

D.C.2.1

2nd press releases

PP 5 BSC Kranj

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The content for the 2nd press release of project partner PP 5 was the following:

1. Content of the 2nd press release in Slovenian language

MaC Village - Ustvarjanje kreativnega podeželja

Projekt MaC Village je zanimiv projekt, v katerem BSC Kranj spodbuja povezovanje podjetij iz kulturne in kreativne industrije (KKI) na treh pilotnih območjih Gorenjske (Bohinj, Preddvor in Jezersko). Namen je razvijanje lokalnih naravnih in kulturnih virov ter iskanje inovativnih idej za ohranjanje privlačnosti podeželja.

Podjetja iz kulturne in kreativne industrije se redko prepoznani kot potencialni partnerji za razvijanje lokalnih naravnih in kulturnih virov ter iskanje inovativne ideje za ohranjanje privlačnosti podeželja.

Projekt MaC Village »Ustvarjanje kreativnega podeželja« je zanimiv projekt, v katerem BSC Kranj spodbuja povezovanje podjetij iz kulturne in kreativne industrije (KKI) na treh pilotnih območjih Gorenjske (Bohinj, Preddvor in Jezersko). Podjetja preko inovacijskih delavnic skupaj iščejo ideje in razvijajo nove produkte, storitve in poslovne modele, ki temeljijo na trajnostni rabi lokalnih kulturnih virov. Delujemo po konceptu »Frugal inovacije«, ki nam omogoča razvoj in uporabo inovacij z manj razpoložljivimi viri, in je zato idealen predvsem za mala podjetja na podeželju. Na osnovi izmenjave mednarodnih praks in znanj bo pripravljen tudi priročnik, ki ga bodo lahko uporabili pri uvajanju inovacij v svojem okolju tudi po koncu projekta.

Bohinjski »kreativci« iščejo inovativne ideje za bolj učinkovito promocijo izdelkov iz lokalnega lesa, kot so ladjice za plovbo po Bohinjskem jezeru, pohištvo za apartmaje in druge izdelke v okviru že tako dobro prepoznavne turistične infrastrukture. Poleg Turizma Bohinj in turističnega društva je eden izmed ključnih partnerjev tudi podjetje LIPP Pohištvo Bohinj, ki ustvarja leseno opremo za turistične nastanitve.

V Preddvoru se lokalni pridelovalci hrane, rejci drobnice, prašičerejci in ponudniki gostinsko turističnih nastanitev, skupaj z zavodom za turizem in Občino Preddvor, trudijo vzpostaviti kratke dobavne verige in skupno blagovno znamko za lokalne kmetijske in živilske proizvode.

Za devetimi gorami in devetimi vodami, Park Jezersko d.o.o. razvija produkt »Pravljična deželica«. Jezerske ljudske pravljice so najpomembnejša kulturna dediščina te odmaknjene, samosvoje in lepe zelene doline v osrčju Savinjskih Alp. Najmlajše in njihove starše čaka nova turistična ponudba doživetij ljudskih pravljic v naravi. Skozi igro in spretnostne izzive bo prebudila njihovo ustvarjalnost, jih naučila razumeti in spoštovati naravo, ter jih spomnila na vrednote kot so dobrota, poštenje, zaupanje in pomoč bližnjemu.



2. Translation of the press releas into ENGLISH

MaC Village (Make Creative Village)

Companies from the cultural and creative industries are rarely identified as potential partners for developing local natural and cultural resources and finding innovative ideas to maintain the attractiveness of the countryside. Creative industry is an undiscovered potential of the rural Central Europe.

The MaC Village project " Make Creative Village " is an interesting project in which BSC Kranj promotes integration of companies from the cultural and creative industry (CCI) operating in three pilot areas of Gorenjska (Bohinj, Preddvor and Jezersko). Through innovation workshops, companies are working together to get business ideas and develop new products, services and business models based on the sustainable use of local cultural resources. It operates on the concept of "Frugal innovation", which enables development and use of innovation with less available resources, and is therefore ideal especially for small businesses in rural areas. Based on the exchange of international practices and knowledge, a manual will be prepared, which can be used to introduce innovations in their environment even after the project ends.

Bohinj's "creatives" are looking for innovative ideas for more effective promotion of local wood products, such as ships for sailing on the Lake Bohinj, furniture for apartments and wooden objects for the already well-recognized tourist infrastructure. Besides the Tourism Bohinj and local Tourist Association, one of the key partners is the company LIPP Pohištvo Bohinj, which is designing and manufacturing wooden furniture and equipment for tourist accommodation facilities.

In Preddvor, local food producers, sheep breeders, pig farmers and providers of catering and tourist accommodation are connecting themselves with the Tourist Board and the Municipality of Preddvor. They are working on establishing short food supply chains and a common brand for local agricultural and food products.



Behind nine mountains and nine rivers, the company Park Jezersko develops the "Fairytale Land" product. Folk tales from Jezersko are the most important cultural heritage of this remote, unique and beautiful green valley in the heart of the Kamnik - Savinja Alps. In Jezersko a new tourist offer of experiences of folk tales in nature has been prepared for the youngest and their parents. Through play and skills challenge, this will awaken their creativity, teach them how to understand and respect nature, and remind them of values such as kindness, honesty, trust and helping others.