

Самостійна робота 4.

Вивчення кейсів улаштування туристичних об'єктів виходячи з огляду на збереження біорізноманіття на прикладі мережі СЕЕТО

Кейс 1.

Example of good practice	Incentives for joint pastures to retain the population in Lonjsko Polje (traditional animal husbandry as the key to conserving grassland ecosystems and biodiversity)
Category	Management; local initiative; culture; local products
Organization	Public Institute of Lonjsko Polje Nature Park (JUPP)
Partners	Agriculture Lands Agency (APZ) Ministry of Agriculture All local self-government units (6) Brod Ecological Society (BED), Ministry of Environmental and Nature Protection (MZOE), Representatives of the joint pastures
Location	Lonjsko Polje
Country	Croatia
Form of protection	IUCN V/ nature park
Scope of implementation (local, national)	Local
Time	7 years
People	1 person
Budget	50 000 EUR
Funding	State Budget of the Republic of Croatia
Project info	http://www.pp-lonjsko-polje.hr/new/hrvatski/kulturni_krajobraz_pasarenje.html
Contact	Valerija Hima
Achievements	Total incentive obtained: HRK 14 million (half from state budget, half from EU) Number of families: 110 family farms (OPG), positive effect on about 400 people 25% of the population of Lonjsko Polje has direct economic benefit, while 70% are benefited indirectly Increase in number of animals: 3200 head Increase in area conserved by grazing: 3500 ha

	Keeping of indigenous animal breeds Reduced number of hectares under invasive species (false indigo, greater burdock): about 100 ha
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Problem/opportunity	
Problem	Loss of grassland habitats Overgrowth with invasive species Depopulation Reductions in herds
Opportunity	Accession of Croatia to the EU and the implementation of the EU agriculture policies
Planning	
Pre-requisites for success	Legal: Implementation of agricultural policies Lonjsko Polje as part of the Natura 2000 ecological network
	Institutional: Support of the Croatian Agency for the Environment and Nature (HAOP), APZ, local government, and MZOE
	Internal capacities: Knowledge of the agriculture act, bringing together stakeholders, organising meetings.
Initial idea	EU agriculture policy has incentives mechanisms, similar incentives are in place in Austria. These incentives are an important tool to keep people in these areas and to continue with animal husbandry.
Strategies	EU agriculture policy; EU Biodiversity Strategy; Lonjsko Polje Nature Park Management Plan; Sisak-Moslavina County Development Strategy

Partner roles	<p>Agricultural Lands Agency / Ministry of Agriculture draft the laws and ordinances pertaining to agricultural policy</p> <p>All local self-government units (6) in the area – implement tenders for the leasing of state owned lands and provide support in lobbying and implementation of the incentives process.</p> <p>BED – defining the proposed legal regulations</p> <p>Stakeholders/partners were included in the consultation process from the very beginning, and regular meetings were held.</p>
Implementation	
Project key stages	<ol style="list-style-type: none"> 1. Spatial definition of the joint pastures (in cooperation with local government) 2. Determine which users are on each pasture and number of animals per pasture 3. Define the proposed legal regulations – ordinance on joint pastures for the assignment of leases 4. Agreed conditions of conduct – nature conservation conditions (decision on use from MZOE), animal owners drafted agreement on the use of pastures (grazing seasons, permitted numbers of animals, evacuation pasture, meadows, restoration of overgrown pastures) and all were required to sign 5. Agricultural Lands Agency and Payments Agency agreed that entry into the Arkod system would be defined by the part of the cadastral plot of the pasture (and not to the entire plot which was previously a problem). 6. Via this Ordinance, the state enabled farmers to lease these lands for temporary use for a 5-year period, without the need for a public tender.

Stakeholders selection	Support from 110 family farms (OPGs) from the start of development of the incentives idea, and amendment of the ordinance.
Stakeholders involvement	Formation of working groups
Vulnerable groups involvement	The elderly population living in this area, and entire families to whom these incentives were of great importance for allowing them to stay in Lonjsko Polje. This is a border area that was affected by the Homeland War. Workshops were attended by 30% women and 70% men.
Rights to information	Inclusion of the local population in adopting management plans and spatial plans for the Lonjsko Polje area. With the formation of the councils, the local population was able to contribute to ideas and plans for further development of the area, and for resource management in the park.
Communication	Via the park website. Meeting minutes distributed via e-mail. Announcements posted on 17 park info panels in all villages in the park area!
Climate change adaptation & mitigation	Maintenance of grasslands and floodplain areas that also serve for flood control. Rural development measures (EU funded) for mitigating the effects of climate change.
Challenges	Administrative: Outlining the issue of large pasture complexes and their use to the competent ministry. Lack of legislation governing joint pastures. Inclusion of overgrown pastures into the review of forest management plans. Croatian Forests take overgrown areas under their management.
	Technical: Overgrown pastures are not acceptable in the incentives system

