



**IN GREEN SHAPE
COLLECTION OF
BEST PRACTICES**

In Green Shape



Lifelong
Learning
Programme

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Austria



(best practice1)

INITIATIVE NAME

Nordic Walking Vinotour

NAME OF THE PROJECT

Nordic Walking Vinotour

PROMOTER

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Youtube:

<http://www.youtube.com/watch?v=JQ1gnG6gtMs>

PARTNERS INVOLVED

Community 'Ratsch an der Weinstraße (AUT)' and 'Svecina (SLO)'

PERIOD OF DEVELOPMENT (STARTING AND FINISHING YEAR)

Since 2009 still ongoing

PLACE OF DEVELOPMENT

Svečina/Slovenia and Ratsch an der Weinstraße/Austria

RATIONALE FOR THE PROJECT

Nordic Walking VINOTOUR trails lead through the vineyards, across 60 farmyards of Slovene and Austrian wine producers.

Events like Nordic Walking Marathon, Halloween walk, Three Kings walk, Valentine's walk, Moonlight walk etc. and guided tours are planned.

TARGET GROUPS

Everybody who wants to join the trails

CONTENT

Vinotour is the first international Nordic Walking trail through the vineyards. It is a trail, which was provided through the cooperation of SVEČINA/ Slovenia and RATSCH a.d.Weinstrasse/ Austria. Their identified joint areas of interest were wine, tourism and culture.

Three different trails could be chosen:

- ca. 11 km with 16 stations (duration ca. 3 hrs.)
- ca. 21 km with 20 Stations (duration ca. 4,5 hrs.)
- ca. 24 km with 24 Stations (duration ca. 6 hrs.)

INTERVIEW WITH A PROJECT PARTICIPANT

How did your project start?

Primarily we organised a wedding for our Slovene wine queen, who was not married. We wanted to enable her to have a look onto her village Svečina from above. In order to enjoy the view we had to pass the border to Austria. So we invited a lot of people and a new partnership was born...

How did you create the routes? What were your aims?

We did our first steps in 2009-2010 and identified our joint areas of interest 'wine, tourism and culture' in Slovene-Austrian-cooperation. In March 2010 we signed our cooperation agreement "Wine connects the neighbours". So we connect existing walking trails in Austria with Svečina.

We invited wine producers to join the project with their offer, identified trails to include all farms and did agreements from wine producers for the trails. Then we measured the length of the trails on both sides, took photos and notes where to put the signs, made notes and collecting data for signage, and stations and created agreements of farmers for the signage of the walking trails.

How did it develop?

The first event was the Nordic Walking Marathon (25.9.2010) and the witch-trail (31.10.2010).

In April 2011 we produced our first brochure with the "map" and got a new logo. In this map were 2 trail included.

In April 2012 we got new signs and a new map (including 3 trails).

The trails were highly requested, so we got on with events in 2013:

- VINOTOUR at Wine festival in Svečina –September,

- Halloween walk –October
- Three Kings walk –January
- Valentine’s walk –February
- Spring VINOTOUR Ratsch –April
- International Nordic walking day –May
- Mini Vinotour -June
- Jacob’s walk –July

Moonlight walk –August

SOURCE OF FUNDING

Public funding

EVALUATION

The project has got lots of experience in creating trails and setting up ideas in this area. They created the first international Nordic Walking trail through the vineyards and they brought a lot of farms together to work as a collective. It is a best-practice-example how a project in this theme could develop and what to consider in project management.



(best practice2)

INITIATIVE NAME

Education history in the middle of Berlin

NAME OF THE PROJECT

Education history in the middle of Berlin

PROMOTER

Christa Kersting, Christa Uhlig

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PARTNERS INVOLVED

Congress

PERIOD OF DEVELOPMENT (STARTING AND FINISHING YEAR)

It was for the congress for German society of educational science on 14.3.2014

PLACE OF DEVELOPMENT

Berlin, Germany

RATIONALE FOR THE PROJECT

Education history in the middle of Berlin could be experienced thoroughly through the historical educational walk in the periphery of Spandau. Educational traditions and development history in and around the middle of Berlin could be experienced.

