



### **Vital Landscapes**

Using innovative technologies for sustainable development of cultural landscapes

## **INVITATION / PRESS RELEASE**

Dear Ladies and Gentlemen,

You are kindly invited to a meeting of the Ambassadors of Ljubljansko barje, which will be held on Friday October 14th at 4pm in Borovnica Primary school main hall.

This event was organised at the completion of activities under the name "Ljubljansko barje – My Inspiration" that took place this summer at Ljubljansko barje within the framework of an international project Vital Landscapes.

With the project "Ljubljansko barje - my inspiration" we visited the area and mingled amongst the local people. A group of young enthusiasts explored activities originating in Ljubljana bogs, set up a web portal [www.visitbarje.si](http://www.visitbarje.si), recorded promotional films and developed new products in cooperation with craftsmen and manufacturers from Barje. The locals shared their knowledge and skills with those of us inspired by the bogs and together we designed the first new products, which originate from Ljubljansko barje. The young and the elderly, the locals and the guests – we all have become the "Ambassadors of Ljubljansko barje."

Join us and become an Ambassador of Ljubljansko barje yourself! Together we will announce the winner of the children film contest, view the new promotional film about the cultural heritage of Ljubljansko barje and take part in a discussion about the possibilities of creating new products of local origin. Alongside the members of the project group "Barje – my inspiration," we will be joined by Prof. Dr. Mihael Kline from the Faculty of social sciences who will give a lecture about how to market landscape; while examples of good practice will be presented by Gregor Danev from the Institute for nature protection of the Republic of Slovenia and Marko Slapnik from Landscape Park Logarska dolina.

We will be very pleased if you can join us at the event. The closure is planned for about 7pm.  
Best regards,  
Maja Simoneti

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Download a detailed event programme and more information about the project: <http://www.vital-landscapes.eu/>, [www.visitbarje.si](http://www.visitbarje.si)

*Filmski natečaj in poletne delavnice potekajo v sklopu projekta VITALNE KRAJINE, v sodelovanju z EU, Krajskim parkom Ljubljanska barje, RRA LUR, MOP, MK, MKGP in Turizmom Ljubljana.*