Changes	
Positive effects on environment	<p>Habitat restoration (preventing succession), increasing populations of the threatened bird species corncrake (<i>Crex crex</i>),</p> <p>Increased numbers of indigenous animal breeds of horses (Croatian Posavina horse and Croatian Coldblooded horse)</p> <p>People increased their care for the animals that maintain the pastures, thereby increasing pasture area and reducing the area under invasive species.</p>
Positive economic and social changes	<p>Public sector (local, national)</p> <p>Economic: benefit from land leases paid by animal owners</p> <p>Social: local population remains in the area, conservation of rural areas</p>
	<p>Private sector (specialized construction companies):</p> <p>Economic: payments from local municipalities for habitat restoration (removal of invasive species where animals could not access)</p>
	<p>Protected area manager</p> <p>Economic: JUPP Lonjsko Polje has 150 ha in the incentives system (HRK 500,000, 25% of total park budget)</p> <p>Social: retention of the local population, conservation of the rural area</p>
	<p>Local population:</p> <p>Economic: incentives for 110 families, 400 people in the area (25% of population directly affected, 70% indirectly)</p> <p>Social: reason to stay in the area, conservation of heritage</p>
Key benefits	<p>For nature:</p> <p>Conservation of the floodplain areas that are the main feature of the park.</p> <p>Conservation of traditional animal husbandry, as an important ecological process.</p> <p>Conservation of the floodplain landscape</p>
	<p>For people:</p>

	<p>Keeping the population in the area</p> <p>Conservation of cultural heritage</p>
Replication and recommendations	
Essential things to replication	<ul style="list-style-type: none"> • The example of Austria as the only EU Member State with an organised system of joint pasture use • Existence of large joint pastures under state ownership • Countries prior to accession to the EU • Animal owners able to lease state lands • Protected area that recognised this type of grassland as a valuable resource • Protected area needs a manager
Recommendations	<p>Be persistent!</p> <p>Promote the protected natural values that can benefit people if used sustainably.</p>
Sustainability	Supper of the Ministry of Agriculture and MZOE.
Needed policy improvements	<p>Adapted competition for rural development measures to be adapted to the actual needs of OPGs, and not to large producers.</p> <p>Implementation of rural development measures.</p> <p>Accepting flooding as a natural occurrence and not a natural disaster – due to the different stance of the Ministry of Agriculture, they halted the incentives during flooding periods, which is a specificity of the flooded pastures of Lonjsko Polje.</p>
Your interests	<p>Branding of traditional products</p> <p>Supply chain of traditional products</p> <p>Inclusion of young people in the work of protected areas</p>
Expectations	
From the “Nature for People” site?	<p>Finding potential donors for future activities.</p> <p>Findings partners for the platform and solutions that we can use.</p>

From WWF?	Network of protected areas, inclusion in projects. Support in lobbying.
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Kejс 2

Example of good practice	WWF Nature Academy – cooperation of schools and protected areas in Serbia
Category	Education; management
Organization	WWF Adria
Partners	5 protected areas in Serbia - Tara, Đerdap, Fruška Gora National Parks, Gornja Podunavlja special nature reserve, and Avala protected landscape
Location	5 protected areas and wider area
Country	Serbia
Form of protection	national park (NP), special nature reserve (SRP) and areas of outstanding nature (AON)
Scope of implementation (local, national)	Local
Time	2 years
People	1
Budget	50 000€
Funding	Sida
Project info	http://www.wwf.rs/wwf_u_srbiji/zasticena_podrucja_za_prirodu_i_ljude/edukacija/
Contact	Sonja Badjura
Achievements	<ul style="list-style-type: none"> • 5 protected areas with educational programmes and cooperation with 2 local schools. • 214 WWF ambassadors trained. • 59 teachers from 10 schools participated. • 1097 children included in school project activities (from 7 – 17 years) of the WWF Academy. <p>Results of the mini project WWF Ambassador:</p> <ul style="list-style-type: none"> • Films and theatre performances on the topic of nature conservation • Construction of mini protected areas in the schoolyard • Design and production of promotional materials • Photo exhibit

Problem/opportunity	
Problem	<ul style="list-style-type: none"> • Lack of good quality classes in nature. • Lack of educational programmes in protected areas. • Teachers have no guidelines or recommendations (curriculum, work plan) for teaching outdoors. • Most parents feel that nature excursions are not safe or cannot finance them
Opportunity	<ul style="list-style-type: none"> • Developing new competencies for teachers and pupils • Familiarisation with protected areas in which they live. Raising awareness of the importance of protected areas (PA) and nature conservation. • Creating cooperation between schools and PAs • Schools, teachers and older pupils become PA ambassadors.
Planning	
Pre-requisites for success	<p>Legal:</p> <p>According to the Nature Protection Act, PAs should conduct educational activities in their area.</p>
	<p>Institutional:</p> <p>Interested schools and PAs with a person responsible for education.</p> <p>Good cooperation between project partners.</p>
	<p>Internal capacities:</p> <p>Experience in education and high motivation.</p>
Initial idea	<p>Based on the national assessment of the wellbeing of protected areas (PA-BAT), education was recognised by the local population in PAs as one of the potential economic values.</p> <p>WWF participated in designing the project.</p>

