

EVENT DESCRIPTION SHEET

(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.)

 *Please provide one sheet per event (one event = one workpackage = one lump sum).)*

PROJECT	
Participant:	3 - Grad Vrgorac (Vrgorac)
PIC number:	928355573
Project name and acronym:	Strategic and Human Rebirth in European Local Community (EUREBIRT)

EVENT DESCRIPTION	
Event number:	8
Event name:	7th Transnational Project Event “Promote Cooperation between Municipalities / Create a Common Network?”
Type:	Conference “Promote Cooperation between Municipalities / Create a Common Network”, 8th Transnational Coordination Meeting, Good Practices Visit & Working Groups Panel
In situ/online:	In situ
Location:	Croatia (HR), Vrgorac
Date(s):	18th and 19th April 2024
Website(s) (if any):	https://www.vrgorac.hr
Participants	
Female:	24
Male:	16
Non-binary:	0
From country 1 Croatia]:	34
From country 2 Poland:	1
From country 3 Italy]:	1
From country 4 Spain:	2
From country 5 Romania:	2
Total number of participants:	40
From total number of countries:	5
Description	

Provide a short description of the event and its activities.

EURebirth transnational project event took place in Vrgorac, 18th and 19th of April 2024.

Besides hosting the 7th transnational project coordination meeting, the event included visits to exemplary initiatives, a conference named European Program “Citizens, Equality, Rights and Values”, “Strategic and Human Rebirth in European Local Community” with a focus on strategies for revitalization, and working groups activities to identify concrete actions related to project topics.

A summary of each activity is provided here below:

A) Conference: Strategic and Human Rebirth in European Local Community

On 18th of April, first day of our meeting, partners attended to the Conference named topic “Strategic and Human Rebirth in European Local Community. Mayor of Vrgorac, Mile Herceg, opened the conference by welcoming all participants, especially guests from partner countries. Following, each representative from partnership countries presented their municipality to local participants. Started with Romania, then Spain and finished with Poland and Ludbreg (Croatia) our conference was educational and interesting in terms of knowing something new, meeting new places and promoting each municipality. Since our meeting missing few city partners, we have continued conference with project manager Mr. Francesco Marchionni. On behalf of Municipality of Capizzone, presented the EURebirth Project with topic named **“We are a new Europe”**.



EURebirth emerged after Covid-19 to transform its negative effects into positive. One of the main issues the communities face, and one of the key aspects of the project, is youth involvement. Through them, the project intends to transform society by enhancing equality, promoting the exchange between citizens of different European countries, fostering the values and knowledge of cultural heritage. To achieve this objective, EURebirth introduces the creation of an observatory, with the aim to discover the impact that the Covid-19 pandemic had into the citizenship, as well as an innovative methodology that is based on a circular model where the feedback from citizens is considered and integrated into the development of new policies.







Following, since this project is all about sharing best of each other, representatives from Vrgorac present two local projects based on topic Promote cooperation between Municipalities – Create a common network.”

First came Željka Opačak, director of Tourist board of Vrgorac, – **Cycle Tourism – Connecting cities**, branding project of Jezero field – Trail full cycling experience. She presented a good practice on environmental and urban planning financed by EU and city of Vrgorac, together with two cities nearby. The City of Vrgorac, the City of Ploče, and the Municipality of Pojezerje administratively share this exceptionally valuable agricultural area. Preserved landscapes and trails, rich history, beautiful vineyards and orchards, numerous sources of clean water, the fruits of labor of hardworking hands, and the welcoming smiles of hosts, all make this micro-destination unique. Therefore, aiming to transcend the administrative boundaries between two counties, two cities, and one municipality in this small area, which increasingly become obstacles rather than bridges of cooperation among the population that gravitates towards each other, it was necessary to connect Vrgorac, Ploče, and

Pojezerje in a project for the tourism valorization of this highly valuable shared area.



