rural development.

WHAT TYPE OF FUNDING? Grants and subsidies for projects and contractual commitments provided by regions or countries implementing their rural development programmes.

WHO FOR? Farmers, foresters, rural businesses, groups, organisations...

European Regional Development Fund (ERDF)

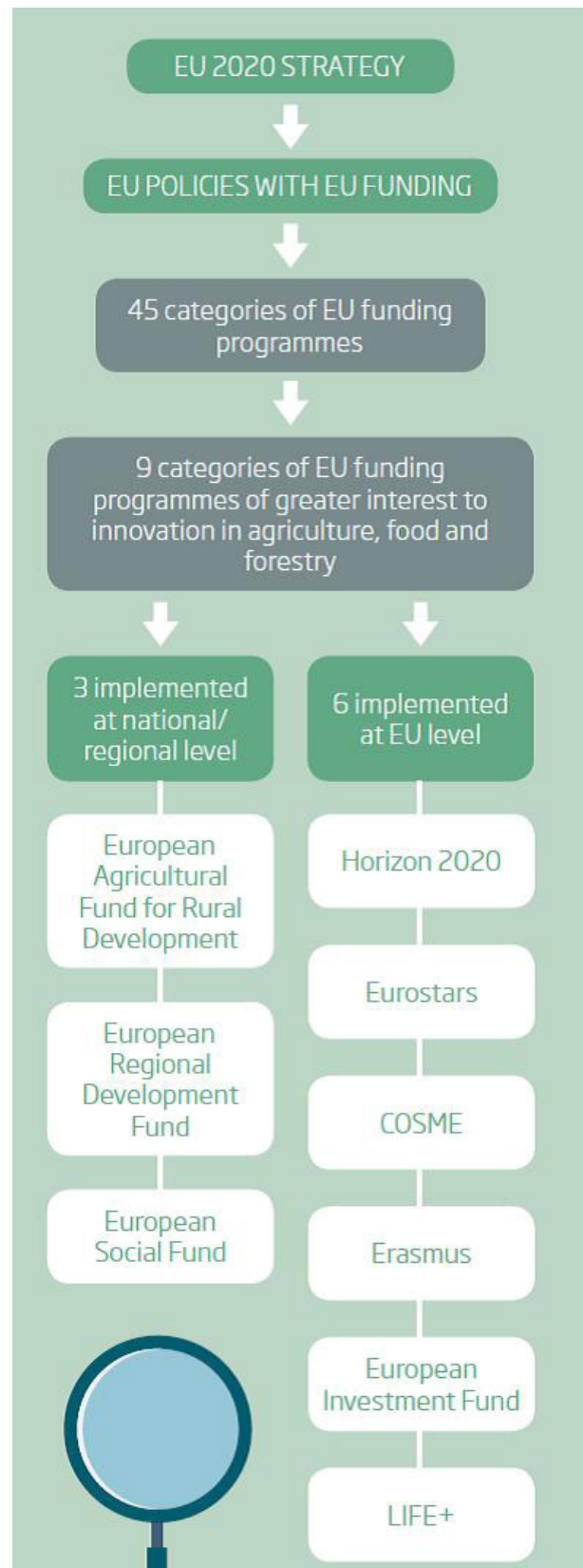
BUDGET: Approximately €200 billion

AIMS: Strengthen economic, social and territorial cohesion in the European Union by correcting imbalances between its regions.

FOCUS: Research and innovation; digital agenda; SME competitiveness; low-carbon economy.

WHAT TYPE OF FUNDING? Grants and other types of financial support provided by regions implementing their Operational Programmes.

WHO FOR? SMEs, research centres, universities, local and regional authorities, training centres, non-profit organisations...





INTERREG: Cooperating between regions

ERDF also provides funding for several European territorial cooperation activities including the Interregional cooperation programmes known as 'INTERREG'. There are three types of INTERREG programmes: interregional cooperation between crossborder regions, between states in a given part of Europe, and between regions throughout the whole of Europe. The interregional cooperation programme for 2014-2020 'INTERREG EUROPE' is open to all regions and supports mainly the exchange of practices at regional policy level. Cross-border and transnational cooperation programmes may support investments more widely, including in the agri-food chain. The cooperation programmes are currently being defined by managing authorities. First calls for proposals are expected in 2015.

European Social Fund (ESF)

BUDGET: Minimum €80 billion
AIMS: Investing in human capital to improve job opportunities for all EU citizens.

FOCUS: Improving skills and jobs, favouring employment, mobility and social inclusion, fighting poverty.

WHAT TYPE OF FUNDING: Grants and other forms of support provided by regions and Member States.

WHO FOR? Businesses, public bodies, schools and training centres, universities and non-profit organisations.

EUROSTARS

BUDGET: €1.14 billion
FOCUS: Innovation in all sectors.

WHAT TYPE OF FUNDING? Grants for development of new products, services or processes provided on a country-by-country basis.

WHO FOR? Consortia must include at least one research and development performing small or medium sized enterprise (SME). Other participants can be of any kind (industries, universities

and research institutes).

Erasmus+

BUDGET: €14.77 billion
FOCUS: Education, training, youth and sport.
WHAT TYPE OF FUNDING: Scholarships, grants for small projects, loan guarantees for students...
WHO FOR? Educational institutions, training centres, universities, different sorts of organisations.

LIFE+

BUDGET: €3.4 billion
FOCUS: Environment and climate action.
WHAT TYPE OF FUNDING: Grants for environmental projects provided through yearly calls for proposals.
WHO FOR? Private companies, NGOs, public bodies.