Strategies	The Nature Protection Act states that PAs are required to conduct educational activities in their respective areas.
Partner roles	Role of the protected area – host, mentor, source of information. Cooperation with schools, presentations in schools, and participation in designing school projects.
Implementation	
Project key stages	<ol style="list-style-type: none"> 1. Gathering a strong team of educators 2. Familiarising the PA focal point about the WWF Nature Academy and its role 3. Starting and promoting timely competitions for the selection of schools 4. Selection of training sites (Petnica research station) 5. Establishing good cooperation with the PA and the school 6. Monthly progress monitoring of the implementation of school projects 7. Presentation of results 8. Short e-publication on the results of each generation
Budget	<ol style="list-style-type: none"> 1. Good team of educators – €10,650 2. Launching and promoting timely competitions for the selection of schools – €500 3. Organising training sessions and final event (32 people, 9 days, accommodations, food, materials, transport) – €14,000 4. Establishing good relations with the PA and school 5. Monthly monitoring of implementation of school projects - €1000
Actions	<ul style="list-style-type: none"> • Selection of PAs according to size, level of protection, number of visitors, their level of interest

- Signing a Memorandum of Cooperation with the PA and determining the focal point of the PA for education programmes
- List of criteria for school selection (in municipality in/or near to selected PA) and forming the selection committee (teachers, professors, WWF)
- Public tender for schools to apply for the WWF Academy (on WWF website, Prosvetni pregled – public education journal, Bioblog, in direct contact with schools having previous cooperation)
- 2 schools for each PA (total of 10 schools)
- Parental consent for participation of their child in the school project team, due to the public use of photo and video materials
- Selection of educators and training sites
- Drafting the WWF Academy guidebook with 5 chapters: protected areas, ecological footprint, active civil participation, project management, and working with the media
- Training teachers and 1 pupil per school (5 days, theory and field work, 6 educators). During training, participants receive the guidebook and package of didactic materials to remain at the school
- Trained teachers form project teams in each school (consisting of teachers and pupils, minimum of 2 – 5 teachers and 10 pupils)
- Project teams in cooperation with PA focal point develop the plan for the school project (developing criteria to achieve the objective of cooperation between the school and the PA)
- Implementation of project activities (from December to May) and inclusion of as many pupils as possible in the activities

	<ul style="list-style-type: none"> • Each project team writes the final report and submits it to WWF prior to the final event • Final event at which teachers and pupils present the PA and results of their project (4 days, evaluation of their work) • Press conference (5 pupils/ambassadors) to present results • School ambassadors become school mentors for future generations of the WWF Academy • Through the development and implementation of school projects, the project team collects the lessons learned into a “mentor box” • Organised submission of “mentor boxes” in June or September • Start of a new cycle
Stakeholders selection	Local stakeholders are the schools in the vicinity of the partner PAs. Schools from towns and rural areas included, if they have experience in implementing environmental protection activities.
Stakeholder involvement	Selected schools included in training, designing and implementing school projects, promoting the PA for which they are an ambassador (at the school and outside the school).
Vulnerable groups involvement	<ul style="list-style-type: none"> • Schools with minority group from Novi Sad (Hungarians) and Bački Monoštor (Šokac Croatian) • Parents of children and wider families whose children are part of ambassador schools included • Schools working with disabled children were given precedence in the selection criteria. • Women were most represented as teachers in primary and secondary schools – 7 female and 3 male teachers as ambassadors

	<ul style="list-style-type: none"> The programme is intended for pupils from 7 – 17 years of age. Numbers available only for project teams (teachers: 39 women, 9 men; pupils: 80 girls, 44 boys), however many more pupils from each school were involved in activities
Rights to information	Through activities and education of ambassadors, the importance of inclusion of all stakeholders was outlined. Information flow about the PA between the PA focal point and school ambassador was established and regularly strengthened by the project coordinator.
Communication	<p>Internal communication: email and telephone consultations to agree on details with focal points and ambassadors.</p> <p>Media: Online – publication of competition on the WWF website.</p> <p>Local media (contacted by schools) – radio, print, electronic, TV stations.</p> <p>PR – press releases, PAs on their websites</p> <p>Mailing list – sending to schools with previous cooperation.</p>
Climate change adaptation & mitigation	The impacts of climate change and significant of PAs in reducing and adapted to the consequences of climate change was part of the education of ambassadors.
Challenges	<p>Administrative:</p> <p>Long-term procedures</p>
	<p>With stakeholders:</p> <p>External factors that could not be controlled (during the Academy, 2 female teachers went on pregnancy leave, one took another job outside of education and did not turn over project coordination to anyone else).</p> <p>In certain periods, teachers are overburdened with regular school activities, and project dynamics were somewhat delayed.</p>
Changes	

