

<b>Example of good practice</b>	<b>Informative and Educational Centre - Hostel Drava Story in Noskovci</b>	
Categories	Management, education, tourism	
<b>Organization</b>	<b>Public Institution for the Management of Protected Areas of Nature and the Ecological Network of Virovitica-Podravina County (hereinafter Public Institution VPC)</b>	
Partners	<ul style="list-style-type: none"> <li>Ministry of Environment and Energy (EU NATURA 2000 Integration Project - NIP), World Bank, Tourist Board of the Virovitica-Podravina County, College for Management in Tourism and Informatics in Virovitica, Department of Biology of the Josip Juraj Strossmayer University of Osijek, Karlovac University of Applied Sciences</li> </ul>	
<b>Location</b>	<b>Noskovci-Noskovačka Dubrava, Virovitica-Podravina County</b>	
<b>Country</b>	<b>Croatia</b>	
<b>Form of protection</b>	<b>Mura-Drava Regional Park, Protected monument of park architecture around the centre, Natura 2000 Area, Transboundary Biosphere Reserve Mura-Drava-Danube, Green belt</b>	
<b>Scope of implementation (local, national)</b>	<b>Local</b>	
<b>Time</b>	<b>2.5 years</b>	
People (Staff)	1 FTE during project implementation (first 2.5 years); currently 8 FTEs (7 experts, 1 auxiliary technician)	
<b>Budget (total)</b>	<b>310.233 EUR</b> (for the first 2.5 years); TOTAL: 3.139,579 EUR	
Funding	World Bank/Ministry of Environment and Energy – NIP Office – EU Natura 2000 Integration Project (project during the first 2.5 years); Ministry of Tourism; the Environmental Protection and Energy Efficiency Fund IPA CBC HU-HR 2007-2013; LIFE Program; Danube Transnational Programme 2014-2020; Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020;	

	Operational Program Competitiveness and Cohesion for the protection and development of cultural and natural heritage	
Project info	<a href="http://virovitica-nature.hr/2016/10/10/the-drava-story/">http://virovitica-nature.hr/2016/10/10/the-drava-story/</a>	
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<b>Achievements</b>	<ul style="list-style-type: none"> <li>● <b>Socio-economic:</b></li> <li>● <b>The first interpretation and education centre on the Drava River in Croatia</b></li> <li>● <b>Successful for 7 years and counting</b></li> <li>● <b>5000 visitors (schools, faculties, tourists) since the establishment of the centre until 2019, a rapid increase in the number of visitors in the last 3 years due to new content</b></li> <li>● A tourist office might be opened due to the increased number of visitors to the Municipality of Čađavica (470 overnight stays in 2018);</li> <li>● Integration of natural and cultural heritage; Virovitica-Podravina County started to include cultural facilities into the function of nature protection</li> <li>● Info-edu Centre, Interpretation Centre (augmented reality), accommodation, souvenirs, rescue centre for storks, renting bicycles, outdoor education, field trips for students, winter camp - scouts, camps for gifted children, entrepreneurial camp, and nature camp are just some from new products and services included in the centre's wide-ranging offer</li> <li>● Although the initial success was achieved independently, in time good cooperation has been established with various partners</li> <li>● <b>Public institutions from other river areas have shown interest in replicating this project</b></li> <li>● There are 10 to 50 people attending the workshops. Vulnerable groups such as the Roma, the elderly, veterans' associations, people with special needs, and people with disabilities have been included in the establishment and work of the centre - the entire facility is disabled-accessible. Currently, there are no volunteers working at the centre but volunteering will be necessary and the centre will offer it as an option in the future</li>   <li>● <b>Nature protection:</b></li> <li>● <b>Changes in attitude towards protected areas, reduction of illegal activities</b> (employing a ranger who regularly visits the terrain but also reacts according to the tips from citizens, associations or the police), an increased level of awareness on nature protection, an increase in the number of schools and other institutions that come and carry</li> </ul>	

	<p>out activities in nature - for example the Croatian Institute for Public Health, Croatian Mountain Rescue Service, Natural History Society Drava, cultural and artistic associations, "Unikat" creative association from Virovitica;</p> <ul style="list-style-type: none"> <li>● <b>Improved management of the protected area and species</b> by establishing a rescue centre for storks, the revitalization of the park in which the center is located, the revitalization of tributaries and habitats of strictly protected species, the establishment of educational trails and observation posts.</li> <li>● Public Institution VPC increases the number of species covered by the species' monitoring protocols each year. In 2018, the institution carried out 10 different monitoring or research activities and submitted the data to the Croatian Agency for Environment and Nature and the Ministry of Environment and Energy.</li> <li>● Supporting the research of the Biosphere Reserve Mura-Drava-Danube by establishing a bio-research station.</li> </ul>
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<b>1. Problem/opportunity</b>	
<b>Problem</b>	<ul style="list-style-type: none"> <li>● <b>Lack of knowledge on nature protection and protected areas, knowledge on which benefits the protected area creates for the local population.</b></li> </ul> <p><b>Lack of educational programs in protected areas.</b></p>
<b>Opportunity</b>	<ul style="list-style-type: none"> <li>● <b>High-quality natural resources</b></li> <li>● <b>Cultural Heritage</b></li> <li>● <b>Young educated people's potential</b></li> </ul> <p><b>Possibility of income for the local population</b></p>
<b>2.Planning</b>	
<b>Pre-requisites for success</b>	<p><b>Legal: Establishment of the Public Institution VPC, the county permitted the Public Institution to use the former summer residence of Count Drašković, further registration of the Public Institution, the approval of organizing outdoor education</b></p> <p><b>Institutional: Public Institution and the Virovitica-Podravina County in joint cooperation</b></p>

