

OSIJEK – Small Scale Actions

Helena Kolenić, projektna i ULG koordinatorica

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LJUBLJANA, SLOVENIA



Mestna občina
Ljubljana

BANSKO, BULGARIA



BERGAMO, ITALY



OSIJEK, CROATIA



Grad Osijek

SOSNOWIEC, POLAND



Sosnowiec

Osijek - BeePathNet

GOOD PRACTICE MODULES		GOOD PRACTICE TOPIC DEVELOPMENT STEPS		OUR GOOD PRACTICE TRANSFER ASPIRATIONS	
OBLIGATORY	Active partnership establishment and management	1) Identification of key stakeholders / 2) Mobilization of key stakeholders (1 st autonomous meeting) / 3) Building enthusiastic atmosphere and providing support on regular meetings / 4) Identification of individual stakeholder goals, capacities and preparedness for cooperation / 5) Definition of a yearly ULS action plan, roles and responsibilities / 6) Guidance in yearly ULS action plan implementation / 7) Achieving synergy effects without involvement of the ULSC	1 2 3 4 5 6 7	✓ ✓ ✓ ✓ ✓ ✓ ✓	
	Higher municipality administration involvement	1) Definition of key administration departments/factors and their roles / 2) Gaining operational support / 3) On-going communication with city administration (briefing) / 4) Regulating urban beekeeping and integrating it into the strategic urban context / 5) Strengthening political support	1 2 3 4 5	✓ ✓ ✓ ✓ ✓	
	Awareness rising and promotion for citizens	1) Identification of target groups / 2) Communication and awareness rising strategy / 3) Development of communication tools (e.g. web site, social networks, local news, etc.) / 4) Regular publication of news and contents, giving interviews, etc. / 5) Organisation and implementation of yearly awareness rising and promotional events, exhibitions, lectures, etc. / 6) Organisation of beekeeping symposiums / 7) Organising international beekeeping conferences	1 2 3 4 5 6 7	✓ ✓ ✓ ✓ ✓ ✓ ✓	
	Development of a "Bee Path" as a tourist and/or bee-product promotional platform	1) Identification of interested key stakeholders / 2) Identification of key natural and cultural heritage points / 3) Design of the Bee Path and marking of points / 4) Creation of the "story" behind the Bee Path / 5) Creation of the Bee Path guide (e.g. book, brochure, leaflet, etc.) / 6) Design of a Bee Path tourist package / 7) Education of tourist guides and interpreters in the city	1 2 3 4 5 6 7	✓ ✓ ✓ ✓ ✓ ✓ ✓	
	Education programmes for kindergartens and primary schools	1) In-depth understanding of existing educational system and needs of target groups / 2) Development of educational programmes concepts together with key stakeholders from ULG / 3) Involvement of relevant experts & institutions with development of educational programmes / 4) Pilot implementation of educational programmes through involvement of teachers / 5) Full implementation of educational programmes	1 2 3 4 5	✓ ✓ ✓ ✓ ?	
VOLUNTARY	Biodiversity maintenance	1) Awareness-raising campaign linked to promotion of planting of autochthonous melliferous plants in green areas / 2) Distribution of seeds and seedlings to citizens and planting of autochthonous melliferous plants with key target groups / 3) Awareness raising campaign linked to importance of wild pollinators / 4) Set-up of wild pollinator hotels / 5) Organisation of biodiversity conferences	1 2 3 4 5	✓ ✓ ✓ ✓ —	
	Support mechanisms for new bee-products	1) Identification of potentially interested stakeholders / 2) Guidance in bee-product development with entrepreneurship education / 3) Support in development of business ideas and plans / 4) Establishment and organisation of promotion events	1 2 3 4	✓ ✓ ✓ ?	
	Conceptual design of a local product promotion and selling point	1) Identification of potential locations (properties in ownership of the city) / 2) Identification of potentially interested stakeholders / 3) Development of a conceptual & organizational design of a local product promotion and selling point / 4) Establishment of a local product promotion and selling point / 5) Operationalization of a local product promotion and selling point	1 2 3 4 5	✓ ✓ ✓ ✓ —	
	How to deal with bee-swarming	1) Agreement on organization of the bee-swarming SOS service with key stakeholders / 2) Operationalization of the bee-swarming SOS service / 3) Awareness raising and promotion of the bee-swarming SOS service / 4) Development and pilot implementation of the bee-swarming asylum / 5) Operationalization of the bee-swarming asylum	1 2 3 4 5	✓ ✓ ✓ ✓ ?	
	Educational Polygon	1) Select the micro-location for the educational polygon / 2) Develop educational polygon concept / 3) Design and purchase educational equipment and materials / 4) Promotion of the educational polygon amongst target groups / 5) Develop additional or up-grade of existing educational programmes	1 2 3 4 5	— — — — —	
UP-GRADE	Evolution of the "Bee-friendly cities" network	To be determined in line with the LP's Up-grade Plan		✓	
COLOR-CODING LEGEND:		Already achieved	To be achieved in BP4-R project	To be achieved after BP4-R project	✓ = We plan to achieve this activity ~ = We might achieve this activity — = We won't attempt to achieve this activity

