

LEADER



RETERURALE
NAZIONALE
20142020



Speed Dating Event in Rome
Italy-Croatia-Finland

**LOCAL ACTION GROUP
„PRIGORJE-ZAGORJE”**

Rome, 4th of April 2019



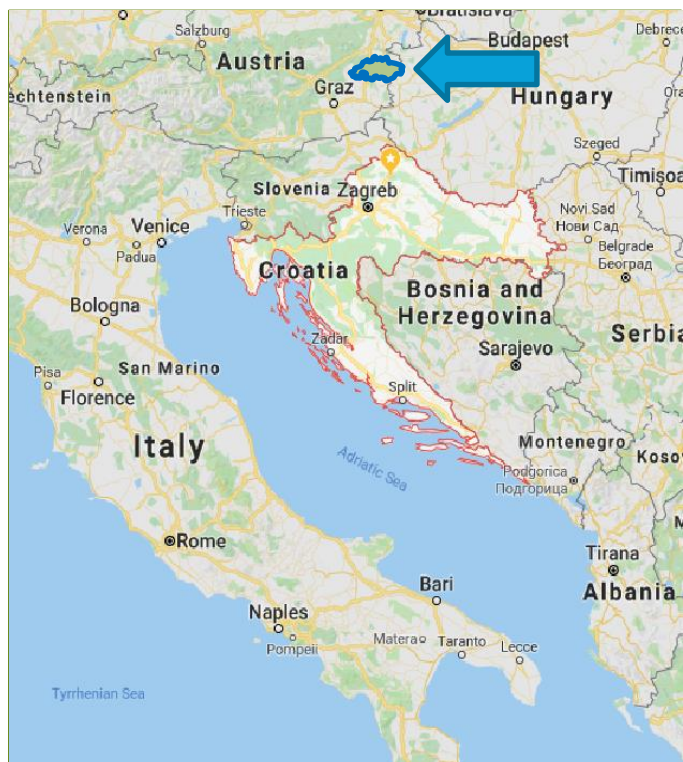
mipaft
ministero delle politiche agricole
alimentari, forestali e del turismo



Description of the territory



LAG PRIZAG is situated in the continental part of Croatia, **60 km NW from Zagreb**, at the edges of **three counties**. The area of the LAG is characterized by mostly hilly relief suitable for viticulture and fruit growing development. Rich cultural and historical heritage with protected natural area has large potential for tourism development.



- **11 municipalities**
- **surface: 510.81 km²**
- **population: 35.801**
- **number of settlements: 148**
- **population density: 76 inhab. / km²**

Our members from the business sector are:

Farmers, Local craftsmen, small cheese producers, wine producers, manufacturers of: plum, apple, blackberry, raspberry, hazelnut, walnut, medicinal plants, honey

Our members from civil sector are:

Cultural associations, Sport associations and clubs, Youth associations, associations of agricultural producer, Cluster of fruit producers etc.

Description of the strategy

Brief description of the strategy in a list of bullet points

- *Objective of the strategy*

To become a sustainable economically developed area desirable for living with an increased standard and life quality, which at the same time seeks to preserve and promote beauties of nature, cultural, historical and traditional heritage.

- *Themes*

- Improvement of agricultural competitiveness and non-agricultural activities
- Higher quality of life in rural areas
- Development of touristic infrastructure

Description of LEADER cooperation

Brief description of the cooperation strategy (thematic areas of interest)

AGRICULTURE: branding of local products, short supply chains, connecting the touristic and agricultural sector

TOURISM: rural tourism, tourist manifestations, bicycle paths, thematic routes, extreme sports tourism

ENVIRONMENT PROTECTION: energy efficiency, reduction of CO2 gas in rural areas

CULTURAL HERITAGE: rejuvenating cultural heritage, integration in rural tourism

Brief description of the project ideas:

We are interested in a cooperation project to share our experience in the presented thematic fields. Organizing lectures in our LAG area with professionals from partner LAG's in Italy and Finland. Organizing a study trip to the area in Italy and/or Finland.

Contact details

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My LAG in pictures

