



# DEVELOPMENT STRATEGY OF RURAL AREAS IN SLOVENIAN ISTRIA

by



LIVE GREEN



# CHALLENGES WE ARE FACING

- **NEGATIVE EFFECTS OF MASS TOURISM**
- **HARDER CONDITIONS** for locals growers to survive:
  - lower purchasing prices**
  - high cost of marketing**
  - and hard competition by cheaper import**



# NEGATIVE CONSEQUENCES

- The **authentic cultural landscape is disappearing.**
- There is less opportunities for work places in hinterland, **young people are moving to cities.**
- We produce **less food**, self-sufficiency is low.



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- A close-up photograph of an olive branch with several green olives hanging from it. The background is a bright blue sky with some blurred green foliage. The text is overlaid on the left side of the image.
- Slovenian Istria has a unique flora and cultural heritage. Mediterranean vegetable, herbs and **local products are the biggest attraction of the region.**
  - But there is no responsible person or system for preservation.

# OPPORTUNITIES FOR NEW, GREEN DIRECTION

- Combining agrar products with tourism gives farmers higher added value, better quality of living.
- **New innovative touristic products, experiences**
- We develop green working places in rural areas



## HOW WE ARE GOING TO DO IT

# The development agricultural center of the Slovenian Istria at KZ AGRARIA

- **Test new**
- **Revitalise old**
- **Educate**
- **Add gastronomy**

We want to upgrade local knowledge, offer authentic experiences and discoveries, revitalise customs and bring to life autochthonous species.





**MORE COLOUR,  
more VISIBILITY,  
more TASTE.**

EU projects:

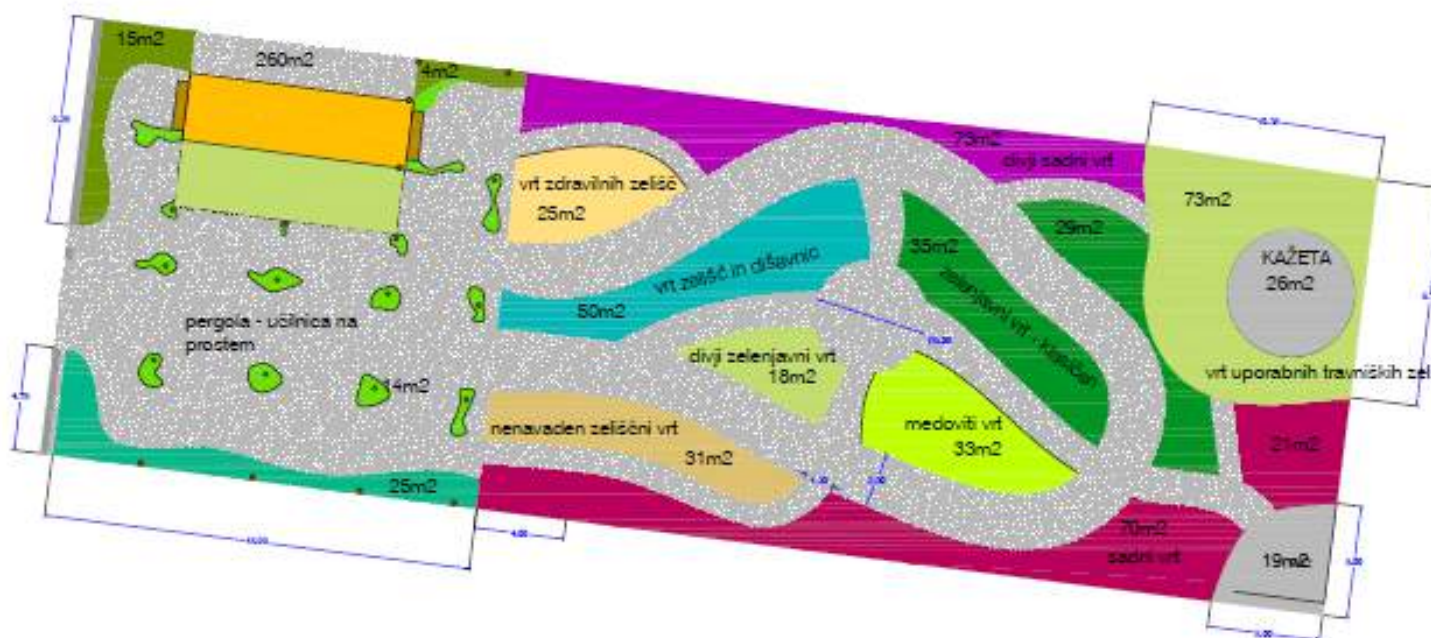
- Meds garden
- Istrian garden
- Aquaponics
- Fields of testimony
- New group: olive oil

# PRESERVING CULTURAL HERITAGE





# Didactical garden of Purissima



pešeni tlak:  
 - pod pergolo: 260m<sup>2</sup>  
 - glavna povezovalna pot: 168m<sup>2</sup>  
 - ostale povezovalne poti: 92m<sup>2</sup>  
**SKUPAJ PEŠČENEGA TLAKA: 520m<sup>2</sup>**

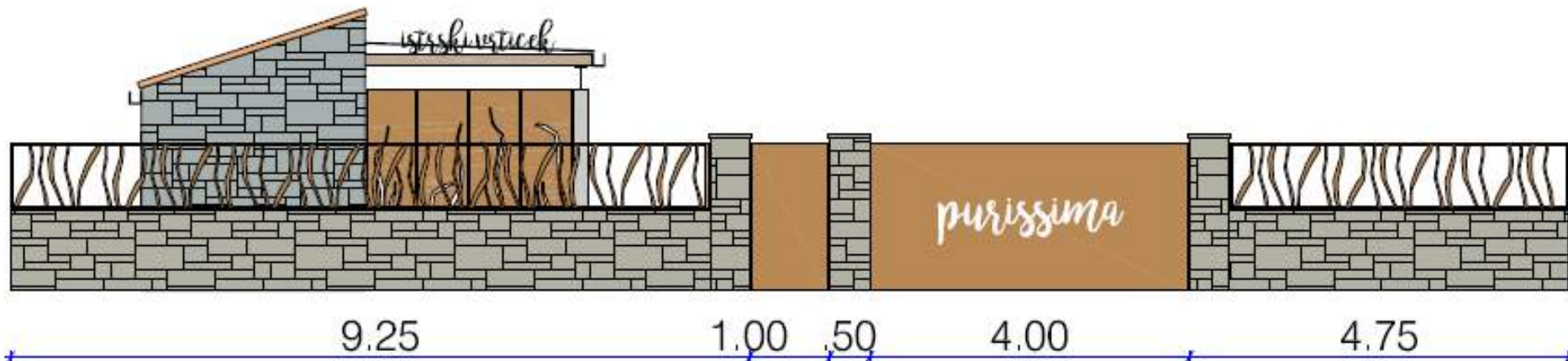
grede: 516m<sup>2</sup>

arhitektura:  
 - letna kuhinja: 60m<sup>2</sup>  
 - kažeta: 26m<sup>2</sup>  
 - wc: 19m<sup>2</sup>

robnik: corten oca 350m<sup>1</sup>

# Center for visitors

**Didactical kitchen for courses, culinary evenings**



# Active market communication

- Fairs, events and tastings
- Flyers, posters
- Advertising





## THE RESULT

Culturally rich and environmentally friendly tourist destination

EDUCATED, more AMBITIOUS and happy growers!



# See you at garden Purissima!

