



## Partner search form

For Creative Europe project applications

Call	CREA- CULT-2022-COOP
Strand or category	<i>Culture Cooperation Small scale project on Agricultural and traditional food heritage and sustainable tourism</i>

### Cultural operator – who are you?

Name of organisation	AZRRI-Agency for Rural Development of Istria Ltd. Pazin
Country	<i>Croatia</i>
Organisation website	<a href="http://www.azrri.hr/">http://www.azrri.hr/</a> and <a href="https://egci.azrri.hr/hr/">https://egci.azrri.hr/hr/</a>
Contact person	<i>Jasenka Kapuralin - <a href="mailto:jasenka.kapuralin@azrri.hr">jasenka.kapuralin@azrri.hr</a> Sara Josipović - <a href="mailto:sara.josipovic@azrri.hr">sara.josipovic@azrri.hr</a></i>
Organisation type	<i>Sectoral regional agency</i>
Scale of the organization	<i>32 employees</i>
PIC number	<i>987294034</i>
Aims and activities of the organisation	<i>AZRRI is a regional development agency founded by the Istrian County with a purpose of joining public and private sectors, prepare and implement projects and coordinate production-wise into rural areas. The main activities are focused on linking subjects coexisting in rural areas (citizens, local authorities, experts, research, governmental institutions and offices). AZRRI supports and coordinates development programmes vital for keeping the rural areas lively and improve the quality of life of the rural population, joining the primary agricultural production, local transformation process and services sector into business clusters. AZRRI has a long and wide experience in the sector of autochthon products especially with autochthon Istrian breeds like Istrian Cattle, Istrian Sheep, Istrian donkey, Istrian goat and also in the promotion, protection and valorisation of the regional, typical, autochthon, added value food/products.</i>
Role of the organisation in the project	<i>Project partner</i>
Previous EU grants received	<i>Projects co-financed through European Social Fund, Interreg Italy-Croatia, Interreg ADRION and in previous years many other projects</i>

### Proposed Creative Europe project – to which project are you looking for partners?

Sector or field	/
Description or summary of the proposed project	
Partners currently involved in the project	/

### Partners searched – which type of partner are you looking for?

From country or region	<i>Italy, Slovenia, France, Austria, Germany, Spain, Portugal, Netherland</i>
Preferred field of expertise	
Please get in contact no	

later than	
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**Projects searched – are you interested in participating in other EU projects as a partner?**

Yes / no	YES
Which kind of projects are you looking for?	<p><i>Agriculture, culture and tourism heritage, valorisation of typical autochthonous food products</i></p> <p><i>Main goals of the Agency are to create opportunities for sustainable agri-food, farming and tourism sector and technologically advanced field-to-table food systems in a climate-wise smart way. Also, our future plans are working on safeguarding biodiversity including autochthonous breeds and indigenous products respecting ecosystem through the new opportunities offered by digital transformation. Below is the promotional video of the Educational Gastronomy Centre of Istria, which was established and operates within the Agency fostering the linkage between agricultural, catering and tourism sector with the main aim to valorise Istrian gastronomy and to safeguard Istrian biodiversity.</i></p> <p><b><i>Our priorities to work on the possible project funded by the Creative Europe are concerning the story of Istrian autochthonous cattle – Boškari and his significance to the Istrian past, presence and future (to safeguard endangered heritage). We want to raise awareness through Local Heritage Digital Hubs, where will be designed creative solutions which will convey the story to next generations but also create a worthy chest of memories, tradition, customs, stories but also smells and tastes of Istrian peninsula. This project will gather artists, professionals and players from the cultural and creative sector in order to reuse the Istrian cultural heritage and to promote and disseminate its values. Through this kind of project, we want connect the tradition, culture and experts from cultural and creative sector and create content, illustrations, design, arts that will be in relationship with audience and to create a unique memorable story. The aim of this project is to create a responsible tourism by mobilising young artists in safeguarding the traditional cultural heritage regarding the specific points that need to be highlighted in each project country, which will have the final result in creating job opportunities but also to create new creative products and services.</i></b></p> <p><a href="#">Link</a> to Youtube channel of Agency.</p>

**Publication of partner search**

This partner search can be published?*	Yes
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