They want to create a successful outdoor destination that will connect strong agriculture with tourism, providing guests with an authentic experience of local life, gastronomy, and natural beauty. We aim for Vrgorac field to become a recognizable destination that will attract tourists with its beauty, outdoor activities, and opportunities to experience local culture and traditions.

During March 2020, detailed field surveys and analyses of the locality were conducted. It was determined that there are approximately 139 kilometers of roads and paths of various types within the field, mostly gravel, accessible, and suitable for the development of cycling tourism segments. After a detailed analysis, the first preliminary proposal for the cycling network in the Field Lake area was developed, totaling approximately 125 kilometers in length. The "junction model" was selected for further development.

In the next phase of the project, there is an aim to focus on local farmers, who are the reason behind all of this. They want to educate and motivate them to participate in creating tourist offerings by opening excursion sites and tasting rooms. This way, they can sell their products right at home, while providing tourists with a unique vacation experience and the opportunity to enjoy this green gem of Dalmatia.



Further, Teo Dodig, representative from *Entrepreneur center* presented project funded by EU

named “The historic city of the future”, digitalization of towns, creating future for the community. Vision 2025.



Laying the foundations for the digitization of public services and city processes through the creation of a master plan for 4 segments of digitization - communal services, transport, Internet and cultural heritage. The goal of the project is that the citizens of Vrgorac can use the city's services as quickly and simply as possible, be maximally informed about events and opportunities in their city, and that they can access everything digitally. We want the residents of Vrgorac to be the first to become eVrgorac residents, respective citizens with the City in the palm of their hands.

Unification of databases of the city and municipal utility companies with the aim of enabling citizens to access their financial data for all utility services and obligations in one place

Creation of a webGIS system and recording of communal infrastructure as a basis on which citizens can report in real time the problems they have encountered, as well as access to an accurate cartographic representation of their properties in the sphere of spatial planning

