

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	CE331 YouInHerit
Lead partner	22nd Budafok Teteny, Budapest XXII district
Output number and title	O.T2.2.1 Pilot action 2: revival of old crafts in integrated manner (combining infras & soft elements)
Investment number and title (if applicable)	<i>O.I1.1 Reconstruction of olive scaling building in Vodnjan - Dignano (described in a separate factsheet)</i>
Responsible partner (PP name and number)	PP5 - Grad Vodnjan - Dignano
Project website	https://www.interreg-central.eu/Content.Node/YouInHerit.html
Delivery date	<i>February 2018 - September 2018 (reconstruction Workshops are still ongoing (till May 2019))</i>

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

One of the major problems in the City of Vodnjan-Dignano and its wider region is the development and revitalization of traditional crafts and trades, such as olive oil production. The key-stone for revitalization are young people, who have the possibility and knowledge to become bearers of traditional knowledges, crafts and trades. What appears to be decisive for such development is not just the natural resources (such as land), but rather the balance among the internal and external elements. In our pilot action, our ultimate goal was to initiate the reevaluation and valorization of local resources such as local knowledge and practice, and local labor - especially youth, and to revitalize the less favored, rural area.

Pilot action, performed in order to offer a suitable method to answer the above listed problem. It was aimed at reviving local olive culture and enhancing olive production as a touristic attraction in close cooperation with relevant stakeholders in Vodnjan-Dignano, HR. The pilot was executed through two connected actions:

1. reconstruction of the local olive scale building (O.I1.1)
2. trainings and workshops for youth, implemented in reconstructed olive scale building (O.T2.2.1)

The first type of action is necessary in order to make a training centre for young olive farmers. The pilot action was developed in a way that young olive farmers form integral part of conceptualization and implementation process of building renovation, in order to make a place which is suitable to their needs, along with novel technical solutions interesting to young visitor and necessary for workshops for local farmers. Thus, young people decided how Olive House looks and feels, e.g. to decide about internal design and IT tools. By doing this, Olive House now offers a multitude of activities and services which improve the knowledge and prospects of young olive oil farmers. The investment covered the comprehensive reconstruction of the old olive scale building. After the renewal, now it offers adequate place for trainings/workshops for the youth and serves as an info point for the local tourism track, as well.

Second type of action comprehends trainings and workshops for young olive oil farmers, making olive oil tradition interesting for the youth, and involving young people in revival of olive oil making in the area of the city of Vodnjan-Dignano. Topics on workshops are: importance of olive oil, how to increase quality of production and what are innovative ways in using olives (especially olive leaves and olive vegetation water). Workshops consist of group of 10 people and are divided on particular topics important for young olive oil farmers: production, branding and presentation, entrepreneurship. The workshops are organized on weekends (Saturday & Sunday), 4 hours each day. Thus, for one group there will be three thematic workshops altogether, 24 hours in total, and we will organize 3 groups (30 persons in total).

NUTS region(s) concerned by the pilot action (relevant NUTS level)

Country (NUTS 0): HR
Country (NUTS 1): HR0, Hrvatska
Region (NUTS 2): HR03, Jadranska Hrvatska
Sub-region (NUTS 3): HR036, Istarska županija

Investment costs (EUR), if applicable

Details on investment costs are summarized in a separate factsheet linked to O.I1.1.

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

Expected impacts and benefits of the conducted pilot action in our region are:

- a) Increasing the number of young people who are / plan to become olive oil producers
- b) Raising popularity of olive oil among consumers

Both aspects are extremely needed if we wish to gain economic advantages with the help of youth, incl. young olive oil makers. We experienced success with the implementation of our pilot action towards this direction. We were able to reach and engage youth with their active participation, giving them the opportunity to grow and learn the essentials of olive oil production. During the training, young people could learn how to produce olive oil, while incorporating new technologies and methodologies in the field. The use of IT solutions gave them motivation and higher commitment to revive the traditional craft of olive oil making. In addition, raising the awareness and popularity of olive oil was made through the promotion of olive oil on local, regional, national & international scale, which we expect to result in higher demand in the future.

On the regional scale, we experienced growth of people interested in olive oil production, growth of people who got abandoned orchards in order to make them useful again and raising demand for olive oil in general. The pilot action itself showed to young people that it is indeed possible, with smart strategy and business plan, to make a decent living by becoming olive oil producer, and that it should not to be necessarily just a hobby.