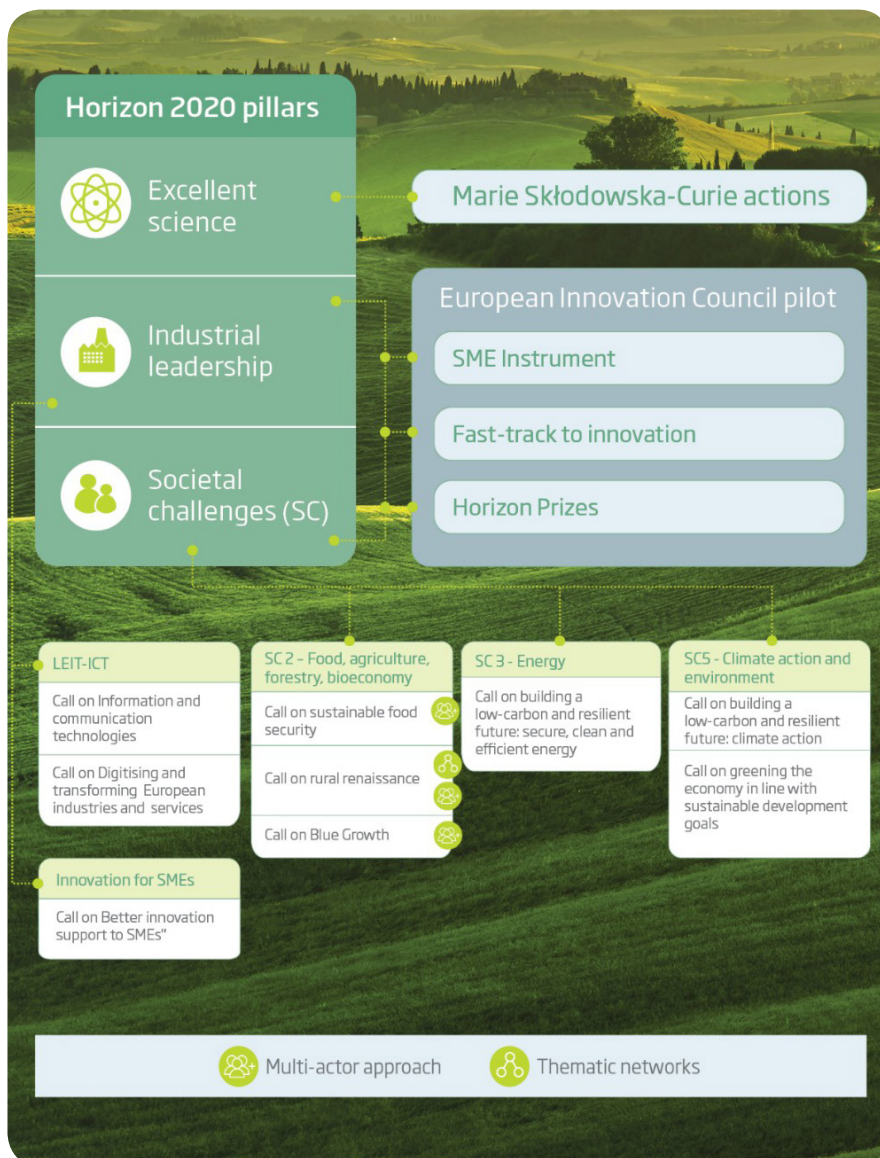
H2020

The main opportunities for agriculture and forestry can be found in two main H2020 calls:

- *Sustainable Food Security (SFS)*
- *Rural Renaissance (RUR)*
-

With these calls, we search support to:

- *improve the management of resources and ecosystems to provide healthier and more diverse food to people while safeguarding the environment and adapting to climate change;*
- *develop smarter, greener and more circular rural economies through modernised policies, generation renewal, more innovative value chains and enhanced uptake of digital opportunities.*



There are also opportunities for agriculture and forestry in other parts of Horizon 2020 work programme, such as the calls on “Digitising and transforming European industry and services” (LEIT-ICT), “Building a low-carbon, climate resilient future” (SC3), “Greening the economy in line with Sustainable development goals” (SC5) or the “European Innovation Council Pilot”.

Opportunities for our IAP will continue after the end of Horizon 2020 in the so called 9th Framework Programme.



6. Communication Strategy & Public Consultation

Our communication strategy will encompass external communication, stakeholder and public involvement and internal communication and collaboration. In addition to the relevant media and Internet reports, the public will have the opportunity to share their opinions by participating in the surveys we will conduct to make sure that the results of the IAP are being achieved. Our project team will organize additional activities that will contribute to the fulfillment of the strategy. We will ensure an ongoing communication with the ULG group which will act as an advisory body for the implementation of the IAP and will be directly involved in project activities.

We will organize regular meetings in order to ensure the visibility of the actions and semi-annual reports about the IAP implementation process will be released until the year 2022. Those reports will include information about implemented activities, office work, target groups, ULG members, etc.

For the purpose of internal communication, the following tools will be used: e-mail, phone, on-line social networks (Facebook, Viber, and WhatsUp) closed groups and Drop box accounts.

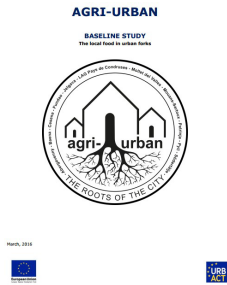
The city of Petrinja has good cooperation with the local, regional and national media. External communication will include the following actions: continuous updating of the project web pages (current information on ULG activities, EU regulations relating to rural development, agricultural policies, etc.)





Appendices & Supporting Volumes

1. AGRI-URBAN Baseline study



2. Place analysis of the City of Petrinja





Quality eating = Quality living
Author: Kata Rupčić



Quality eating = Quality living