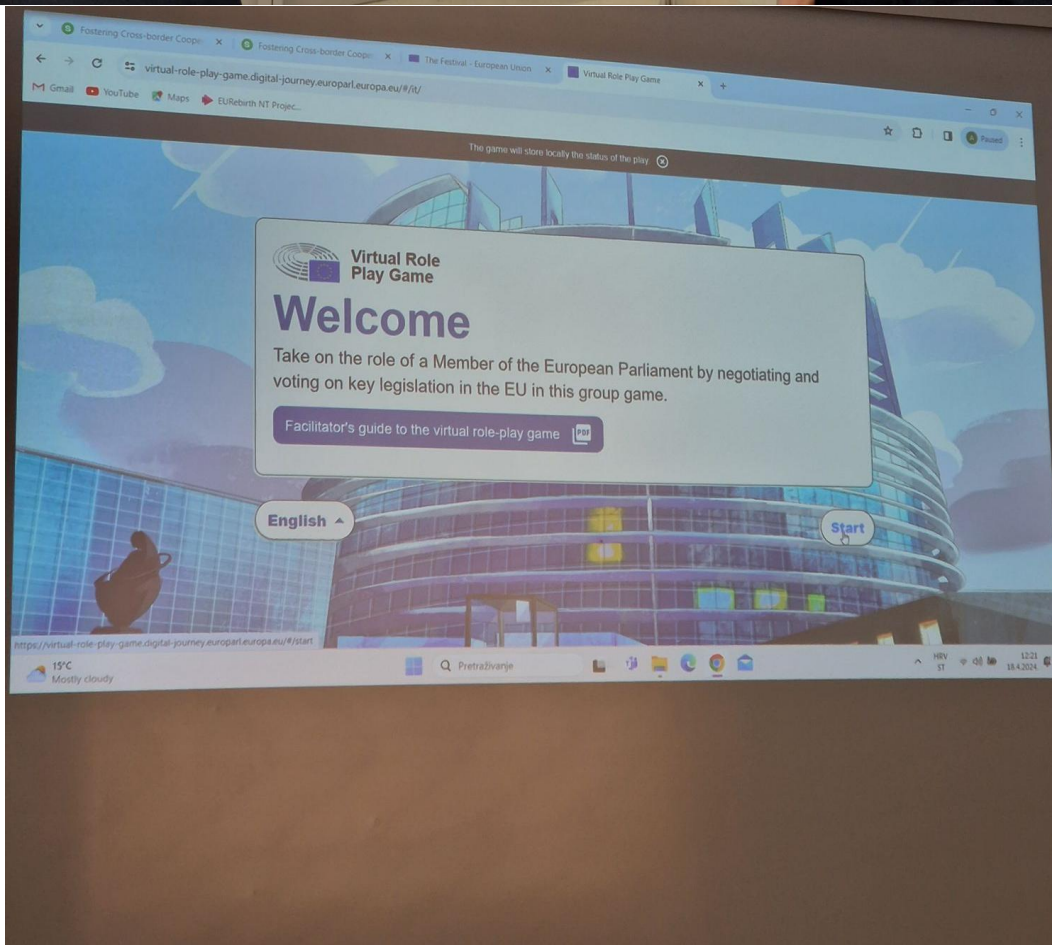
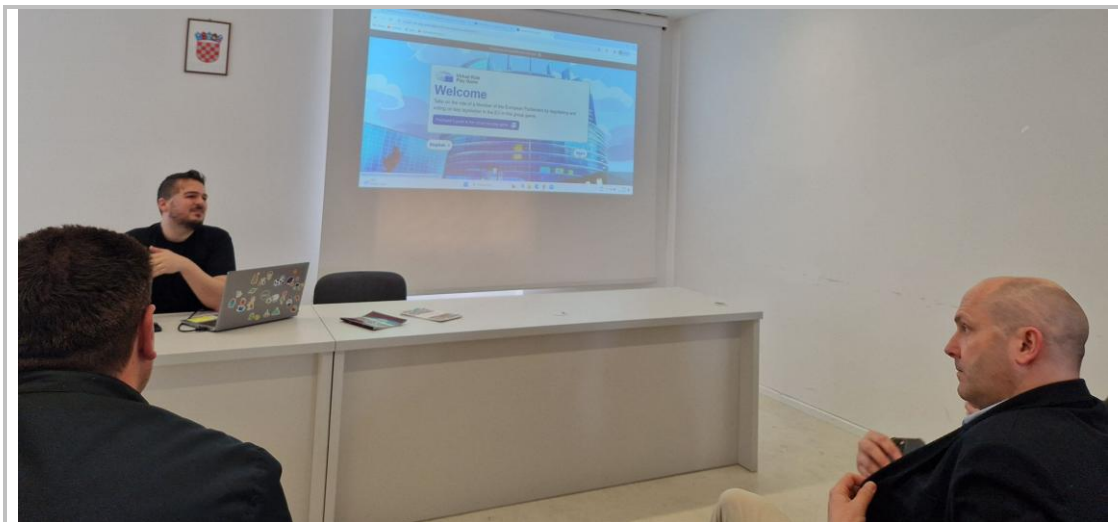
Creation of a new website and application that enables the creation of citizen profiles - eVrgorčanin

Through 2 projects, eVrgorac and Vrgorac - the historical city of the future, which contain, as you have seen, many different activities, we want to achieve that a small, historic town provides its citizens with the advantages and privileges of a modern, futuristic city while remaining firmly connected at the core with the roots of its rich material and immaterial heritage.

The project should, in a modern way, open the possibility for new digital generations to experience and learn about the historical foundations on which this city was built. Digitization and modernization is inevitable, and the ultimate goal is to direct it in a way that does not destroy our heritage, but preserves it and gives it an additional dimension.