The newly renovated Olive scale house became an attractive element of Vodnjan-Dignano, turning from a deteriorated state into a modern training center for the youth and info point for the wider public and tourists. In the future, it can give place to further trainings/workshops and continuously serving as an important point for tourists.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

Regarding the sustainability of our pilot action, we certainly plan to continue the pilot and upgrade it with other elements, possibly through application to other calls. Workshops which are taking place in the Olive scale house will continue even after the project end and will be further developed with new topics in the field of olive oil production. Moreover, we foreseen that, during the summer period, Olive scale house will also serve as a meeting & information point for visitors, where they will be redirected towards the local olive oil producers to promote our local crafts and products as part of our regional cultural heritage.

Financing of activities which are taking place, and will take place, in the Olive scale house, is covered by the City of Vodnjan-Dignano, while for the coordination and planning of the activities, we established an institutional triangle between City of Vodnjan-Dignano, Association Agroturist Vodnjan and Touristic board of Vodnjan-Dignano. Association Agroturist Vodnjan and Touristic board of Vodnjan-Dignano are also partly financed by the City of Vodnjan-Dignano regarding their projects which are taking place in the Olive scale house. Currently, in the Olive scale house we have programme for sensor analysis of olive oil and organoleptic analysis of olive oil. Association Agroturist Vodnjan started an initiative to form panel (commission of certified olive oil testers) and where Olive oil house will serve as an official point for panel degustation and appraisal. Regarding the presentation of our finalized pilot concept, in the forthcoming period we will present it on annual manifestation Olive Oil Days, as part of the educational programme of the manifestation.

Regarding the transferability of our pilot action, we certainly think that the concept of our pilot action, as well as approaches and solutions which we applied and adopted during the pilot action, can be applied by similar initiatives in other regions or countries - by adapting an existing solution to new context/crafts or problems. A combined logic model of pilot action will be also shown in the transnational toolkit (O.T3.2), which can be used by other cities/regions/countries in order to help structure thinking about future interventions of a similar nature. Transferable elements of our pilot action are: a) inclusion of young people in reconstruction processes; b) innovative usage of investment, e.g. creation of added value (during our meetings with stakeholders and youth, an idea of making an added value was made, meaning that the investment itself will have double use - not just as a meeting point for young olive oil farmers, but also for visitors which will be redirected and get to know young olive oil producers - meaning better promotion for young olive oil producers & bigger income); c) giving support to young people who wish to become bearers of traditional knowledge.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

During the pilot action, we learned that inclusion of people who will use the Olive scale house in the development phase was crucial. By doing so, we managed to implement a pilot action which is suitable for their needs and wishes. It worked also as a drive of motivation because youth became interested and engaged in the overall pilot project. The opportunity to participate actively in such a project convinced them to stay with us and contribute to the revival of olive oil production. Other elements which we learnt to be successful in the implementation of pilot action are: a) communication with actors who have similar experiences; b) transnational cooperation and learning from partners with similar background & facing similar problems. Our learning curve exponentially growth thanks to the transnational cooperation, since we had the opportunity to share our work plans, to identify common obstacles and common difficulties, and to share possible solutions towards it.

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

During the pilot action implementation, we experienced delays regarding the approval of conceptual design from the Croatian Ministry of Culture, which resulted in the delay of the renovation process itself. We successfully changed the conceptual design upon their recommendations. Other legal/regulatory difficulties were not experienced.

Regarding sustainable development, negative environmental effects during our pilot action were not caused.

Regarding horizontal principles, we announced an open call for workshops participants, open also for disadvantaged youth, and accepting participants regardless to gender, cultural and ethnical background.

However, we limited the age of participants, since the focus of the project itself are young people (age between 16-35).

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

Links:

- <http://www.vodnjan.hr/hr/novosti/pocetak-renovacije-objekta-stare-vage-u-sklopu-projekta-youinherit>
- <https://www.giornal.hr/istra/vodnjan-javna-vaga-maslinarima/>
- <https://vijesti.hrt.hr/466772/vodnjan-dobio-centar-za-obuku-mladih-maslinara>
- <http://www.gradonacelnik.hr/vijesti/vodnjan-otvoren-centar-za-obuku-mladih-maslinara>
- <https://tvistra.hr/u-vodnjanu-otvoren-centar-za-obuku-mladih-maslinara/>
- <https://www.glasistre.hr/istra/mladi-maslinari-educirat-ce-se-u-staroj-pezi-572169>
- <https://vodnjanski.wordpress.com/2016/05/08/uredit-ce-se-zgrada-stare-vage/>
- <https://medulinfm.com/2018/09/19/vodnjan-besplatne-edukacije-za-maslinare-u-sklopu-projekta-youinherit/>
- <http://tvistra.hr/u-vodnjanu-otvoren-centar-za-obuku-mladih-maslinara/centar-za-obuku-maslinara-vodnjan-istra-masline/>
- <https://www.vodnjanski.info/youinherit-besplatne-edukacije-za-maslinare/>

PHOTOS:





