

### CCI Number 2007CB16IPO007



#### 2007CB16IPO007-2012-3-40

### **Project title**

Road to Herbs - Sustainable model for the efficient use of existing natural resources in the region (herbs, wild berries plants and mushrooms) and creating economic benefits for the population

### Axis

Axis 2: Improvement the quality of life

#### Area of intervention

2.1 Utilization of eco resources

### **Lead Partner**

NGO "Evro"- Kyustendil

#### Partner 2

Eko - Slavishki - Rankovce

### **Duration**

14 months

#### Total budget

82 862,64 EUR

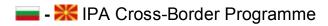
### **Project description**

This project mainly oriented to research and experimentation opportunities for sustainable use and utilization of herbs, mushrooms, berries, plants and bees. The project focused on: exploring the use of plants, herbs, mushrooms, wild fruits and plants; program for collection of plants, essential oils, mushrooms, wild berries are and their cultivation; marketing strategy for these products; run a campaign to inform the general public for wise use and conservation of plants, mushrooms, berries and bees. Supplied sanitary fence, picket fence concrete and 100 beehives; purchased crop lavender and mountain tea for established experimental fields in Bulgaria and Macedonia.

Elaborated: Manual for sustainable organic farming; Research on the use of herbs, essential crops, mushrooms and wild gathered fruits; Program preparation for collection of "species of organic kind" and their cultivated growing; Marketing strategy for entering the regional market; Manual for sustainable organic farming; developed project Facebook profile.

The project was successfully implemented in February 2015.





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Experimental field with lavender near to Kyustendil – v. Gorna Grashtica







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Experimental field with mountain tea near to Rankovce – v. Lubinci.







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Materials

