

TAKING  
**COOPERATION**  
FORWARD



2nd Partner meeting  
Pécs - Baranya, 12th -13th March 2018



**Brief Presentation of SWOT and best practice**



Primorje-Gorski Kotar County

# SWOT ANALYSIS

## Strengths

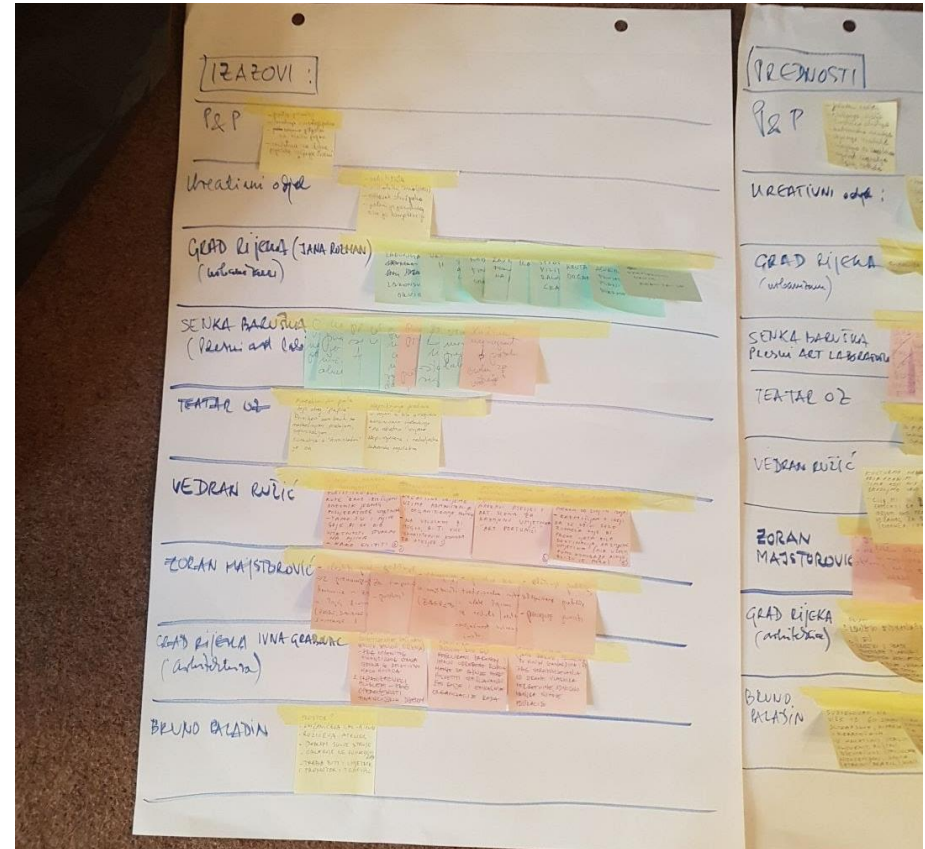
- Increase of employees in creative sector
- Monitoring of modern trends in the development of creative industries (CI)
- Recognition of benefits of networking and cooperation with CI by tourist sector



# SWOT ANALYSIS

## Weaknesses

- Lack of management and administrative staff in CI and their (no) involvement in live long learning programs
- Missing interdisciplinary collaboration and joint marketing through communication platforms





# SWOT ANALYSIS

## Opportunities

- Favorable geographic position
- Existing touristic infrastructure
- Development of regional cooperation
- Interest of the international ICT business sector



# SWOT ANALYSIS

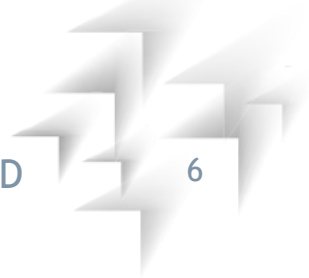
## Threats

- Unstable political and economic situation in Croatia
- Population decline due to negative long-term demographic trends
- Discrepancy between rural and urban areas
- Administrative and legal frameworks for development of an initiative or business





# BEST PRACTICE - MEMORIAL CENTRE LIPA REMEMBERS





# BEST PRACTICE - MEMORIAL CENTRE LIPA REMEMBERS

- During WW II village of Lipa underwent through severe suffering
  - 269 inhabitants were killed and whole village of Lipa burnt to the ground by the Nazis and the Fascists
- Museum is situated in a former postal office from the middle 18<sup>th</sup> century and its a central place in the life of a small community life



