



LAG Soča Valley

Estonia, 19th January 2022

LAS

Dolina Soče

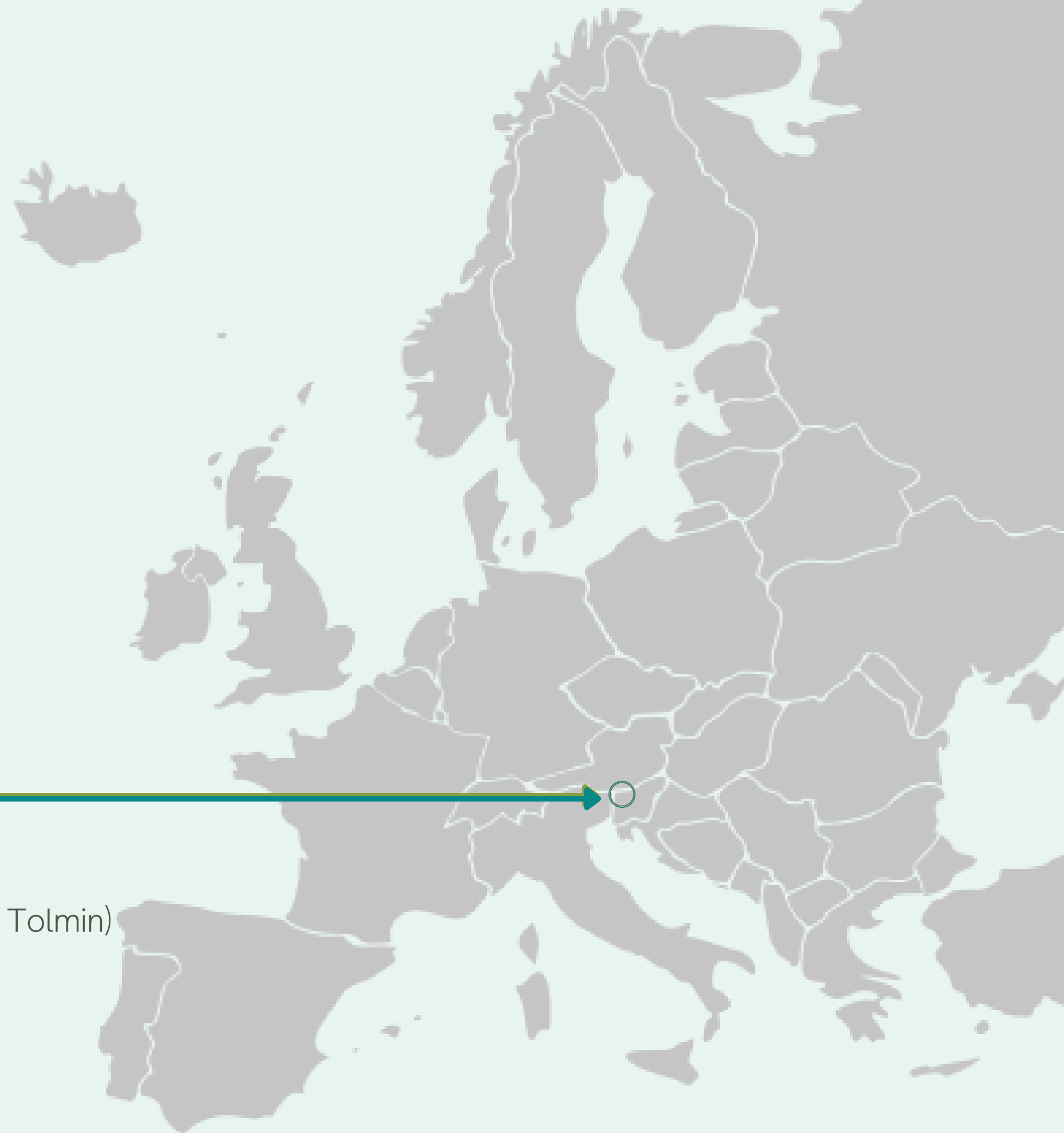
Established in 2008

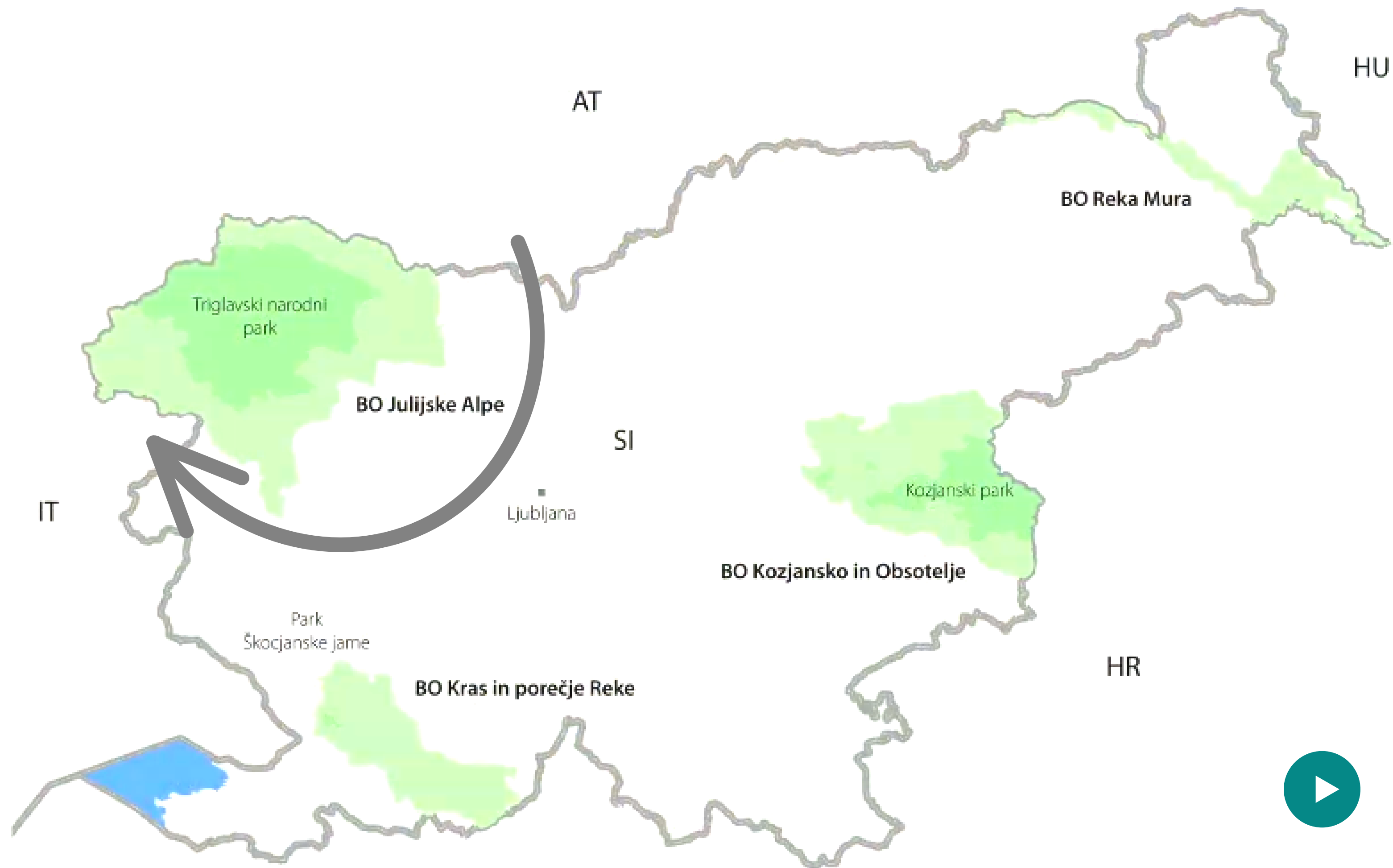