TARGET GROUPS

Participants of the congress for German society of educational science

CONTENT

The historical educational walk in the periphery of Spandau was offered for the participants of the 'German society of educational science'-congress. The idea is that the participants of the congress could discover educational traditions and development history in the public area around the congress. Since the 17th century a different education territory is developed and this location could also be sympathized today.

INTERVIEW WITH A PROJECT PARTICIPANT

1. Main considerations

The idea of a historical educational walk was initially developed privately and spontaneously. As scientific active educational historians we are interested in tangible visual evidence of pedagogical tradition, educational effort and their processes of transformation in public areas. The idea was realized by the congress of the 'German Society of Educational Science', which took place on in March 2014 at the Humboldt-University of Berlin about the theme "traditions and futures". With a little brochure we wanted to give the participants of the congress (about 2000) the opportunity to follow the educational historical relevant tradition and their history of transformation in the truest sense of word. The connection to the congress offered the chance of partial financing (printing costs, technical production of the map). The research itself (literature- and internet-researches, questioning of experts) was not supported financially. Also the costs for books, copies and pictures we paid ourselves.

2. Considerations for the points of the route, information and pedagogical background

At first an adequate area for a two-hour-walk had to be chosen. We decided to take the periphery suburb Spandau. Today it is well known through its active cultural and touristic life, which develops a differentiated landscape of education since the 17th century

(immediately in the area of the Humboldt-university). It has a mixture of functions – both domestic and industry. There are different institutions for the different ways of training/education and a constantly changing requirement of qualifications. These institutions developed partly out of national grants but mainly through private, public and urban initiatives. The points of the route are provided by buildings, institutions and places from circa three centuries with direct or indirect reference to education. That includes the beginning of the school system for girls, early special needs education, first further education for teenagers and adults, through the cityscape embossed school buildings to the point of reports of a religious, intellectual and social centre of Jewish life in Berlin and its destruction through the NS-dictatorship. Buildings remain in hardly any other part of Berlin and those that are no longer visible in which many generations learned and lived, from religious and intercultural tolerance and their permanent breaking is shown in Spandau. Our pictures supplemented texts aim on one side the intervention of historical educational facts and on the other side to show how a variety of BILDUNGSRELEVANT phenomena could concur in such a compact area and can show political-, ideological-, cultural- and scientific historical background and contrariness. Our “walk” should be a first step for that. The small insight into the of the educational landscape of Berlin shows how educational places in different ways reflect requirement, conflicts and break lines of history of culture and society and in which dimension pedagogical/ educational thinking and action stands. That we can get a comprehensive inflow to the educational history of the selected area will need further research and carefully aimed research-work, which is difficult to provide without financial support.

SOURCE OF FUNDING

A mixture of public and private funding

EVALUATION

The project shows how to get routes, education and historical background together and shows the educational and sociological influences on the area.

It helped us to identify good practice that can be used when developing the historical route for Retzhof. Their brochure also shows how routes and a detailed background could be brought together.

Bulgaria



(best practice1)

INITIATIVE NAME

A Guest House To Increase Rural Tourism

NAME OF THE PROJECT

Guest House Cherni lom

PROMOTER

Tsanko Stoytchev

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PERIOD OF DEVELOPMENT (STARTING AND FINISHING YEAR)

25/10/2010 – 25/10/2012

PLACE OF DEVELOPMENT

Ostritsa, Bulgaria

RATIONALE FOR THE PROJECT

Cherni lom is a 100-year-old renovated guest house that offers their clients the products from a fruit and vegetable farm in the Bulgarian village of Ostritsa. Both the guest house and the farm are initiatives from the same person, Mr. Tsanko Stoytchev.

TARGET GROUPS

Tourists of all age/groups

CONTENT

Mr. Stoytchev started cultivating a 10 ha apple orchard back in 2008. He then applied for funding under RDP Measure 112 'Setting up young farmers' in order to expand and modernize the farm. It now has 2 ha more for vegetables like tomatoes, peppers and cabbage. Mr. Stoytchev decided then to diversify its activities, reaching out to tourists, and applied for other RDP funds in 2010 in order to renovate an old house and use it for promoting sustainable rural tourism. The farm is situated only 10km away from the guest house, which allows Mr. Stoytchev to offer its products in Cherni lom. At the guest house, the menu is composed of fresh fruits and vegetables from the farm and customers can also buy them directly from the farm. The house has different facilities, such as an outdoor swimming pool, a barbecue in the backyard, a restaurant, as well as a small kitchen for self-cooking. It contributes to an eco-friendly environment by using solar panels in order to produce electricity.

