# Pilot project application

**Lielozoli, LATVIA**

## Contact details of the facilitator

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## Summary of the pilot project (Max. 1600 characters)

(Including stakeholders, problem/challenge, approach, relevant links)

The training and demonstration centre “Lielozoli” in Slampe parish was founded on November, 2018 with the strategic goal of creating an environment for knowledge transfer and training (including practical and field) in the fields of sustainable farming, innovation and green economy, as well as for education society on agricultural topics with special emphasis on pupils and students.

The main challenge for the training and demonstration centre now is the lack of clear ideas how to reach the goals described above. We are looking for ideas and approaches on how to create unique products that would differ from the offer in Latvia in the field of education of our target audience - urban and rural residents of Latvia. Families with children. Students of preschool institutions and older groups. Students, professional farmers, food producers and cooks, and those who want to become them. All those who are interested and care about the future and management of Latvian fields, forests, and waters.

The long-term target is to create Lielozoli as the modern, attractive and innovative object for urban and rural residents of Latvia – youth, families with children, those who are interested in living in rural areas. LRATC is looking at Pilot project as the first step for getting ideas what else could be done in Lielozoli to make it appealing and to fulfil its mission. Project group thinks that setting up focus group which consists of different type of experts (including representatives of potential customers) could be the first step. Pilot project could cover at least part of the costs of external experts who could be involved in the focus group.

## Motivation for this proposal to be selected as a pilot project (Max. 1000 characters)

The property consists of 8 hectares of forest, hundred-year-old oaks, lindens and also birches. Approximately 5.5 hectares of the property is covered by meadows, part of which is a potentially valuable habitat. The remaining 2.5 hectares include a backyard area with buildings, parking, a pond, a small park, a planned children's play area and an orchard with permaculture demonstrations.

In existing situation LRATC sees that pilot project could become the restart kick-off activity to continue training and demonstration centre development. Input of external expert focus group could turn out to be a missing piece in plans of development. LRATC specialists are already working to create Lielozoli as the place where to learn about trending activities in agriculture. For example, the project "Establishment of a biologically diverse meadow in Lielozoli" 2022-2025. One more activity which has attracted significant attention from society is permaculture info days in newly created permaculture garden in Lielozoli.

The pilot project opportunity could be an excellent way to improve collaboration between all parties involved and see where we really are and what could be improved by using interactive innovation methods.

As trainer Dace has already participated in cross-training activities and is enthusiastic about the possibility of using co-creation innovation methods for “Lielozoli” – the training and demonstration centre.

**Action plan**

 The idea is to create **focus group of 6 to 7 experts** of different fields of activities like agriculture advisor, farmer/ forester, innovation broker, tourism specialist or customer (family with children or representative of school parliament), engineer, possibly foreign partner, party maker or similar and to organize 2-3 focus group meetings / **brainstorm events** that are moderated by facilitator. Meetings could take place during the summer 2023 and the main objective of these brainstorm sessions would be harvesting ideas which could be included in the Action plan (**Development plan**). LRATC would like to **prototype** some of the most realistic and easy achievable activities/ solutions at the final stage of the brainstorming. Prototyping would encourage focus group to think about practical and interactive solutions which could be developed and implemented in Lielozoli as LRATC is interested in both interactive and visual attractions and new services or activities which could be provided in Lielozoli.

**Outcome**

A list of ideas of new products, activities to be implemented, created in Lielozoli (June 2023). Action plan for the next 5 years will be drafted (September 2023) by analyzing what measures should be taken to implement the plan. At least 1-2 prototypes created to visualize potential solutions described in the Action plan.

**Continuation**

Depending on the idea, LRATC could invest their own budget to implement ideas or search for the project possibilities. The outcome of the pilot project could be analyzed during the cross visit to Latvia in May 2023 by using i2connect tool box methods.