B) Interaction/workshop for locals/EU quiz

For the last part of our in-situ meeting, Francesco, project Manager conducted workshop/quiz for local people and high school students, engaging them to learn and to see how much they know about EU. The topic of the workshop was **Create a Common Network, how to engage communities, develop partnerships and cross-border cooperation**. The result had a winner, who get a special applause.





C) Project staff Coordination Meeting with project managers and coordinators from each country

Transnational (intern) Project Coordination Meeting was held in Vrgorac city hall, on 19th of April 2024, setting the stage for collaborative initiatives and strategic planning within the EURebirth project partnership. The primary focus was on the project's iterative nature, stakeholder involvement, and the development of a roadmap through region-specific surveys. Discussions also encompassed potential development of project between younger population and how to engage them. Since all of our countries and cities who are involved in this project has a small population number, we mostly communicate with local people through our social media and web sites. So, main step is to properly present this project to our citizens through mentioned above than include alternative options like games, quizzes, workshops, educational flyers and so on. Conclusion was that each generation must get different approach, and each age is interested in different communication skills. So, the youngest age is mostly oriented to games, interactive approach. Later, school age is mostly online games and quizzes, and age above 40 is more into educational approach.



C) Good Practices Visit

One the last day of meeting, 19th of April, the Municipality of Vrgorac organized a visit to good practices on the largest prosciutto factory in Southeast Europe, the biggest economical developers in the Municipality. They pride themselves on many product quality awards, but also on our excellent business activity. 650.000m² including factories that they have in other cities in Croatia. Local brand that developed into a biggest meat factory around Croatian region. The presented first how production of the meat is going, but also how they are making and producing three special label products, protected Croatian products.



They are proud of their Dalmatian prosciutto, that has a special label as authentic product. The Dalmatian prosciutto (Dalmatinski pršut), holds the fully deserved first place in the category of traditionally cured meat products. Known and much appreciated for its characteristic aroma and fullness of flavor, the Dalmatian prosciutto (Dalmatinski pršut) is the proud owner of the Protected Geographical Indication that guarantees the purchase of an authentic and controlled product with acknowledged quality and local origin. We focused ourselves on perfecting and standardizing the production by entering the designation protection system, while at the same time guarding the traditionality of the product as its main characteristic. Year after year Pivac Dalmatian prosciutto, rewarded multiple times with gold medals as a champion, justifies our role of the market leader in this product category.

Dalmatian pancetta (Dalmatinska panceta) bears the Protected Geographical Indication label and is part of an exclusive family of protected Croatian indigenous products. Woven by smoke, wind and long-term experience, it has been an indispensable part of Croatian menus and the trademark of traditional Dalmatian cuisine. Drying and smoking on carefully selected aromatic herbs gives a unique color and aroma to the meat, turning it into an excellent Dalmatian delicacy.

Dalmatian smoked pork loin is a smoked durable cured meat product, produced from a quality pork loin in a traditional manner specific for the Dalmatia region. Because of its authenticity and quality, look, smell, color and flavor, but also the technical and food distinctiveness, it's an important part of Croatian gastronomical offer. This is the main reason that it is a proud holder of Protected Geographical Indication label at EU level. It's rich in proteins, sea salted, dried and mildly smoked, fermented in a controlled environment and is almost treated as a dietetic product.





Contributing to the local society is an important part of their mission. They sponsored and donated programs with which successfully help local community and its members. The number of students that they stipend and by doing so, ease their education path, has been increasing every year. Bearing in mind that it's necessary to provide education and job opportunities to the youth, they also develop projects aimed at education, particularly in the butchery sector, while employing young butchers every year.

Importantly, they progress their economy during COVID, by producing the best quality, and focusing on work and progress. Even people were separated, their company employed more and more local people who didn't lose their job as many did during COVID. Opposite, local community decreases the number of unemployed people.



Communication and Dissemination

[EUrebirth projekt održan u Vrgorcu - Vrgorac](#)

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HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).