INTERVIEW WITH A PROJECT PARTICIPANT

During the interview, Mr. Stoytchev highlighted the importance of promoting rural tourism as a means to decrease unemployment in these areas. “Population has dropped from 1000 people to 300 nowadays, everybody moves out because of job scarcity” He said that it’s during the harvest when he employs the most people –who are always from the surrounding areas. He has come up with an idea that allows him to do a sustainable activity that combines two different things: farming and accommodation. He believes that people should think more of rural areas instead of cities for their leisure. To conclude, the owner of Cherni lom said that Bulgaria’s accession to the European Union has been a positive factor in terms of funding and the number of clients from other European countries.

SOURCE OF FUNDING

Public and private

EVALUATION

Cherni lom is the perfect example of how to merge two different activities in order to promote a sustainable tourist activity in a rural area. Investing in organic fruits and vegetables is a guarantee of quality. And using them in a guest house is the perfect way to make customers appreciate rural areas’ enchants as an alternative to mass tourism. From a customer point of view this is a delightful experience. From an entrepreneurial one it is equally enriching, as Mr. Stoytchev contributes to sustainable tourism solutions and also creates employment.



(best practice2)

INITIATIVE NAME

Madonna Inn and Guest House for Alternative Tourism

NAME OF THE PROJECT

Madonna Inn

PROMOTER

Radoslav Mladenov

CONTACT PERSON

Radoslav Mladenov

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PERIOD OF DEVELOPMENT (STARTING AND FINISHING YEAR)

1994 - present

PLACE OF DEVELOPMENT

Belogradchik, Bulgaria

RATIONALE FOR THE PROJECT

Madonna is the name of the concept composed of a lodging house and a guest house with a tavern.

TARGET GROUPS

Tourists and travelers

CONTENT

Madonna Inn is situated in Falkovets, just 14 kilometers from the town of Belogradchik. Many legends and a beautiful sightseeing await for those who decide to visit the area, where the famous Belogradchik Rocks are. The inn offers two suites, six bedrooms, ten double rooms and one single room, all with separate bathrooms, TV sets and Wi-Fi Internet, as well as a conference room for 40 people. The restaurant has room for 60 people with 20 additional seats in the garden during the summer. Delicious Bulgarian cuisine, local wines and brandies are included in their menu

The natural surrounding allows to practise an array of activities such as biking, hiking, cave tourism, hunting, fishing and kayaking. Guests will also be able to visit the aforementioned Belogradchik rocks as well as the Kale fortress, Magura cave, Baba Vida fortress and the monasteries in Northwest Bulgaria.

INTERVIEW WITH A PROJECT PARTICIPANT

“We started our business back in 1994 with both a Guest House and a lodging house for travelers. At least 30% of the products we use for our cuisine are from our own sources

and the rest is purchased in local stores, which also contributes to a sustainable development in the area. When we started we decided to invest in sustainable rural tourism because the area is excellent for all sorts of activities. We believe that alternative tourism contributes to boost the economy of rural areas at the same time that these are protected by our sustainable practices.”

SOURCE OF FUNDING

Private

EVALUATION

Along with our first best practice, the Madonna Inn is also an excellent example of a Green Shape quality project. Local products, sports, tourism, history... the Maddona offers to their clients an outstanding service that combines different kinds of activities so that their guests will want to come back very soon. The business also comprises a Guest house with a tavern, located in the area. A real taste of Bulgaria that allows their locals to work and live in this magic, eco-friendly entourage.