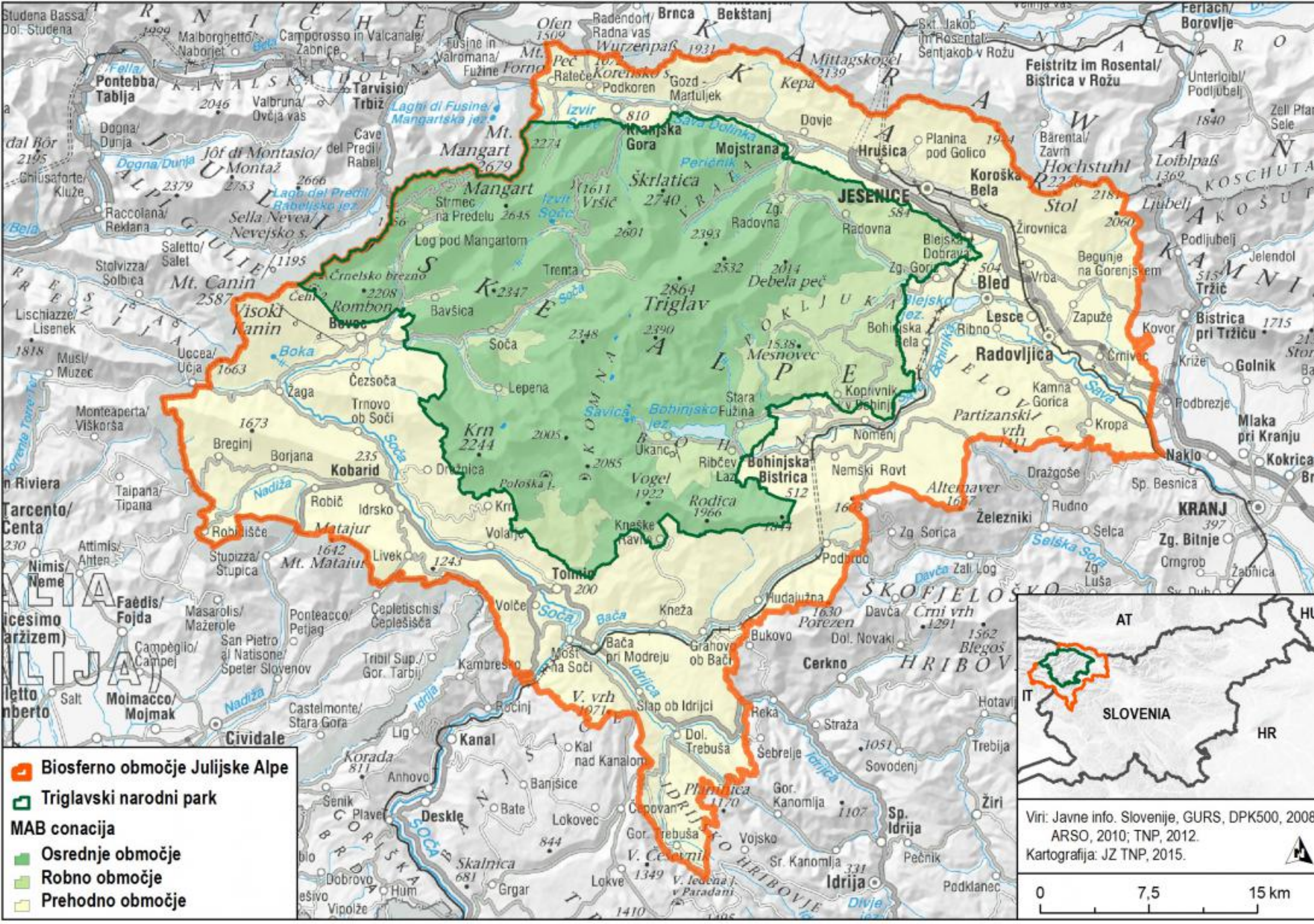
- **Population** (24,253 inhabitants)



