MOUNTAIN PRODUCTS ROAD

Danijel Bertović, MA economics

Local Development Agency PINS

IXth European Mountain Convention

Bilbao, 24th October 2014
Gorski kotar area
Implied actors

- Regional/local governments
- Development agency
- Local action group
- University (future)

Funding

- National funds
- Regional funds
• Creation of database of local producers
• Creation of local brand “Product of Gorski kotar”
• Establishment of typical product store “Zeleno srce - Green heart”
• Preparation of tourist road signalization
• Launching first marketing campaign - “Gorski kotar basket”
• Widening space for tasting local products
• Connection with local tourist attractions
• Network with other tourist roads in Europe (idea for future project)
Results

Created database of local producers

Created and protected local brand

Typical product store - opened

Gorski kotar basket created

Promotion & new products
Innovative points

• Approach towards local SME’s (from competitors vs. joint cooperation)
• New model of marketing (joint marketing and promotion, ICT)
• New model of mobile product (cardboard box)
Questions

Danijel Bertović
Organisation: Local development agency PINS, Croatia
www.pins-skrad.hr
E-mail: danijel@pins-skrad.hr
Phone number: 00385 51 82 00 45