Positive effects on environment	Better cooperation between PAs and local schools Awareness raised among children and the local population
Positive economic and social changes	Public sector (local, national): Social: School ambassadors were connected and exchanged experiences. Cooperation initiated with education sector and Education Ministry.
	Protected area manager: Social: cooperation with new schools in the vicinity with which there was not previous cooperation. PA as an education polygon for local children.
	Local population: Social: Local schools connected with nature and the PA in their vicinity. Increased awareness of the population of the importance of the protected area in their region. Education of teachers and pupils in protected areas for better nature conservation. Local residents become ambassadors of the PA.
Replication and recommendations	
Essential things to replication	Constant email and telephone contact between teachers, project coordinators and educators, to ensure ongoing motivation. Support of persons responsible for project communications (30% of work hours) was very important.
Replicated from	WWF Academy created in part according to ESFALP – European Schools for a Living Planet –WWF Austria with WWF Danube Carpathian programme. Part of this project was replicated in the project “Network of schools in protected areas” which will be carried out in 6 PAs in 3 countries of the region.

<p>Recommendations</p>	<ul style="list-style-type: none"> • In addition to coordinators involved 100%, an assistant on 50% time would be necessary • Include up to 2 teachers (and not just 1 as up to now) from each ambassador school • Organise mandatory visits of project coordinators to each ambassador school during the academic year • Larger budget for didactic materials received by the ambassador schools • Larger donations for schools (each school received €100 for material costs, this should be increased to €300) • When planning multiple generations of ambassadors, it is necessary to plan a meeting of all generations of ambassador teachers and pupils at the end of the project. • Advantage of working with teachers (grades 1-4) in WWF Academy contributes to greater inclusion of parents and grandparents to project-related activities. • Project coordinator should adapt the approach to each PA and PA focal point. • The invitation for school cooperation should not only be intended for biology teachers. The classes in nature should be interdisciplinary. • We recommend that during replication that schools working with disabled children also be included, as they can successfully participate and implement all necessary activities in line with their possibilities.
<p>Sustainability</p>	<p>Perseverance of ambassador schools (teachers and pupils). One person dedicated to the project.</p>

	<p>Work plan of the WWF Academy, approaches and methods become part of the work plan for participating schools, thereby making the programme sustainable.</p>
<p>Needed policy improvements</p>	<ul style="list-style-type: none"> • Database with precise number of schools in Serbia and contact persons. • Developing and better implementation of educational programmes in the PA. Designing educational content in PAs with children's camps. A person from the PA can be an educator in the children's camp and/or conduct animator training. • Enriching recreational class programmes with nature topics. Quality guidelines for teachers in preparing nature classes (excursions). • Communicating existing educational programmes in protected areas: <ul style="list-style-type: none"> - National – recommendations of Educational Ministry to organise excursions to PAs offering quality education programmes <ul style="list-style-type: none"> - Local - protected areas, municipalities • Inclusion of PA in education/curriculum at the national level, mandatory classes in nature/protected areas.
<p>Your interests</p>	<ol style="list-style-type: none"> 1. Inclusion of PAs in education/curriculum at the national level, mandatory classes in nature/protected areas. 2. Examples of including pupils from secondary schools in education on the values of protected areas. 3. Education of teachers (at least in local schools in vicinity of PA) about the values of nature/protected areas, and active civil participation. 4. how to react to conflicts between managers and the local community (outline solutions and possible study visits). 5. Good examples of continuous work between schools and protected areas - Škocjanske jame

Kejč 3

Example of good practice	Ornithological educational and volunteer camps on Mount Učka
Categories	Education, Management #volunteers #monitoring
Organisation	Biom
Partners	Učka Nature Park Public Institution (NPPI)
Location	Učka Nature Park
Country	Croatia
Form of protection	IUCN V / Nature Park
Scope of implementation (local, national)	Local
Time	10 months
People	3 months 1 person
Budget (salary included)	HRK 55,000 (ca. EUR 7,300)
Funding	Učka NPPI and own resources
Project info	http://www.biom.hr/vijesti/ornitoloski-kamp-ucka-2017/
Contact	Vedran Lucić
Achievements	Years the camp has been taking place – 14 Total number of volunteers – over 1,000 so far Number of volunteers per year – 70 Number of visitors per year – 100 Total number of schools participating – 6 Total number of bird ringers participating – 10 Total number of birds ringed – 22,000 Meadow maintenance – 2 ha

