

## PARTNERSHIP PROPOSAL TEMPLATE

*(Applicants can use this template, when initiating partnerships with partners from Donor or other eligible countries)*

### Call for project proposal:

Active citizens Fund Croatia – Large projects

<https://acfcroatia.hr>

### Name of lead applicant organisation:

*Association for Rural Tourism Djola*

*Adress: Sv. Ivana Krstitelja 109, 31326 Darda, Croatia*

### Short description of the organisation's mission, goals, main programme areas and key activities:

#### **Mission:**

Promotion of sustainable economic development and improvement of the quality of life in the rural area by fostering, collaboration between local stakeholders and building a stronger sense of community.

#### **Goal:**

The goal of our association is to create opportunities for the development of rural tourism in the micro-region of Baranja by encouraging the networking of those in the tourism industry with producers of agricultural products and food, in order to make an active contribution to the sustainable development of the region's economy.

#### **Main Program:**

*THE ORGANIZATION OF ACTIVITIES BASED ON THE PRINCIPLES OF THE ECONOMY OF LOVE*

*DESCRIPTION: Through the organization and implementation of various activities (cultural-artistic events, tribunes, workshops, educational and informational workshops) to point out the necessity of networking between the public, civil and economic sectors (Association- producers of local, domestic products, tourism service providers of cities and municipalities) in the context of the development and promotion of rural entrepreneurship, specifically rural tourism.*

#### **Key Activities:**

1. Events – for the local and the wider community.
2. Training of volunteers, youth, those in the tourism industry, and family farm workers.
3. Youth-led creative and educational workshops.
4. Organization of trade fair - local/domestic agricultural products and food.
5. Organization of public forums on various topics in the area of interest of our association.
6. Providing information and education to rural entrepreneurs (specifically related to the legal regulations related to their business).

### Main objectives of the project:

1. Strengthen the role of NGOs in the process of local, regional and national public policymaking in the rural tourism sector.
2. Establishment of a network of public, economic and civil sector entities whose area of activity is the establishment, development and improvement of goods and services in the field of rural tourism.
3. Defining the strategy (goals, priorities and measures) and short-term programs of the "Rural Animators" network in order to contribute to the sustainability of tourism development in the rural area and branding of the rural area.
4. Assisting in the education and delivery of the created Strategy to at least one interested group (formal and/or informal) of another rural region.

### Issues the project wants to tackle:

When it comes to the sustainable development of rural tourism of a micro-region, there are many problems that could be solved or positively influenced by this project. Some of the main problems are:

1. The non-participation of associations, the producers of goods/services, in the field of rural tourism in the adoption of public policies in the field of rural tourism.
2. Rural tourism regulations are general and focused on the coastal area and are not bottom-up approaches.
3. The non-existence of a team consisting of representatives from the public/economic/civil sector, which coordinates and oversees the balanced development and sustainable management of rural tourism resources (consisting of tourism providers, event organizers, and producers of local/domestic goods and services).
4. The non-existence of micro-regional rural tourism marketing strategies.
5. Lack of branding of rural micro-regions.
6. The non-existence of a short-term program where activities are aimed not only at locals but also the attraction of tourists (which is why we outline more interesting popular/cultural/educational events in a small area in one day) that results in the strain on human and financial resources.
7. No knowledge of legal regulations - from producers of goods/services to event organizers in rural areas.
8. Producers/providers of tourist goods and services are not properly connected, which leads to overproduction of certain goods/services, or deficiencies in certain areas.
9. Event organizers are also not connected, which is why there is no sharing of human and logistical resources, which would undoubtedly help to create and facilitate the implementation of numerous activities.

### Solutions it proposes:

The solution would be to bring together representatives of the public, economic and civil sectors in one place through the "Rural Animators Network", which would formally operate within the Rural Tourism Association "Đola". A team of rural entrepreneurs would construct a rural tourism development strategy for the micro-region of Baranja, which would include:

- Network Rules of Procedures - allocation of members' activities, rights and responsibilities of the members'
- Development goals, priorities and measures of the micro-region of Baranja
- A marketing strategy that would include an action plan for branding rural tourism in the Baranja micro-region
- Action Plan for implementation of the Strategy (including the both Network's Strategy and Marketing Strategy for branding) in other rural micro-regions

A team of rural entrepreneurs would be required to design a 6-month work program, which would include:

- A list of activities (various activities including events, fairs, forums, educational workshops, creative workshops – all open to the general public)
- The dates, times and locations of the activities
- Basic activity description
- The directory of required funding and funding sources
- List of necessary logistics requirements for implementation of the program activity (for example booths, a canvas, a projector, a stage and a sound system)

By creating these guidelines and coordinating the work of all members of the network we would achieve a sustainable and more balanced development of the rural tourism in the micro-region of Baranja. Paradoxically, by sharing resources and knowledge, the members will be able to save on their own human and logistical resources. Similarly, by branding the region of Baranja, we would achieve better visibility and grow awareness of what our region has to offer, and ultimately, we would attract more tourists and increase business opportunities, thus contributing to the sustainable economic development of the region.

One of the project partners would be The Association of Croatian Networks for Rural Development (HMRR) of which the Association for Rural Tourism "Đola", is a member. In collaboration with the HMRR, Đola could contribute and participate in public policymaking, which is especially important now that programs are being created for upcoming programming periods. In addition, we plan to collaborate with the University of Osijek, faculties of Agriculture, Economics and the Art Academy.

#### **Main target groups:**

Institutions of government, partners, universities, NGOs, workers in the tourism industry, producers of local/domestic agricultural products and services, representatives and members of associations in the fields of tourism, culture and the arts – event organizers for the wider community.

#### **Foreseen role/contribution of the partner:**

The main role of the partners is to convey to us their own experiences (both positive and negative) regarding the rural tourism policy of the region they come from – in short, the transfer of experiences and best practices.

The collaboration between individual and groups organised though and managed by the Rural Animators Network will hopefully extend beyond this project. We hope that Rural Animators Network can become a permanent and sustainable platform for exchange of knowledge, experiences, and ideas between groups and individuals in the rural areas of the country.

**Contact person and contact details:**

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