Plan aktivnosti i small-scale actions:

- ✿ Kick-off meetings → koordinacija,
- ✿ upoznavanje s ciljevima
- ✿ Način postizanja → u potpunosti slobodan
- ✿ Prepreke: FINANCIJE, manjak potpore, predrasude, manjak interesa za temu

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UP-GRADE	Evolution of the "Bee-friendly cities" network	To be determined in line with the LP's Up-grade Plan	✓
COLOR-CODING LEGEND:		✓ = We plan to achieve this activity ~ = We might attempt to achieve this activity — = No longer planned after the mid-term reflection ✓✓✓ = Achieved despite not being originally planned	
Already achieved		To be achieved in BP4-R project	To be achieved after BP4-R project



PREPOZNATI

- Identifikacija stakeholdera i njihovih interesa
- Utvrđivanje postojećeg stanja
- SWOT analiza

POTAKNUTI

- Osnovne i redovne djelatnosti stakeholdera – koliko aktivnosti se mogu iskoristiti u korist cilja?
- Male akcije bez dodatnog troška (pr. škole, gradske ustanove, udruge)

POVEZATI

- Umrežiti ključne ljude, osnovati radnu skupinu, motivirati u smjeru zajedničkog cilja
- Povezati za aktivnosti u kojima jedni druge trebaju
- Povezati radi smanjenja troškova



PREPOZNATI

- ✿ 1879, udruga „Pčela”
- ✿ Aktivne udruge bez puno aktivnosti
- ✿ Kampanje za koje ranije nije korišten javni prostor
- ✿ Programi u školama
- ✿ Potencijal: duga tradicija pčelarstva na području, nekada postojeće urbano pčelarstvo koje je sada striktno regulirano nacionalnim zakonodavstvom
- ✿ **Kojim aktivnostima započeti zapetljanu priču?**





PREPOZNATI POTENCIJAL GRADA OSIJEKA

- Oko 120 registriranih pčelara
- FAZOS – Diplomski studij, Pčelarstvo
- Najveći omjer parkova i trgova u RH
- Poljoprivredno područje, pčelarske udruge i organizacije
- Gradske tvrtke i novo strateško razdoblje

POTAKNUTI

Glavni ciljevi projekta:

- Edukacija školske djece i građana
→ POTENCIJAL: u školama već postoje programi koji se mogu unaprijediti
- AWARENESS-RAISING: javna događanja – Svjetski dan pčela-
POTENCIJAL: Udruge sa sličnim aktivnostima objediniti
- Pretkoraci za razvoj urbanog pčelarstva- POTENCIJAL: povijest, postojanje mnogobrojnih institucija
- Bioraznolikost u gradu: potaknuti gradske tvrtke na sadnju medonosnog bilja
- Prijenos znanja: Učiti od drugih gradova



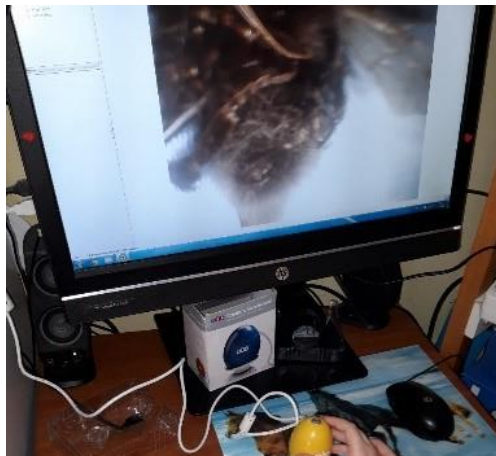
POVEZATI

- ✿ Vrtići s Fakultetom, škole s autoricom dječje knjige, pčelarski savez sa školama, HAD s vrtićima
- ✿ Oko 30 programa provedeno povezivanjem raznih aktera
- ✿ 4 javna događanja u suradnji s pčelarskim savezom, Osječkim sajmom i Gradom





Education- more than 200 students involved (6y-18y)



OSIJEK BEE PATH



- POTICANJE NA AKTIVNOSTI
- Gradska tvrtka UNIKOM- dio plana za 2022 je sadnja novih biljaka → zašto ne zasaditi medonosne?
- Služba za otklanjanje rojeva → već postojeća usluga koju treba predstaviti javnosti
- Sajam antikviteta, Adventiranje, Jesenski sajam