Problem/opportunity	
Opportunity	The NPPI Učka interested in cooperation – gathering data for the park birds. No site had

	priorly existed for ringing birds, educating volunteers and interested citizens.
Planning	
Pre-requisites for success	Legal: Statutory decree related to camping outdoors which must be adhered to.
	Institutional: The interest of the local manager (NPPI Učka) and/or local self-governing units. The local manager provides co-funding, equipment and promotes the camp.
	Internal capacities: Licensed bird ringers that have the authority to ring birds in the protected area. One person remains outside the office for 2 months during the camp. Own resources and own equipment, if there are no other funding sources.
Initial idea	NPPI Učka contacted Biom, since priorly there was no place for ringing birds, educating volunteers and interested citizens.
Strategies	Part of Biom's strategy (subsequently included in the plan management of NPPI Učka).
Partner roles	NPPI Učka – support (part of the equipment, including fire fighting equipment, use of land, transport of equipment and participants, camp preparation), co-funding, promotion.
Implementation	
Project key stages	<ol style="list-style-type: none"> 1. establishing the partner's engagement and expectations on both sides 2. procuring the equipment 3. establishing a camp maintenance schedule 4. camp promotion

	<p>5. volunteer applications</p> <p>6. arranging the schedule of the employees and volunteers</p> <p>7. distributing responsibilities among employees and volunteers</p> <p>8.a meadow mowing</p> <p>8.b bird ringing / morning education and at noon each day</p> <p>9. analysing the collected results of bird ringing</p>
Stakeholder selection	Anyone interested. The partner arranged the free use of the parcels where the camp was held with the owners in advance.
Stakeholder involvement	<p>Local schools included in the camp – informed by the partners.</p> <p>The hunters provide support to the camp (issue of wounded wild animals).</p> <p>Cooperation with fire fighters for water supply and fire safety.</p>
Vulnerable groups involvement	The most active volunteers are over 65, most of the camp is organised by women and all age groups are covered.
Communication	<p>The public institution informed newspaper agencies and radio stations.</p> <p>Lecture in Rijeka (Natural Science Museum) and Zagreb (Faculty of Science).</p> <p>Lecture for students at Bius (association of biology students).</p> <p>Contacting, via e-mail, international organisations that would have an interest in these kinds of activities and which include volunteers in their work.</p> <p>Biom on their web-site, Facebook and via newsletter.</p>
Climate change adaptation & mitigation	Using solar panels, firewood-based cooking (instead of gas).
Challenges	Financial:

	Considerable use of own funds as co-funding.
	Technical: Organising the camp during forest fire season
Change	
Positive effects on environment	<p>Maintaining habitats by mowing (reducing succession)</p> <p>Camp presence reduces any potential illegal activities.</p>
Positive economic and social changes	<p>The public sector (local, national):</p> <p>Social: The municipality of Kršan recognised the significance of the camp and joined us in applying for an EU-funded project (Biom and NPPI Učka), and received HRK 1 million (ca. EUR 130,000) for a 4-year period</p>
	<p>The business sector:</p> <p>E: local hospitality facilities and stores benefit economically from the volunteers participating in the camp</p>
	<p>Protected area management:</p> <p>S: they get information about the birds; educational and volunteer activities are organised in their area; the area is being promoted on a local, national and international level</p> <p>The protected areas of Croatia should send their employees to the camp</p>
	<p>The local community:</p> <p>S: Increased interest in nature, Parcel owners satisfied since the volunteers mow the parcels and thus keep them in order</p>
	<p>The scientific community:</p> <p>All licensed bird ringers of the last 5 years started their education at this camp.</p>

Key benefits	To the nature – contribution to the scientific community
	To the people – educational and promotional aspects of outdoor activities and bird watching.
Replication and recommendations	
Essential things to replication	The existence of capacities (within the organisation or with partners). The support of the area manager and the local community (land, hospitality facilities, etc.)
Recommendations	Engage a greater number of people on the first and last day of camp that know what they're doing (setting up and closing down the camp). Prior to arrival, inform the volunteers of the possibility of not having contact with birds.
Sustainability	Support of the protected area management. A constant improvement of camp conditions. Successful implementation. Maintaining a financial structure – secured EU-funded project for the next 4 years.
Needed policy improvements	To include these activities, or similar ones, in management plans of protected areas.
Your interests	<ul style="list-style-type: none"> • Including the local community • Corporate social responsibility (cooperation with the business sector) • The justice system (attorneys and courts) – successful cooperation • Measuring the socioeconomic benefits and services of the ecosystem
Expectations	
From the “Nature for People” site?	No expectations
From WWF?	Promotion using WWF’s communication channels (on a national level).