	<b>In-house: The development of the idea started in 2010 and is included in the work plan of the Public Institution (organizing outdoor education)</b>
<b>Strategies</b>	<b>The idea is part of the Strategy and Action Plan for the Protection of Biological and Landscape Diversity of the Republic of Croatia, Development Strategy of the Virovitica-Podravina County, Development of Tourism in Continental Croatia</b>
<b>Partner roles</b>	1 partner (Public Institution): the main project implementer
<b>3. Implementation</b>	
<b>Project key phases</b>	<ul style="list-style-type: none"> <li>● <b>Reconstruction of the facilities, 3 projects during 4 years (2012-2015)</b></li> <li>● <b>2016 - new layout designed, a thematic adaptation of facilities, contents for visitors, workshops, quizzes</b></li> <li>● <b>2019 - content and offer updated (educational content, content for blind persons, visually impaired, hearing-impaired, disabled persons, new interpretation contents)</b></li> </ul>
<b>Stakeholders selection</b>	The stakeholders were involved through meetings with the local government (Municipality of Čađavica), anglers, the tourist board, hunting associations, cultural and artistic associations, creative associations, associations for nature protection, etc.
<b>Vulnerable groups involvement</b>	Vulnerable groups such as the Roma, the elderly, veterans' associations, people with special needs, and people with disabilities have been included in the establishment and work of the centre - the entire facility is disabled-accessible so that everyone could participate in all the organized workshops.
<b>The right to access information</b>	Announcements about the activities and business related news are regularly published on the website and the local community welcomes public events, workshops, conferences, etc.
<b>Communication</b>	<ul style="list-style-type: none"> <li>● Website</li> </ul>

	<ul style="list-style-type: none"> <li>● Facebook</li> <li>● Media coverage</li> <li>● Every other Monday there is a radio show on the Virovitica County radio station</li> <li>● Promotional public events</li> <li>● Promo material: brochures</li> </ul> <p>Open door days</p>
<b>4. Change</b>	
<b>5. Positive effects on environment</b>	<ul style="list-style-type: none"> <li>● <b>Less illegal activity, increased public awareness on natural values, education of school children</b></li> </ul> <p><b>Better management of the protected area (educational trails, regular monitoring, inspection service)</b></p>
<b>Positive economic and social changes</b>	- <b>Public sector: Improvements in the management and public relations of the protected areas.</b>
	- <b>Business sector: Higher revenues from overnight stays, visits</b>
	- <b>Local population: Better relationships between the locals. They were included in the decision-making process for the first time and it gave them a sense of importance. There is a plan to set up an associate counsel. Increasing revenues in the future.</b>
	<b>Protected area: Ecosystem services are insufficiently recognized but the centre works on improving knowledge and recognition.</b>
	- <b>Scientific community: Students were given a research station, a training ground for field research.</b>
<b>6. Replication and recommendations</b>	
<b>Essential things to replication</b>	<ul style="list-style-type: none"> <li>● <b>Establish good cooperation with the county development agency</b></li> <li>● <b>Cooperation with other county institutions with the support of the founders</b></li> <li>● <b>Cooperation with the local community, which should be included from the very beginning</b></li> </ul>

	<b>Attuning employees of public institutions to flexible hours schedule - redistributing employee time</b>
<b>Sustainability</b>	<ul style="list-style-type: none"> <li>• Founders are supportive</li> <li>• It is necessary to carry out diverse activities pertaining to various projects that offer different benefits</li> </ul> <p>Both the high-quality educational programs and a tourist offer are constantly expanded</p>
<b>Recommendations for policy improvements</b>	<b>Enable the use of existing infrastructure (former noblemen's residence/military facilities) for the purpose of nature protection</b>
<b>Your interests</b>	<ul style="list-style-type: none"> <li>• Reaching out to other promoters of good practices from the region and sharing ideas</li> <li>• Co-financing for various projects</li> </ul> <p>How to coordinate employee work and demand (working on projects, working on education, etc.)?</p>
<b>7.Expectations</b>	
<b>From the “Nature for People” site?</b>	Sharing knowledge and experiences with those who are interested in such a project.
<b>From WWF?</b>	Supporting the project idea, informing the public about the activities through their website and Facebook page.