Biodiversity- at least 30 new species in our urban parks



POVEZIVANJE I OSNUTAK RADNE SKUPINE



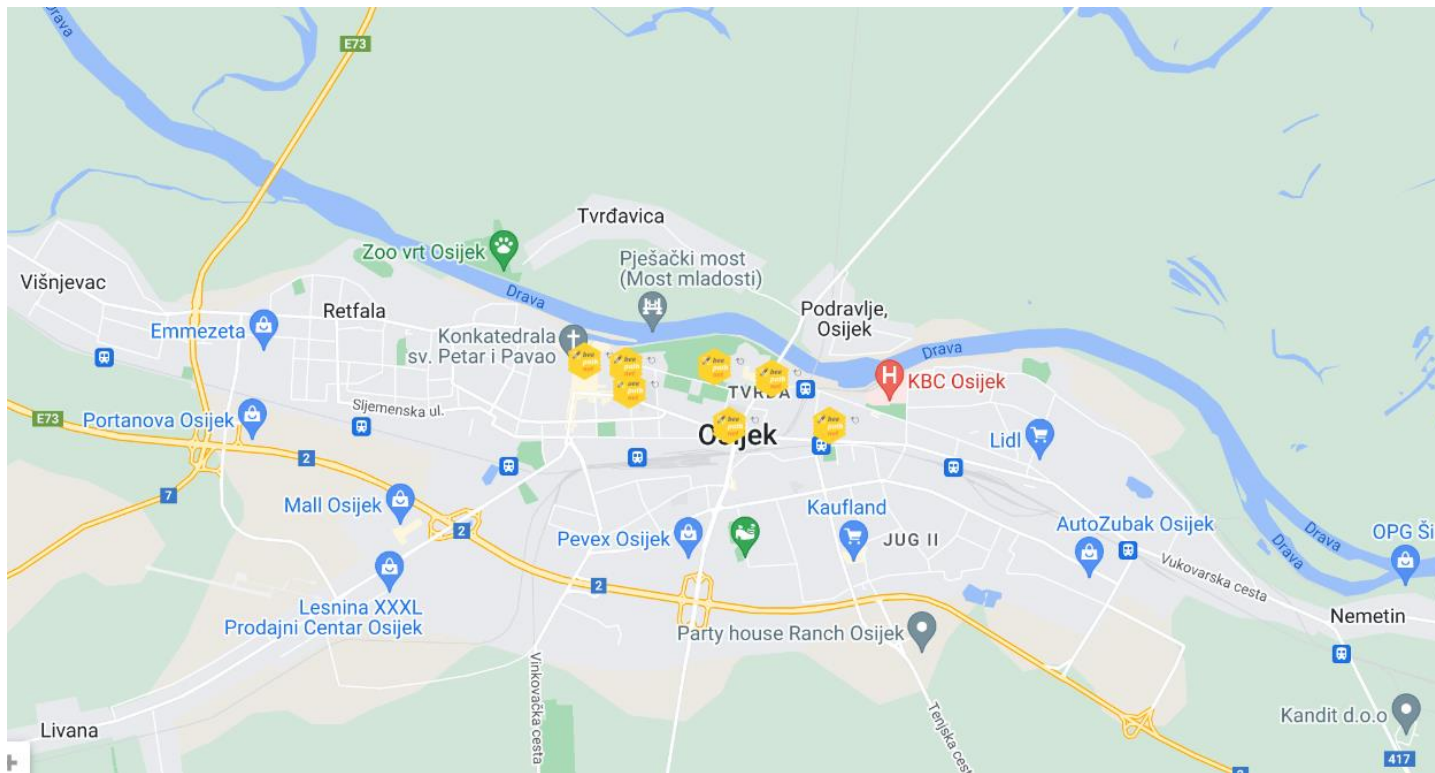
- Jedan od najvećih uspjeha: osnivanje ULG (Urbact local group) skupine i redovni sastanci koji su pridonijeli osmišljavanju i provedbi aktivnosti

KULTURNI CENTAR OSIJEK, PTFOS, FAZOS, HGK OBŽ, Osječki Sajam, Hrvatsko apiterapijsko društvo, 5 osnovnih škola, 5 vrtića, 2 strukovne srednje škole, UNIKOM, 3 pčelarske udruge, Turistička zajednica, Mediji

Radna skupina nastavlja djelovati i nakon 18 mjeseci provedbe projekta



OSIJEK BEE PATH





(Nova) kolijevka urbanog pčelarstva?

- Pitanja: koje korake poduzeti kako bismo došli do cilja, uzimajući u obzir prepreke?
- Identifikacija prepreka i prednosti, ali i najvažnijih aktera
- **VRLO VAŽNO:** Proces nije pravocrtan!
- Akteri se uključuju i isključuju bazirano na njihovim interesima
- Sve što se na početku čini nemoguće, dostižno je malim koracima!
- Postignuti rezultati mogu biti drukčiji ili bolji od onih postavljenih u početku!

KLJUČNO ZA ZAPAMTITI:

**PREPOZNAVANJE, POTICANJE
I POVEZIVANJE** za postizanje
ciljeva

**Do IDEJA se dolazi u procesu,
aktivnosti su nekada „pred
nosom” i dogode se kada se
uključe ključni akteri**

**CILJ je dostižniji kada se ide
malim koracima!**



Hvala na pozornosti!



KONTAKT: helena@kulturni-centar.hr

Facebook: @OSIJEK BEE PATH, @Beepathnet