- **Northwest part of Slovenia** (Area: 1,088.7 km²)
- **The upper Soča Valley** (Bovec, Kanal on Soči, Kobarid & Tolmin)
- **Julian Alps**
- **Part of the protected area of:**
 - Triglav National Park
 - Biosphere Reserve Julian Alps



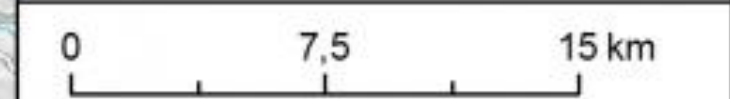




- ▭ Biosferno območje Julijske Alpe
- ▭ Triglavski narodni park
- MAB conacija**
- ▭ Osrednje območje
- ▭ Robno območje
- ▭ Prehodno območje



Viri: Javne info. Slovenije, GURS, DPK500, 2008;
 ARSO, 2010; TNP, 2012.
 Kartografija: JZ TNP, 2015.



JULIAN ALPS ECOREGION CROSS-BORDER AREA

In 2016, Europarc officially declared the Julian Alps Ecoregion the first transboundary protected area in Europe and awarded it the European Charter for the Sustainable Development of Tourism.



COOPERATION PROJECTS



Bringing UNESCO Biosphere areas closer to the people

Raising awareness of Biosphere Reserves and their potential in Slovenia (expert excursions, workshops, promotional materials, communication strategy, etc.).



Evaluation of fish products

Promotion of the quality of fish products and their promotion to consumers (expert excursion abroad, rules for the evaluation of fish products, promotional materials, training of fish product evaluators, etc.).



From small livestock

Promotion of the rearing of small livestock and creating conditions for processing small livestock products.



Establishing the conditions for ECO region BO JA

Establishment of a pilot ECO model consisting of two strands, namely:

1. the creation of a supportive environment for the development of organic and sustainable farming and the conversion of farms from conventional to organic farming;
2. cross-sectoral integration (agriculture, tourism, nature conservation, etc.) Innovative digital solutions simplify the distribution of organic and locally produced food.