Kejс 4

Example of good practice	The protection of the Livno cheese and exercising the rights of small-volume producers
Categories	Local products, Local initiative, Management; culture
Organization	Association of producers of the traditional Livno cheese “Cincar”; Cincar 2 Agricultural Cooperative
Partners	The municipality of Livno and the Herzeg-Bosnia County
Location	Livanjsko polje (“the Livno field”)
Country	Bosnia and Herzegovina
Form of protection	Ramsar site. The process of protection according to national categorization currently in progress
Scope of implementation (local, national)	Local
Time	10 years
Number of projects	5
People	1 (4 since the beginning of 2018)
Budget	EUR 1,000,000
Funding	UCODEP (Unity and Cooperation for the Development of Peoples), UNDP (United Nations Development Programme), Czech Development Agency
Project info	http://www.okusihercegovinu.com/tradicionalni-proizvodi/livanjski-sir/
Contact	Jozo Baković
Achievements	<ul style="list-style-type: none"> • founding the association for the protection of an autochthonous product, among the first in Bosnia and Herzegovina • more than 50 family-run productions are members of the Cincar association (number of members growing constantly since foundation)

- indirect benefit for the people – 500 (family members collecting an income from the activities)
- number of new services – 20 new small dairy farms
- foundation of an agricultural cooperative – 11 member families
- increased product quality and quantity (110 tonnes of cheese)
- increase in livestock units – 8,000 sheep, 700 cows
- association members are active participants in working groups involved in legislation related to autochthonous products of Bosnia and Herzegovina

Problem/opportunity	
Problem	<ul style="list-style-type: none"> • loss of primary market • lack and non-implementation of legislation related to the protection of autochthonous products and food safety • unfair competition • disparities in product quality
Opportunity	<ul style="list-style-type: none"> • traditional agricultural production • high-quality pastures • engaged local community • widely recognized brand • demand for autochthonous products
Planning	
Pre-requisites for success	<ul style="list-style-type: none"> • existence of a recognisable product with a long-lasting tradition

	<ul style="list-style-type: none"> • possibility of founding an association that would serve as a legal entity for livestock farmers, and so that they would jointly agree on their priorities and direct their resources • a person that understand the forms and ways of submitting project proposals
Initial idea	<p>Our original idea was the protection of products and achieving the rights of small-volume producers in Livanjsko polje.</p> <p>The cooperation with the Italian association UCODEP on the “Taste Herzegovina” project really opened our eyes. We took organized trips to visit producers in Italy and Croatia and that’s when we started to get a picture of what we need and want. We saw that the quality of our product matched all others, but also that there are other things we need to work on. They were the ones that financed our first 6 mini dairy farms. The municipality of Livno, Herzeg-Bosnia County and the UNDP joined later, and now, with the support of the Czech Development Agency, we are concluding the process we started 10 years ago.</p>
Time for reaching positive effects	<p>Opening the first mini dairy farms had positive feedback, and the general public became familiar with the producers’ objectives maybe a year and a half since the beginning of the “Taste Herzegovina” project. This was also recognised by the municipality which joined the project. All this resulted in invitations for the association to exhibit at trade fairs all around Bosnia and Herzegovina.</p>
Strategies	<p>The production of the Livno cheese is included in:</p> <ul style="list-style-type: none"> • municipal and county development strategies • national / political-division-specific documents and strategies related to environmental protection, autochthonous products, cultural heritage and/or tourism and rural development strategies.

Partner roles	<ul style="list-style-type: none">• The Italian NGO, UCODEP, conducted the project of the protection of autochthonous products in Herzegovina and south-western Bosnia; they were the ones that contacted us and we started cooperating and developing this process.• The municipality of Livno – back when we were individual agricultural producers, we already had good relations with the consulting service of the municipality. It helped us to continue the cooperation as an association and take it to a higher level. We arrived with a project for which we needed co-funding and, after a lot of negotiations, they agreed to cooperation. Since then, we have been actively participating in the municipality's working groups related to the adoption and implementation of development strategies, but we also, in turn, include the employees of the municipality in charge of the economy in all of our activities.• UNDP/GEF At their invitation, we applied for small grants within the project of peatland protection in Livanjsko polje they were implementing. Following the project, we continued the cooperation on other projects they were implementing here as well.• The WWF recognised our work, promoted it and included us in the work of coalitions of associations from the basin of the Cetina river called "Partnership for the Environment"; we also participated in the initial meetings of the committee of the stakeholders of the Ramsar site.• Scientific institutions got involved in the implementation of the project from the beginning in a consulting capacity; there are also a lot of scientific papers on the Livno cheese, and the students of the
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	Faculties of Agriculture and Food Science of Sarajevo and Mostar still come here for field trips.
Implementation	
Project key stages	<ol style="list-style-type: none"> 1. Founding of producers' association (defining work goals and setting priorities) 2. Strengthening cooperation with associations, donors, local authorities, scientific institutions and the media (more intensive contact, common projects) 3. Education (organised visits to similar producers abroad, workshops) 4. Adapting to conditions and standards required by regulations related to the protection of origin and food safety in Bosnia and Herzegovina and the EU. 5. Cooperation with the Czech Development Agency (branding, infrastructure, equipment)
Actions	<ul style="list-style-type: none"> • founding the association of producers of the traditional Livno cheese, which enabled us to initiate concrete cooperation with representatives of authorities, donors, associations, scientific institutions, the media • joint identification of issues and finding solutions with the partners • organised visits to similar producers and fairs in Italy and Croatia, and, most recently, the Czech Republic and Slovakia • fulfilment of all statutory requirements for product protection (ordinance, standardisation, traceability, recipe uniformity and control system) • participation in working groups for the drafting of legislation and ordinances related to the protection of autochthonous products and local development strategies

