

**Project title:** The other side of the coin

**Project leader:** Youth association Ilok „Will“

**Partner:** Association for promoting of human potential and creative development – Prism

**Project implementation period:** July 1, 2022 – June 30, 2023

**Project total value:** 29.293,73 €

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**Link to relevant internet pages:** <http://www.umivolja.hr/>

#### **Project summary:**

The "**Other Side of the Coin**" project addresses the issue of the non-implementation of the Nitrates Directive, caused by a lack of motivation, insufficient information, and the absence of implementation mechanisms. The target groups of the project include family farms (OPGs), secondary school students, and representatives of local government units (LGUs).

#### **Key issues** include:

- OPGs see little financial benefit in ecological production and lack motivation due to inadequate mechanisms.
- Agricultural secondary school students are insufficiently informed about the Nitrates Directive and ecological production.
- LGU representatives have low levels of awareness and knowledge about the directive.

#### **Project objectives** include:

1. Increasing motivation, awareness, and knowledge among OPGs through promotional campaigns and highlighting financial savings linked to ecological production.
2. Educating secondary school students via thematic eco-schools and networking at the level of Vukovar-Srijem County (VSC).
3. Raising awareness and knowledge among LGU representatives through OPG analysis, program development, roundtables, and conferences.

The project will develop a **Document of Possible Co-Financing Proposals**, forming the basis for an action plan in the City of Ilok and Lovas Municipality, making them the first local communities in Croatia to establish a co-financing system for implementing the Nitrates Directive. This model will serve as a best practice example for other municipalities in VSC and other vulnerable areas.

Promotional campaigns will also raise public awareness of the importance of applying the Nitrates Directive across Vukovar-Srijem and Zadar Counties. The **multiplication effect** lies in replicating this model nationwide, making the project a key step toward establishing a robust mechanism for implementing the Nitrates Directive, thereby contributing to more sustainable agriculture and environmental protection.