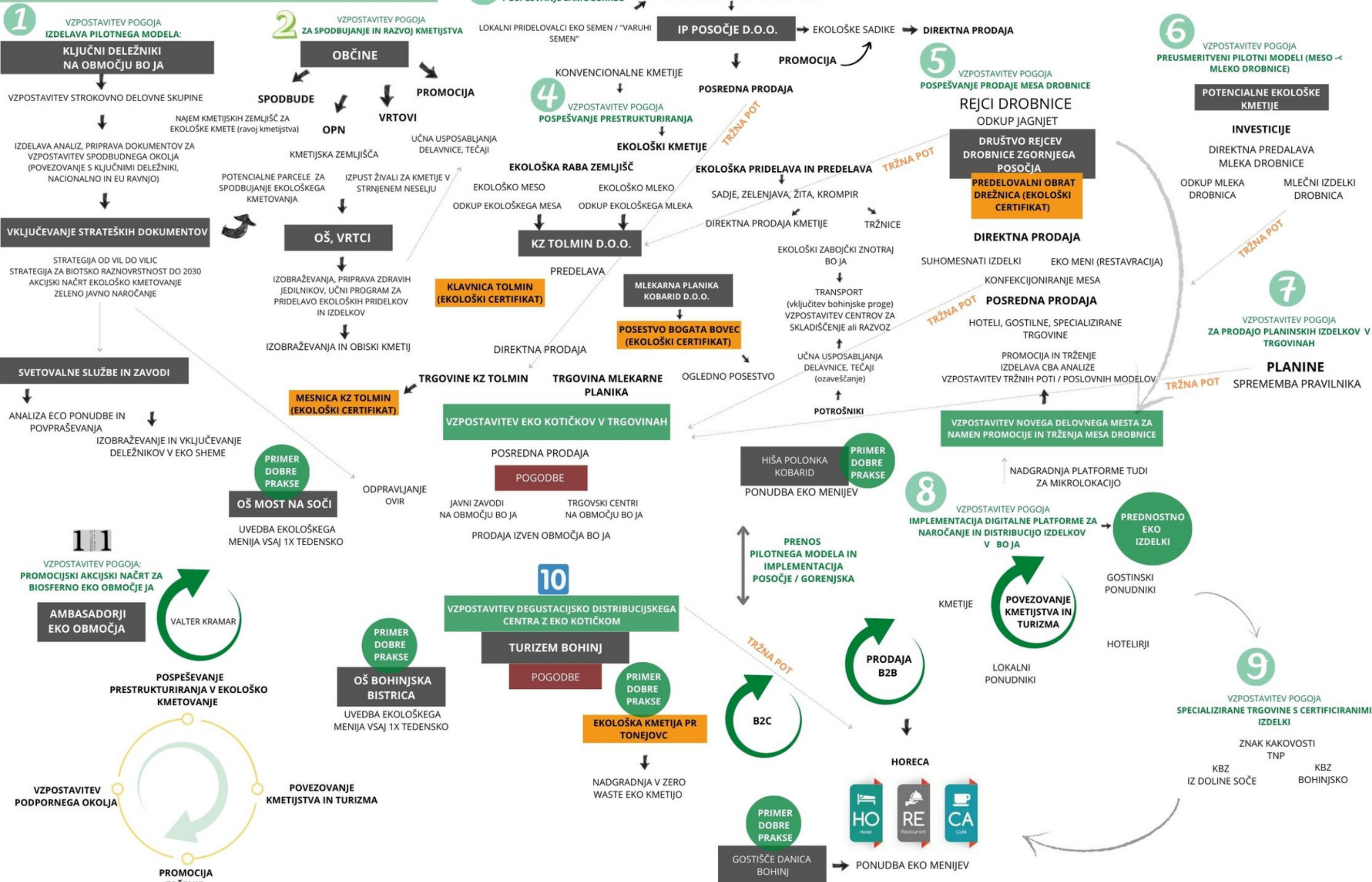
CREATING AN ECO - REGION BIOSPHERE AREA JULIAN ALPS

Establishing an ECO model, which consists of two strands, namely:

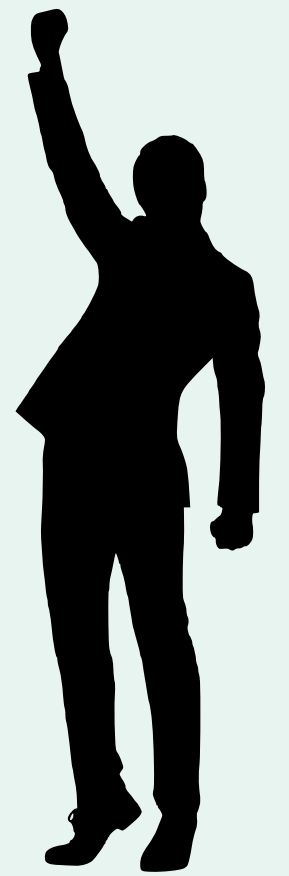
- **setting up a supportive environment (Soča Valley)** for the development of organic and sustainable farming and conversion of farms from conventional to organic farming.
- **cross-sectoral integration** (Gorenjska region) (agriculture, tourism, nature conservation, etc.), which is the basis for the successful operation of short supply chains. Innovative digital solutions will simplify the distribution of organic and locally produced food.

