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Project name: **Traditional art and crafts – cultural heritage and modernity**

Goal: **Revival of the local traditional art and craft through creation of new innovative products and services**

Content: Partners want to revive traditional local art and crafts which have had great influence on social and economic development of local environments. Each partner has their own arts and craft but all partners strive to revitalize and strengthen position of traditional knowledge which has been slowly disappearing. Traditional knowledge on arts and crafts is important for their cultural heritage and business potential that could arise with combining them with modern entrepreneurship skills.

Partners have recognized in their environment the need to preserve and give new purpose to the rich traditional handicrafts. Through the project the traditional arts and crafts will be revived, collected and presented, taught to others and made interesting for modern user. Traditional crafts will be included in business trends and develop innovative cultural touristic services.

In LAS loškega pogorja, we will revive the shoemaking tradition in municipality Žiri. Company Alpina has 70 years long tradition of shoe products. Next to it is a workshop AK Alojz Karner which was founded to preserve the knowledge on traditional shoemaking. We will combine and present the industrial and traditional ways of making shoe and strive toward handing the knowledge to younger generations. At the same time in both location new showing rooms will be equipped where presentations will take place for interested public, tourists and schools.

Common activities will be the methodology of traditional crafts and crafts tourism development, sharing of good practices, presentation of LAG partners, meetings in each LAG, promotion and joint brochure.

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Project name: **Cycling trails**

Goal: **To equip the cycling path and strengthen promotion of cycling**

Content: The cycling path that is nationally marked will be equipped with solar panels, battery chargers and other essential tools for cyclists. The route map will be available on application with other information on where it is possible to rest, eat or sleep. The path will be additional touristic product and promotion of local area.

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Project name: **Promotion of arts and crafts' products and services**

Goal: **To promote and strengthen the knowledge on traditional art and craft, promotion of cultural heritage through touristic and educational products and services**

Content: A lot has already been done in the environment. Local knowledge on different crafts have been documented, digitalized however the promotion and the knowledge among people is still weak. The knowledge and skills can not live on its own but only through people we want to encourage, strengthen and spread the information on what is available, what kind of heritage and knowledge is accessible and invite people to participate, share it and develop. As well some traditional crafts still need to be researched and record. The documented and promotion would be targeted as well towards cultural tourists.