Italy



(best practice1)

INITIATIVE NAME

The legend of Piave river: 100 days path describes itself

NAME OF THE PROJECT

The Great War 2014

PROMOTER

Retica & Ortoalpino

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PARTNERS INVOLVED

Associazione Food 99 km

City Council of Trichiana

City Council of Cison di Valmarino

Province of Belluno

Museum of the 7th regiment Alpino di Sedico

PERIOD OF DEVELOPMENT (STARTING AND FINISHING YEAR)

February 2014-December 2014

PLACE OF DEVELOPMENT

Confos, Trichiana Belluno
Passo San Boldo, Cison Valmarino Treviso
100 days path, Trichiana-Tovena

RATIONALE FOR THE PROJECT

The legend of Piave has the objective of celebrating the 100 years from the beginning of the Great War with events, stories and experiences to discover and propose again the cultural, rural and food traditions of the populations involved in the world conflict.

TARGET GROUPS

Both those who are local and those who are not- people fond of contemporary history, cooking, food products and rural cooking.

CONTENT

The 100 days path and Passo San Boldo are the main characters of the program “The legend of Piave river”, conceived by Associazione Food 99 km and organized by Retica-Ortoalpino in commemoration of the 100 years of the starting of the Great War.

The municipalities involved are Trichiana (BL) and Cison Valmarino (TV) where the famous road winds, road built in only 100 days by the local people for strategic aims of the Austro-hungarian army at the beginning of 1918.

Retica-Ortoalpino, a sustainable farm located in Belluno, Trichiana, together with associazione Food 99 km celebrates this engineering work and remembers the beginning of the First World War organizing a cycle of ten cultural events to deepen the facts, society, characters and populations that were the main characters of the most devastating conflict of the XX century.

The territory crossed by the 100 years path and Passo San Boldo reveals peculiar natural, rural and historic features that should be better valued for a cultural and nature tourism, focussed on the promotion of farmers’ traditions, special dishes (midway between the Alps and the Po Valley) and geological distinctive features (Canyon of Brent dell’Art).

The celebration of the beginning of the Great War is an opportunity to encourage the interest of the tourist to discover these territories, that besides having historical evidences of that period (Passo San Boldo 1918), have all the above mentioned features in the cultural and food fields.

Here below the calendar of the different initiatives, every month, that can be proposed again to small groups of 10 people:

Sunday 23rd February

Memories of Grappa

Sunday 23rd March

The celebration of graft: Prussia, pom and migration

Friday 11st April

The wines of Austria-Hungary and the old grape varieties of Belluno

Sunday 25th May

Serbian cooking. On the eve of the attack that caused the war, let's discover the Serbian culture

Sunday 22nd June

The celebration of mowing: the folklore of field mowing.

Popular songs and the experience of mowing

Sunday 27th July

The beginning of the war: photos and videos and historical reenactment with bike tour from Passo San Boldo to Pedavena (Camp Hospital)

Sunday 28th September

Germany: a Kaiser, one people.

Sunday 26th October

The Magyar traditions: how did they influence our culture?

Sunday 23rd November

Winter for soldiers and the population. The rationing of food

Sunday 8 December

Beans, chestnuts, potatoes: the pantry 100 years ago

INTERVIEW WITH A PROJECT PARTICIPANT

Interview to Michele Pagos

The legend of Piave? What is it? It intrigues me..

Piave is a sacred national river. It was the natural border after the defeat of Caporetto. Geographically, the natural border: the river was in flood, blown up all the bridges, the

army in disarmament and the Italian refugees were saved by a whisker, on this side of the shore.

In the collective imagination the Piave line is the point of no return, the border line, the red wire between retreat and revenge, between downsizing and the dream of a nation, between North and South, between Germans and Italians.. The most powerful symbol of the First World War is the Piave. But it is also a metaphor for the realization of Italy as a nation. Until then it was a patchwork of small states and regionalisms.

Where did everything start from?

We are in San Boldo, the Hundred Days Path. The Army Corps of Engineers and the Austrian precision and tireless and unfailing arms of women, children and teenagers in the community of the Venetian Alps. Joined together in an incredible effort, they gave rise to this masterpiece.