VZPOSTAVLJANJE POGOJEV ZA BIOSFERNO PILOTNO EKOBMOČJE V JULIJSKIH ALPAH

→ PREDSTAVITEV PLATFORME PILOTNEGA EKO MODELA



WE CAN DO THIS



ACTIVITES

Cooking workshops "live kitchen with local and nutritious ingredients"

- for local people
- for the staff of public institutions / improve and upgrade school menus and include organic food as much as possible



ACTIVITES

Setting up a learning polygon for food self-supply



GORENJSKA POROČILA: Biodinamični učni vrt v občini Radovljica

Biodinamični učni vrt v občini Radovljica



UČNI
POLIGON ZA
SAMOOSKRBO
DOLE

#UTZO

Učni poligon za samooskrbo Dole



OUR CHOICE ...

IS ORGANIC, LOCAL, SEASONAL, NUTRITIOUS AND LIVE FOOD

LOCAL DEVELOPMENT STRATEGY PROGRAM PERIOD 2021-2027

STRATEGIC DIRECTION

1

SMART RURAL

developing basic services, improving quality of life and ensuring infrastructure development in rural areas

village renewal and development based on the Smart villages concept (development of content, strategies, action plans and implementations)

2

RURAL ENTREPRENEURSHIP

development and branding of new local products by integrating them into the collective brand and tourism services

to promote innovative entrepreneurial ideas and connect stakeholders in rural areas through examples of good practice

3

ORGANIC AGRICULTURE

as a sustainable
agricultural practice

EKO region

creating a supportive environment, knowledge transfer and networking for developing organic and sustainable farming (including cross-sectoral tourism-agriculture and nature conservation)

4

REVITALISING RURAL AREAS

improving the quality of life and economic activity in rural areas

support to address common rural challenges

COLLECTIVE BRAND - SOČA VALLEY FINEST



high quality
products
with local identity,
a compelling story
and an attractive
image

The collective brand includes:

35 local providers

with 125 local products and services

Participate in a professional workshop,
Professional advice for product upgrades,
Graphics for products - help with designing labels, packaging,
Evaluation by a panel of experts and award of a report with recommendations,
Public awarding of certificates,
Professional photographs of 1-3 products or services,
Entry of the certified product or service in the publicly published
Register of Certified Offers From Soča Valley,
Promotion of the product or service and the provider through the channels
of the Soča Valley Tourism,
Publication in the online catalog,