	<ul style="list-style-type: none"> • joint presentation at trade fairs • including the local authorities in attracting projects • adaptation, construction and furnishing of a mini/family dairy farm for the purpose of adjustment to all current hygiene standards • founding of a cooperative is more rentable than doing business as individual sole proprietorships • started a regular annual cheese trade show • training for Cooperative management • branding – a unique label, but each family has their own marking • a common facility consisting of a sales and office space, cheese museum and storage space • equipping a laboratory for products of animal origin of the county Office for Food and Veterinary Medicine • promotion of the tourist cheese route
Budget	<p>1. The project was funded by UCODEP and its value was EUR 15,000. It was co-funded by the municipality of Livno and the producers (education and the first 6 mini dairy farms)</p> <p>2. UNDP and the municipality of Livno EUR 25,000 (mini dairy farms, meeting statutory requirements)</p> <p>3. Stage: Czech Development Agency, Livno municipality, Herzeg-Bosnia County EUR 1,000,000 (education, mini dairy farms, equipment, construction of warehouse and expo-sales centre, promotion, laboratory equipment)</p>

Stakeholders selection	Based on the local stakeholders' interest and capacities. The participants were livestock owners of the Livanjsko polje area.
Stakeholder involvement	A business requiring the involvement of entire families which is also their source of income. Such small family farms are, unfortunately, barely surviving, and we're trying to include them in the Cooperative and give them some boost as much as we can. All family members of the producers received training depending on their jobs.
Vulnerable groups involvement	Through equal approach as with other stakeholder groups through conversation and subsequent e-mail and telephone communication. More than 50 representatives of the association participated in its activities, out of which half were women and young people.
Rights to information	<p>The association and, subsequently, the cooperative was founded because we couldn't reach the decision makers individually in a productive way. They cooperated individually with scientific institutions, experts, international organisations and associations. They all suggested we join forces so that we, the small-volume producers among larger dairy farms, could achieve our rights.</p> <p>Acting as an organised unit is different, it has opened a lot of doors to us and, most importantly, it has offered us the possibilities (administrative, educational) to implement projects. Now our priorities are clearly defined and we're tackling them together.</p> <p>The business we are in demands a great effort from the entire family. Even the children assist in the work. And the wives are usually the ones that make the cheese, and they've all been trained when we were implementing production standardisation.</p>
Communication	We had no plan with regard to communicating with the general public whatsoever. We have neither the time nor

	<p>the skills it requires. Due to the general lack of time, it's hard enough to maintain communication amongst ourselves. So far, we've produced some promotional material as part of project-related activities, and we're sometimes invited to appear on the radio and called up for interviews. This is about to change, as this stage of the project is all about branding and product promotion, and we will appoint a young person for the task.</p>
Climate change adaptation & mitigation	<p>Developing standards for sustainable business – energy efficiency product quality depends on the alimentation, which, in turn, depends on the climate conditions such as floods and droughts. Unfortunately, this is beyond our influence and I hope that the area protection activities will also resolve the management of water issues in the fields.</p>
Challenges	<p>Administrative:</p> <ul style="list-style-type: none"> • Slow implementation of procedures and insufficient institutional support in the initial stages of the initiative. • Lack of time and a person to coordinate the activities.
	<p>Technical:</p> <ul style="list-style-type: none"> • Lack of capacities (a single person on the project). This was the first time we dealt with the implementation of a project on such a large scale, and we lacked the necessary skills and experience to manage it. This was resolved by educating the members and including institutional experts (municipality, county) in project management.
	<p>Financial:</p> <ul style="list-style-type: none"> • It's often impossible to obtain the necessary co-funds from the local authorities within the required time limit.
	<p>Stakeholders:</p>