Along this path, in Confos in a country house whatever, but that was a post and visible hangout, a collection of evidences, in objects and written pieces were found .. As if the voices and memories and stories had concentrated there. Hence the idea to revive slices of ordinary life, starting from small findings, such as the bottom of a bottle of brandy and other evidences, such as the Prussian Pon, declined over time and seasonality.

So what was the role of Retica?

You should participate to the event of 23rd March to understand...Retica has created a perfect mix of history/memory, nature and seasonality. A call to understand, to understand the meaning of time and places. The Celebration of Graft perhaps more than others is the expression of this fusion. New lives germinate, new forms through the work of men. It's spring time and time to wake up. At the same time the earth and its characters tell their stories, the time when they had to leave, to escape, to survive and provide subsistence for their families. It 'also the celebration of the Prussian Pon, the apple of the north, the apple that does not rot and is preserved in the cold, the witness that not everything that came, came to harm.

What are you doing next?

Everything is ready for the program 2014. Of course, the special date is June,28th. One hundred years ago on this day the First World War broke out. It took another year before Italy decided to join it, but the ""useless slaughter" had already begun.

SOURCE OF FUNDING

Contribution of the participant (for guide, historical or nature tour leader, tasting local products)

EVALUATION

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(best practice2)

INITIATIVE NAME

Festival della Lentezza (Festival of Slowness)

NAME OF THE PROJECT

Festival della Lentezza (Festival of Slowness)

PROMOTER

Associazione Vite in Viaggio

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PARTNERS INVOLVED

Council of Ponte San Nicolò, Vigodarzere, Cadoneghe,
Mo.Vi- Movimento Volontariato Italiano,
Rete Cooperazione Educativa (Network of Educational cooperation) , Circolo Wigwam

PERIOD OF DEVELOPMENT (STARTING AND FINISHING YEAR)

11th -20th October 2013

PLACE OF DEVELOPMENT

Ponte San Nicolò and Vigodarzere (Padova)

RATIONALE FOR THE PROJECT

The idea of this festival comes from the certainty that slowing down does not mean stopping, but being able to look at reality around us in a different way; more than a “decrease in movement” is a different way of interaction. Facing the present being aware that the choices you make today will influence the world tomorrow.

TARGET GROUPS

everybody

CONTENT

The proposal

The Festival of Slowness, an event that is organized every two years now in 2013 at its third edition, is a cultural festival made up of meetings, workshops, performances and concerts that want to lead the participant in a fascinating path on the theme of slowness through the folds of a non-academic culture, able to open up to the widest possible audience.

The event, the first in Europe of this kind (the first “Festival of slowness” was organized in New York in 2007 while the second was organized here in 2009), takes place in October, between two weekends in the province of Padua.

The path

Starting point of the proposed path is the close link between the experiences told and the territory or territories where they came to life, witnessing the cultural and gastronomic specific features of every place.

The choice of topics and guests for the different editions of the Festival is made keeping in mind the correspondence to various criteria and parameters such as environment protection, person and its diversity respect and coherence with the philosophy of slowness.

Results

The 2013 edition, in particular, was characterized by a growing number of collaborations with other realities at national level, from its planning stage, among them the coordination of the Italian Movement for volunteers, the educational cooperation network “C'è speranza se questo accade a...” and the International Short Movies festival “Corti a Ponte”.

The Festival in 2013 was also different for a widespread presence of people, thanks to the realization of events in various locations, which have fostered a growing and diverse audience participation.

INTERVIEW WITH A PROJECT PARTICIPANT

Name: Nicola

Role: Account management of the Festival

What convinced you to actively participate in the realization of the Festival?

I find it very positive the team spirit that is generated by activities such as this Festival; the organization of the Festival is very challenging, but at the same time extremely stimulating.

What is your role in the realization of this project?

Officially I'm the accountant, as they say, but in our group there are no roles or rather we are a team in which everyone offers his/her skill that is complementary to the others'.

What gives you more satisfaction?

For sure it is very gratifying to see hundreds of people sitting in a room listening to the words of the speaker we decided to invite, but what gratifies me the most is the construction/organization of the Festival made of nights, meetings, staying up late but many ideas circulating and the eagerness to do.

The most difficult part?

Of course the budget, not easy thing especially nowadays.