COLLECTIVE BRAND - SOČA VALLEY FINEST



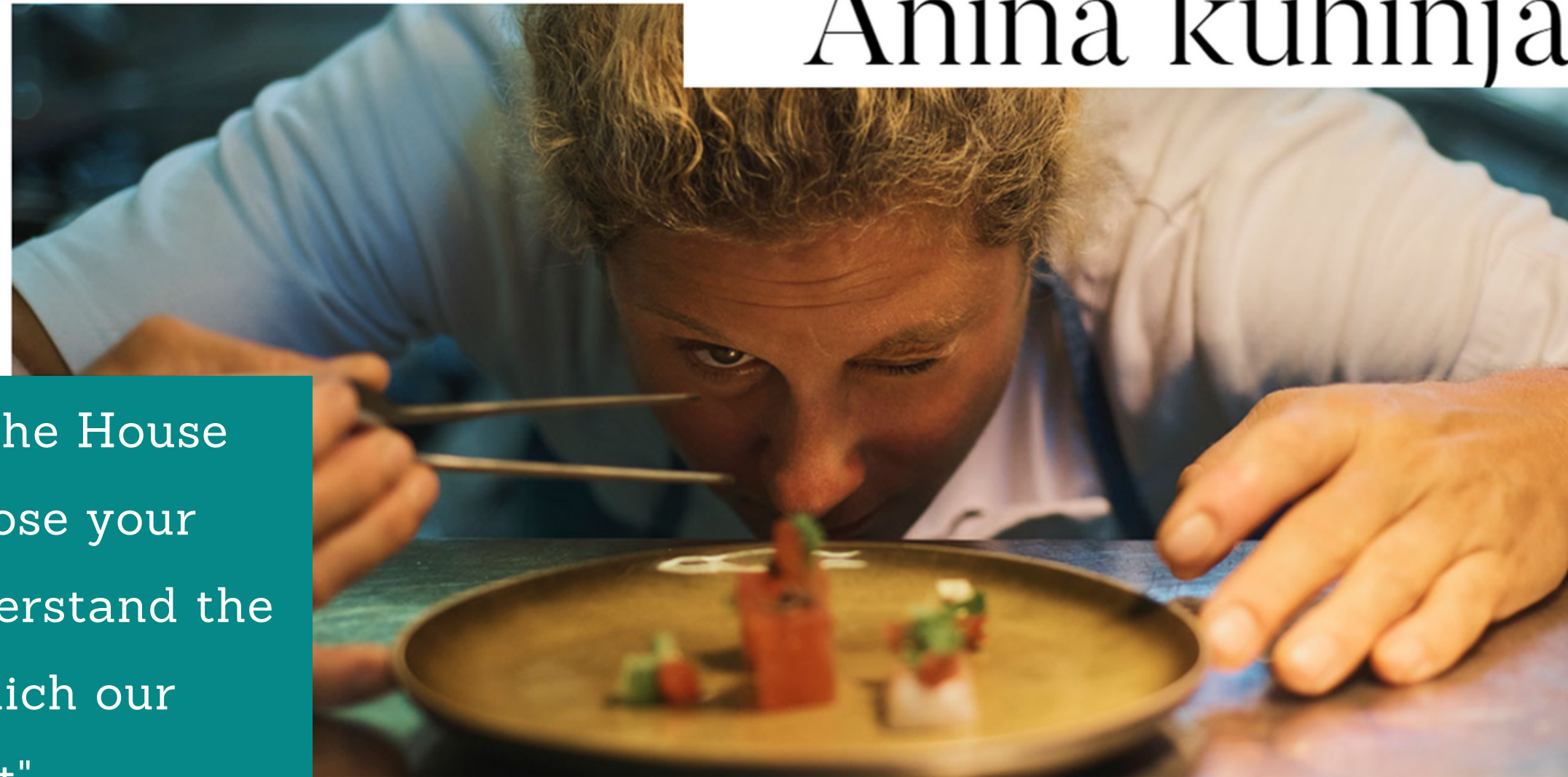
high quality
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COLLECTIVE BRAND - SOČA VALLEY FINEST

GASTRONOMY HOUSE

Anina kuhinja



"When you eat at the House Franco, you can close your eyes and fully understand the environment of which our restaurant is a part".



high quality
products
with local identity,
a compelling story
and an attractive
image

COLLECTIVE BRAND - SOČA VALLEY FINEST



HOUSE OF FLAVOURS

Planika Dairy



high quality products with local identity, a compelling story and an attractive image



POTENCIAL COOPERATION PROJECT



development and branding of new local products by integrating them into the collective brand and tourism services (**we are searching for new ideas and good practices - focus on high-quality products, with a local identity, a compelling story, and an attractive image - natural materials**)

TARGET GROUPS: potential local providers, tourism providers, enterprises, etc.

PROJECT PARTNERS: LAGs from the Baltic, Croatia, Greece, France, Finland ...



creating a supportive environment, knowledge transfer, and networking for developing organic and sustainable farming (including cross-sectoral tourism-agriculture and nature conservation)

TARGET GROUPS: potential local providers, organic farmers, agriculture cooperatives, tourism providers, enterprises, etc.

PROJECT PARTNERS: LAGs from the Baltic, Austria, Italy, Poland, Germany ...



WHAT LEADS US?



**Green, Responsibility, High quality,
Identity respect ...**



Presentation: Greta Černilogar. Design: Tatjana Šalej Faletič.

Foto: archive of LAG Soča Valley, Soča Valley Development Centre, Turizm Soča Valley and Triglav National Park.
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