



**Interreg**  
Alpine Space



**SMART Villages**  
EUROPEAN REGIONAL DEVELOPMENT FUND

# Smart Villages

## The Local Heroes Concept

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# How it all started

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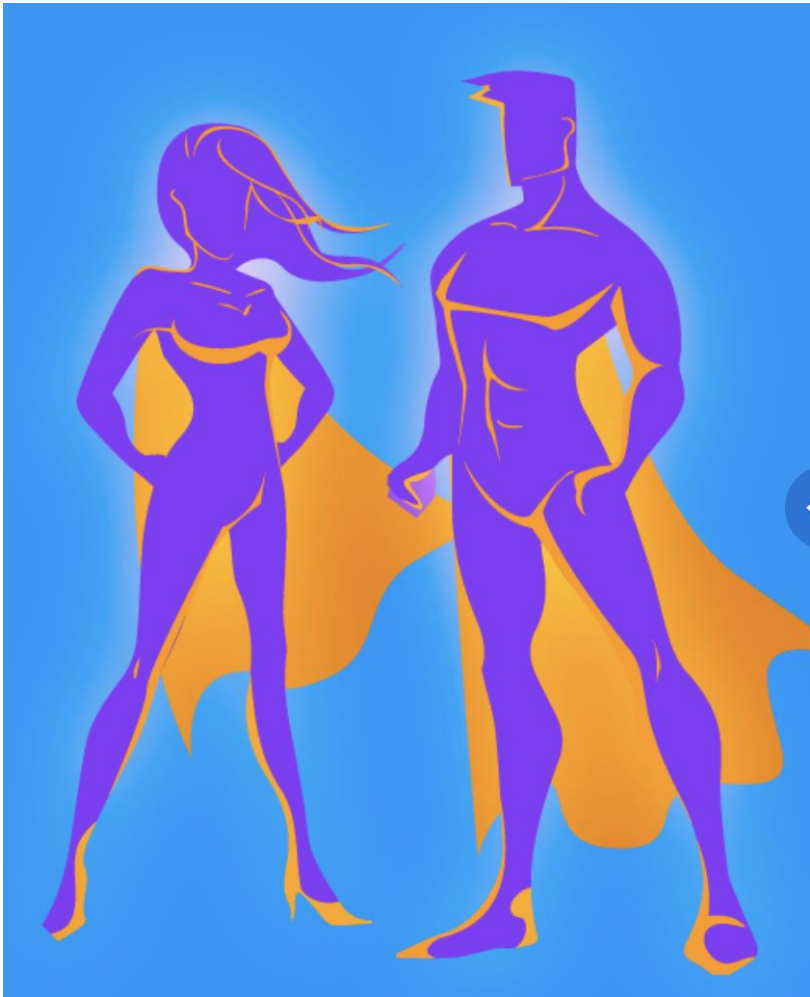


# Who „local heroes“ are?

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## MEET OUR LOCAL HEROES

Local heroes are no ordinary people. They are energetic influencers, artistic souls, visionary leaders or resourceful problem solvers. This is why we want you to meet them – because they are unique.

Every place is not significant because of buildings, roads or houses, it is most marked by people and we are happy to introduce you those that have left a great mark in places where we work.

# Why smart villages need local heroes?

- working **directly** with the local influencers, local communities are encouraged to suggest their ideas and solutions





# Meet our Local Heroes

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Local Heroes / Lokalne face

9 July 2019

**Janja Viher**

ZIP Maribor in podpredsednica  
Štajerske turistične zveze,  
(Kungota, Slovenija) / IIE Maribor  
and Vice President...

Veronika Zavrtnik 0 2

Local Heroes / Lokalne face

4 October 2019

**Andrej Medved**

Andrej Medved, predsednik  
vaškega odbora Šmarje in  
podpredsednik KS Šmarje / Andrej  
Medved, president of...

Nina Hlebec 0 1

Local Heroes / Lokalne face

10 July 2019

**Marko Slapnik**

Lokalni projektni koordinator /  
Local project coordinator  
(Solčavsko, Slovenia)

Veronika Zavrtnik 0 2

Local Heroes / Lokalne face

17 July 2019

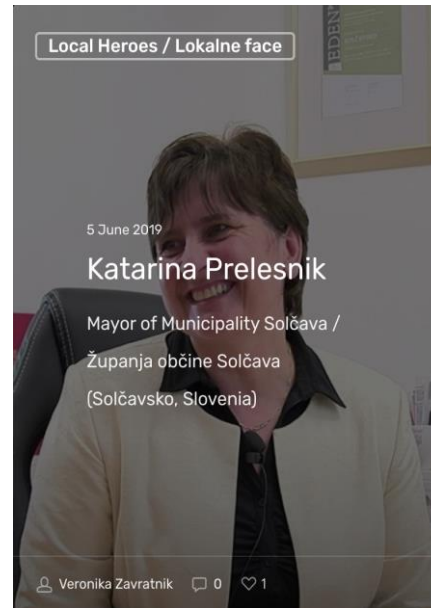
**Denis Goja**

predsednik Krajevne skupnosti  
Padna / Denis Goja, president of  
Padna Local Community (Padna,  
Slovenia)

Veronika Zavrtnik 0 2



# Even more local heroes



# Results

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# Results

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# Results

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# Results

- Collaboration and networking
- Common projects
- Joint applications for funding

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# Results

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- new ways of representation and communication
- storytelling, bring farmers closer to people
- sustainable local rural economy
- sustainable tourism



# Results

- Digitalisation for agriculture
- IoT in Vineyards
- Attract additional investment from large companies





# Results

- Wine Hub: to provide common marketing, promotional activities and materials
- Virtual wine tasting



# Key takeaways

- Work **FOR** and **WITH** the locals
- Less talking, more listening
- Pay people for their work





# More information



Link: <http://blog.ltfe.org/local-heroes-lokalne-face/>  
e-mail: [emilija.stojmenova@fe.uni-lj.si](mailto:emilija.stojmenova@fe.uni-lj.si)