In conclusion... 10, 100, 1000 Festivals of Slowness, opportunity to play, have fun but also with many interesting contents!

SOURCE OF FUNDING

Private funding and 1 € entry for some night events

EVALUATION

The planning-realization of this Festival was a way also to have a team, know themselves and the others through the implementation of an idea, managing unexpected events and coordinating several activities during the Festival.

We were able to join new forces and ,even in a light and funny way, to transmit a message to participants to think upon.



LITHUANIA



(best practice1)

INITIATIVE NAME

Homestead "Gandrų dvaras" ("The House of Storks")

NAME OF THE PROJECT

Zofija Tikuišienė ecological farm of herbs

PROMOTER

Mrs. Zofija Tikuišienė

CONTACT PERSON

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PARTNERS INVOLVED

Klaipėda University Faculty of Health, Lithuania Ecological Agriculture Association "Gaja", Lithuania Rural Tourism Association, Dainius Kepenis School of Health.

PERIOD OF DEVELOPMENT (STARTING AND FINISHING YEAR)

From 1994 still ongoing

PLACE OF DEVELOPMENT

Kojelių Village, Agluonėnų sen., Klaipėda District, Lithuania

RATIONALE FOR THE PROJECT

Ecological farm “Gandrų dvaras” suggests perfect conditions for those who are caring about their health and beauty and wishing to enjoy natural wellness measures as well as the rest in green and ecological environment.

TARGET GROUPS

Doctors, paramedics and all people, who are interested in healthy life.

CONTENT

The aim of the project is to provide natural wellness services for locals and tourists under shelter of nature.

The owner of ecological farm “Gandrų dvaras” Mrs. Zofija Tikuišienė arranges for locals and tourists the following services:

- accommodation in historical 100 years old homestead, located in countryside, near forest;
- herb-baths and sauna;
- various herbal tea according to state of your health;
- educational programmes about healthy life for adults and children;
- aromatherapy;
- colour therapy;
- herbal tourism.

All products used for these treatments are ecological and produced in the own farm with certification marks.

The tourists of different ages from Germany, United Kingdom, Belgium, The Netherlands, Poland, Russia and Lithuania stay in ecological farm and enjoy advantages of natural surroundings and owners’ products.

Mrs. Zofija participates in different fairs with healthy tea made in her ecological farm. All healthy tea mixtures are unique and created by Mrs. Zofija.

INTERVIEW WITH A PROJECT PARTICIPANT

The owner of homestead Mrs. Zofija Tikuišienė is doctor by profession – pulmonologist-radiologist. Already 15 years she has been working as doctor-homoeopath in private clinic. At the same time she is running ecological farm “Gandrų dvaras” near Agluonėnai settlement in Klaipėda District.

20 year ago together with her husband they have bought derelict house dated by the beginning of XX century and built by Germans (as this region for long historical period belonged to Germany (Prussia)). The homestead “Gandrų dvaras” sends a good energy, because everything in this house is made by the hands of Mrs. Zofija’s husband.

Also when you come into the old house you can feel a smell of various herbs. Mrs. Zofija picks up plants in the surroundings of her farm, dries them and composes special mixtures of healthy tea. All this process is certificated according to EU standards (“Ekoagros” certification), there are special places for growing up of herbs, they are watering with natural ferments and drying in the room, prepared in respect of EU rules.

Mrs. Zofija promotes herbal tourism. She leads the group of people (tourists) into the forest or field, collects with them herbs, tells about their healthy features, finally all together group members compose the healthy mixture for tea.

SOURCE OF FUNDING

Accommodation in homestead, healthy life workshops, sells of herbal tea, herbal tourism.

EVALUATION

Everything what is needed for human being exists in nature. Just we need to know how to take the best things from plants and to use them for our body and mental health, wellness and beauty. Also we must be aware about preserving nature.