	<ul style="list-style-type: none"> Getting the stakeholders to work together in order to achieve better results.
Change	
Positive effects on environment	<p>The constant increase of production prevents the overgrowing of grasslands and revives the neglected pastures. Some association members have over 1000 sheep. The grazing helps maintain the natural ecosystems and so does the mechanical mowing for the purpose of collecting hay for the winter.</p> <p>The total surface of the Livanjsko polje that is being maintained is 21,761 ha.</p>
Positive economic and social changes	<p>The public sector – national: The importance of the association and its participation in working groups for the drafting of laws on the protection of food origin has been recognised.</p> <p>The public sector – local: The promotion of the area and local producers, increased visibility. The credibility of local authorities in relation to the donors has increased due to the implementation of a large-scale project.</p> <p>The municipality of Livno recognised the Cincar Association as the key partner in achieving strategic goals and the importance of this product to the recognisability of the area. The Livno cheese is also an important item in other strategic goals related to tourism and culture. For example: The “Cheese Days” event, although still emerging, is an integral part of the Livno cultural summer programme. The municipality of Livno gets an expo-sales area for its trademark product.</p> <p>The Herzeg-Bosnia County also included the small-volume producers in its support programmes, where before it has only supported large-scale dairy farms and their collaborators. Production development and the protection of the traditional Livno cheese is also included</p>

	<p>in the municipal and county development strategies. The process of drafting a county-wide rural development strategy, in which we're actively participating, is currently in progress.</p>
	<p>The business sector:</p> <p>Economic: increased income, sustainable business activities</p> <p>Social: promoting products and services, the possibility of networking and joint action. Solely local companies and supplier were contracted during the construction of the mini dairy farms and the common facility.</p> <p>The large-scale dairy farms producing cheese agreed to a dialogue, which has never been the case before.</p> <p>Local businesspeople (restaurants, merchants) gain quality partners and suppliers.</p> <p>By meeting the requirements for export into the EU countries, the product will make its way back to its primary market, the Dalmatian coast, where the "traditional Livno cheese" will once again be available without any legal issues. The same goes for all the restaurants and supermarket chains in the country and abroad, which will be able to offer traditional Livno cheese for the first time ever.</p>
	<p>The local community:</p> <p>Economic:</p> <p>The 50 families that are members of the Association of producers of the traditional Livno cheese "Cincar" draw economic benefits. At the moment, over 200 people make a living from this type of cheese production.</p> <p>About 20 families (that meet the requirements) founded the Cincar 2 Cooperative, within the project of the Czech Development agency, so that they could enter the market.</p> <p>The other families can join the cooperative as soon as they fulfil the requirements as stipulated by the ordinance.</p>

	<p>Lower costs of laboratory production control.</p> <p>Two people are employed full-time (two more planned).</p> <p>Social:</p> <p>Legalised market and products.</p> <p>Product protection as part of the heritage and culture of the area. The cheese museum.</p> <p>The public has been informed of the status and issues of traditional producers.</p>
	<p>The scientific community:</p> <p>Participating in protection processes from the beginning and enabling field work for students (Faculty of Agriculture and Food Science of Sarajevo) and monitoring the status and habitats of species.</p>
Key benefits	<p>For the people</p> <p>Increasing the income of the local community based on our own products and services.</p>
Replication and recommendations	
Essential things to replication	<ul style="list-style-type: none"> • founding a producers' association and strengthening its capacities • quality and recognisability of the producers • including decision makers and managers in the very beginning of project implementation • including scientific institutions, i.e. experts and students in the initial stage of the project • persistence • good cooperation between project partners and a common effort
Recommendations	<p>Hire a younger person who understands the forms and ways of submitting project proposals. We found a lot of calls for projects complicated, and some donors provided expert assistance in the drafting of projects, as well as the counselling service of the municipality of Livno.</p>

	As an association, we took a long time to get involved in the processes around us. The moment we started to cooperate more intensely amongst ourselves, as well as encourage each other and insist on cooperation with all the stakeholders of the process, a lot of possibilities opened up.
Sustainability	A recognised product and market positioning.
Replication	A recently established protected area can apply this model, i.e. this model can be one of the key factors/arguments in the process of advocating the establishment of a protected area. The protected areas the assets of which are managed by municipalities and/or other institutions managing public assets. Products of a specific geographical origin.
Needed policy improvements	<ul style="list-style-type: none"> • a more significant participation of local authorities in supporting local initiatives (securing financial resources – subsidies) • passing and implementing laws related to the protection of autochthonous products • the protection of Livanjsko polje by national categorisation • improving the competitiveness of local products on the market • facilitating market access for small-volume producers
Your interests	Market positioning (promotion and sales)
Expectations	
From the “Nature for People” site?	That the people recognise these examples, based on what we do, as models for achieving economic benefits through the preservation of natural resources and product and service placement.
From WWF?	<ul style="list-style-type: none"> • the promotion of traditional animal husbandry

	<ul style="list-style-type: none">• partnership• organisation of education and trainings• exchange of experiences
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