

EU Cultural Landscape Project Held in Novi Marof and Breznički Hum in Croatia (7–9 November 2025)



Funded by
the European Union

The international project **EU Cultural Landscape**, implemented by **LAG PRIZAG** within the **CERV Programme**, brought together **250 participants from seven European countries** to explore the importance of cultural landscapes, rural heritage, and sustainable development.

Over three days, partners from Croatia, Slovenia, Serbia, Bosnia and Herzegovina, Bulgaria, Hungary, and Italy shared experiences, exchanged ideas, and strengthened cross-border cooperation focused on preserving rural identity and cultural heritage.



Sharing Knowledge and Experiences

The project officially opened with a welcome dinner and informal networking, creating a relaxed space for participants to connect. The following day, held at the Cultural Centre in Novi Marof, featured partner presentations, discussions, and the screening of a documentary film highlighting the cultural landscape of the LAG PRIZAG area.

Participants took part in thematic debates addressing key challenges such as rural depopulation, environmental pressures, the role of local communities in protecting cultural landscapes, and the preservation of traditional rural heritage and cultural identity.



Culture, Dialogue and Cooperation

A guided tour of the historic **Novi Marof Erdödy castle** offered insight into local heritage, followed by a round table discussion with experts and public representatives. The exchange of ideas resulted in the signing of a **Cooperation Agreement**, confirming partners' commitment to future collaboration.



The cultural programme continued in Breznički Hum with a brass music concert and concluded on 9th November during the traditional **Prigorsko-Zagorski Fair**, where project results were presented to the wider public.



Lasting Impact

The EU Cultural Landscape project strengthened international partnerships, increased awareness of cultural landscape preservation, and laid the groundwork for future EU cooperation. Most importantly, it connected people and communities through shared values, heritage, and a common vision for sustainable rural development.