(best practice2)

INITIATIVE NAME

Farmstead "A. ir S. Baniulių sodyba"

NAME OF THE PROJECT

Farmstead "A. ir S. Baniulių sodyba"

PROMOTER

Mr. Saulius Baniulis

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PARTNERS INVOLVED

Klaipėda District Municipality, Gargždai Sport Club

PERIOD OF DEVELOPMENT (STARTING AND FINISHING YEAR)

From 1998 still ongoing

PLACE OF DEVELOPMENT

Šiūparių Village, Dovilų sen., Klaipėda District, Lithuania

RATIONALE FOR THE PROJECT

Farmstead's "A. ir S. Baniulių sodyba" activity consists of 3 parts: 1. Rural tourism. 2. Riding club "Žemaičiai". 3. Ecological farming.

TARGET GROUPS

People who admire horses, prefer healthy food, and everybody who wants to rest or celebrate different occasions in green environment.

CONTENT

Farmstead, founded by Airida and Saulius Baniuliai, is located in historical place – on the border of Lithuania and Eastern Prussia. There is the road which formerly have been divided the land into 2 countries.

Steading is built near forests and meadows in green environment and suggests the following services/products:

- Horse riding lessons for children and adults
- Recreation and entertainment with horses
- Competitions, carriages for sightseeing in the surroundings and forests
- Sauna
- Ecological products from farm (cucumbers, tomatoes, onions, aubergines, courgettes, dills, peppers ...)
- Water entertainment
- Rent of premises for weddings and other celebrations.

INTERVIEW WITH A PROJECT PARTICIPANT

The farmstead is family business started 17 years ago from cultivating of flowers, mainly roses, in the hothouses. Mr. Saulius Baniulis was a sportsman and horse-breeder adoring horses and riding. In the farmstead he established riding club, not only for entertainments, but also for lessons of teachers for those, who love horses and want to be professional riders.

At the same time the family expanded their stead, built new premises for accommodation of 60 people and spacious hall for celebrations and conferences. Cultivating of vegetables replaced the growing of roses, because cheaper flowers from Holland overflowed Lithuania. All clients of Baniuliai farmstead come here, because they like dishes made from green and ecological plants and vegetables, which are growing up

without chemistry. In compliance with visitors' wishes Baniuliai built sauna and expanded rest activities with water recreation.

The family developed their farmstead from own resources, they didn't apply for any funds or bank loan.

SOURCE OF FUNDING

Rent of premises for weddings and other occasions, horse riding, ecological farming. Lessons of horse riding for children and adults are granted by Klaipėda District Municipality as well as care of horses.

EVALUATION

During interview Mr. Saulius said he always has many dreams and ideas for future, and we could see how thanks to hard-working and creativity dreams come true.



UK



(best practice)

INITIATIVE NAME

Sudbury Village

NAME OF THE PROJECT

Sudbury Village Trail

PROMOTER

Growing Rural Enterprise

CONTACT PERSON

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PARTNERS INVOLVED

Growing Rural Enterprise Ltd
Sudbury Hall and Museum of Childhood
Sudbury Nursery
Sudbury Post Office and Store
The Vernon Arms

PERIOD OF DEVELOPMENT (STARTING AND FINISHING YEAR)

2014- 2105

PLACE OF DEVELOPMENT

Sudbury, Derbyshire

RATIONALE FOR THE PROJECT

To encourage visitors to Sudbury Hall and The Museum of Childhood to extend their visit, using the village businesses and enjoying locally sourced food.

TARGET GROUPS

Visitors to Sudbury Hall- older people.

Families

European visitors

CONTENT

This project would encourage people to visit the village of Sudbury and explore it further, beyond just visiting the Museum of Childhood and the Hall.

There is a small family butcher in the village with its own abattoir, they have a speciality range of sausages and pies using locally sourced produce. This includes Game Pie, Scotch Eggs and Pork Pie that could be used for picnics. The village shop also serves a range of foods that could be used for picnics.

The National Trust have a café, but the trail would also promote where people could picnic.

The village pub serves a high proportion of local produce but this is not promoted widely. It would also include short walks, public transport links and accessible areas.

The route links the businesses of Sudbury together and creates cohesive community by bringing together community, environment and economy to enhance and add value to the visitor experience.

INTERVIEW WITH A PROJECT PARTICIPANT

Richard Crutchley – Sudbury Nursery

What is the background to your involvement with the project?