# BEST PRACTICE - MEMORIAL CENTRE LIPA REMEMBERS





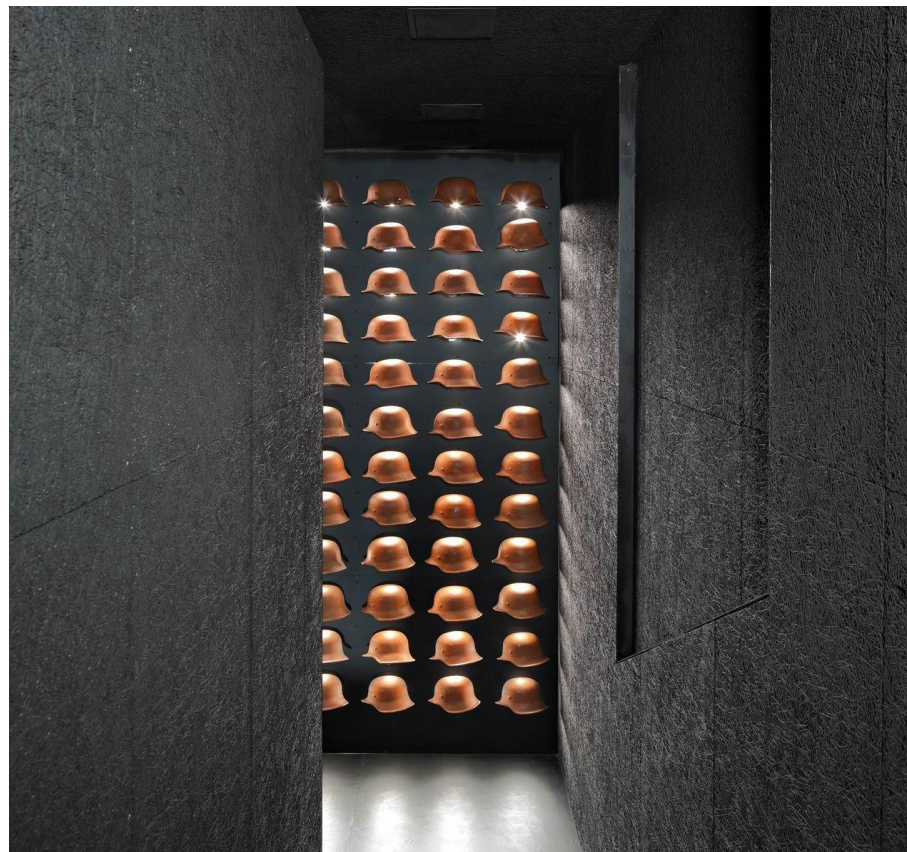
# BEST PRACTICE - MEMORIAL CENTRE LIPA REMEMBERS

## Evidence of success:

- 3.000 visitors, 35 guided tours and workshops, 5 to 10 different events (exhibitions, concerts, lectures) per year

## Difficulties:

- hardship in cooperation with local and regional tourist operators and agencies that have trouble recognising the Centre and its programme as a touristic potential



# BEST PRACTICE - MEMORIAL CENTRE LIPA REMEMBERS





# BEST PRACTICE - MULTIFUNCTIONAL CULTURAL SITE LOKVE

- Build in 1850 in Lokve Municipality in Gorski Kotar area
- Primary use (at the beginning of 20<sup>th</sup> century) - local „kotar“ court; prison which is located on basement
- Later - different business and administrative offices
- In the second half of 20<sup>th</sup> century, object fall under public jurisdiction and was partially renewed (few flats were built for local school teachers)



# BEST PRACTICE - MULTIFUNCTIONAL CULTURAL SITE LOKVE

## Native collection





# BEST PRACTICE - MULTIFUNCTIONAL CULTURAL SITE LOKVE

- During 2001 in Lokve primary school teachers start to develop project of „native collection“ (start with collection of different objects with the main aim of education of young people about cultural and historic heritage of municipality)
- Lokve Municipality recognised this potential and start to develop project of multifunctional cultural site together with local NGO named „Ljubitelji lokvarskih starina“
- A goal of this project is rising new touristic and cultural offer in the region



# BEST PRACTICE - MULTIFUNCTIONAL CULTURAL SITE LOKVE

- This multifunctional cultural site is in renovation phase and already host one part of museum of native heritage and the other parts of building will be reconstructed for Museum of frogs (our touristic brand)
- At this moment Lokve Municipality together with Primorje and Gorski Kotar County invested in project (spent over 28.000 € mainly in reconstruction of building and NGO invested over 1500 hours of volunteer work into the conversion of part of the space inside the building)





# BEST PRACTICE - MULTIFUNCTIONAL CULTURAL SITE LOKVE

## Project results:

- -cooperation between 4 partners: Lokve municipality, Primorje and Gorski Kotar County, Tourist board of Lokve and NGO's;
- -organisation of 3 joint touristic manifestations: Frog night, Museum night, Cave night
- -organisation of more than 20 tourist tours in a year

## Plans for the future:

- further than 1 milion € is needed for completing this project
- beside financial, human resources like site manager and curator need to be educated and prepared for running this project in future

**- Maybe another Interreg project?**



## Any questions?





# PRESENTATION OF SWOT AND BEST PRACTICE



# Thank You!

Valerij Jurešić,  
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