We have a small plant nursery at the back of The Vernon Arms Pub in Sudbury Village. We sell our plants to Sudbury Hall, through their shop, but would like to encourage more people to visit the nursery.

What skills and expertise can you bring to the project

I have lived in the village for 30 years and retired from my marketing and graphic design business a few years ago. I started the nursery in Sudbury as an extension of a hobby.

How did you create the route?

By thinking about the customer experience- what do visitors get from their visit and what could enrich it? Looking at the businesses in the village and the

What were your aims?

To extend the time each visitor spends in the village, encourage repeat visits and

SOURCE OF FUNDING

Local Economic development with a contribution from each business

EVALUATION

That it is difficult to get people to work together cohesively!

That people are very busy and meetings need to be kept to a minimum and be short and productive.

The village of Tissington have very successfully created a similar route and it has worked very well for all involved. The Tissington Estate did derive 70 % of its income from Agriculture and 30 % from tourism- this has now completely reversed.



(best practice2)

INITIATIVE NAME

Woodhouse Farm and Garden

NAME OF THE PROJECT

Woodhouse Farm and Garden- Walks and Cycle Routes

PROMOTER

Not finalised

CONTACT PERSON

Annamarie Stone

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PARTNERS INVOLVED

Woodhouse Farm and Garden
Whittington Village Market
Fisherwick Marina

PERIOD OF DEVELOPMENT (STARTING AND FINISHING YEAR)

2014- 2015

PLACE OF DEVELOPMENT

Lichfield.

RATIONALE FOR THE PROJECT

To develop the tourism potential for a small rural business by linking with others and other opportunities to maximise appeal.

TARGET GROUPS

Families

Urban people

Groups- walking, cycling etc.

CONTENT

Woodhouse Farm and Garden is a Community Supported Agriculture business that produces vegetables, fruit and salad crops. They distribute them to a regular group of customers who have a share of the crop each week.

Additionally they produce rare breeds meat from a small herd of beef cattle and pigs.

The farm is in a beautiful are and surrounded by woodland and country lanes popular with cyclists and walkers.

It is committed to having a community aspect and developing strong links with the local village and urban areas.

The business is thinking about what it could do to develop the tourism aspect.

INTERVIEW WITH A PROJECT PARTICIPANT

Annamarie Stone

Director- Woodhouse Farm and Garden

What made you want to develop this project?

A small family business we do not want to open to the public every day. However we do have a strong community ethos and want to bring people on to the farm to see our renovated/restored walled garden and farm.

What were the aims

To offer a good experience to those in the local community and from urban areas whilst selling our produce.

SOURCE OF FUNDING

Local Enterprise Funding- Local to Lichfield

EVALUATION

The business has found it particularly difficult to engage with the local community and has been considering how to increase footfall without being open to the public seven days a week. This project has brought people to the farm on a pre- booked basis, so that groups of cyclists and ramblers visit for tea and cake and have a short farm/garden tour.

Additionally it has linked with the Village Produce Market to enhance its offer and to promote other local businesses.

It is important to be very clear about opening times as to begin with quite a few people arrived when it was not open.

The farm has also benefitted from visual merchandising training, but needs regular reviews with this to keep up standards and make sure that first impressions are good for the visitor.



IN GREEN SHAPE – GRUNDTVIG LEARNING PARTNERSHIP

IN GREEN SHAPE – Tourist healthy and sustainable itineraries Partnership 2013-1-IT2-GRU06-51874-1 funded by the Lifelong Learning Programme Grundtvig Learning Partnerships. It is a partnership of five EU countries: Austria, Bulgaria, Italy, Lithuania and United Kingdom. It is a partnership of five European organizations.

The stages of the project are:

1. Targeting the adult learners
2. Detecting local best practices
3. Sharing innovative ideas through workshops
4. Creating local itineraries

The main outcomes of the project will be:

A tourist brochure (In Green Shape) with the 5 itineraries proposed by the learners of each organisation

A best practices handbook, containing the new resources, services and/or small companies which have been identified by the partners in their surrounding areas.

The aim of this project is to improve the skills for employment and career development of people living in rural areas through the creation of tourist itineraries.

Web site: www.ingreenshape.eu

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In Green Shape