

„Tradition in a modern way”



REPUBLIKA HRVATSKA
Ministarstvo
turizma i sporta



Škola za umjetnost,
dizajn, grafiku i
odjeću Zabok



Srednja škola
Pregrada

„TRADITION IN A MODERN WAY”

PROMOTION AND STRENGTHENING OF PROFESSIONAL PROFESSIONS FOR TOURISM IN 2022.

PROJECT APPLICANT: HIGH SCHOOL PREGRADA

PARTNER: SCHOOL FOR ART, DESIGN, GRAPHICS AND CLOTHES ZABOK



Created and marketed 300 healthy gluten-free muffins through workshops and project promotion at the Easter fair in Krapina.

Healthy gluten-free muffins offered to entrepreneurs to include in their offer.

Created and marketed clay pot for multi-purpose use.

A serving dish made of recycled material was also created and marketed.

Decorations (Easter cards and greeting cards) made from sustainable and recycled materials.

A partnership between the two schools and intersectoral cooperation was achieved.

Project results

The window of the City Bakery "Pekom" was decorated.

A video about the activities was recorded and edited.

Appropriate brochures and leaflets about the project, gluten-free products and sustainable materials were created.

Implemented activities

Gluten-free muffin making workshop at "Ljudevit Gaj" Elementary School in Krapina on March 16, 2023.



Implemented activities

Gluten-free muffin making workshop at "Ljudevit Gaj" Elementary School in Krapina on March 16, 2023.



Implemented activities

Workshop on making Easter cards from recycled paper at the "Ljudevit Gaj" Elementary School in Krapina on March 16, 2023.



Implemented activities

Easter Easter egg coloring workshop using modern techniques at the "Ljudevit Gaj" Elementary School in Krapina on March 16, 2023.



Implemented activities

Workshops at the "Ljudevit Gaj" Elementary School in Krapina and the media on March 16, 2023.



<https://www.zagorje-international.hr/2023/03/16/uz-radionice-izrade-zdravih-muffina-i-cestitki-od-recikliranog-papira-u-krapinskoj-os-ljudevit-gaj-predstavljen-projekt-tradicija-na-suvremen-nacin/?fbclid=IwAR0Y2DOeaNqvpaU2QqTv5R2WkDvGDM9QQH2QbjPG5jXDyhD8EDr7-ReOVgk>

Implemented activities

Workshop for decorating the shop window of the city bakery "Pekom" in Krapina from March 20 to 24, 2023.



Implemented activities

Workshop for decorating the shop window of the city bakery "Pekom" in Krapina from March 20 to 24, 2023.



Implemented activities

Announcement of the event and promotion of the project to the media in the city bakery "Pekom" on March 29, 2023.



<https://zip.com.hr/najave-i-dogadanja/tradicijana-suvremen-nacin-promocija-uskrsa-u-krapini-na-suvremeniji-nacin/?fbclid=IwAR3qoxwB4ffnqMsUBEl3YiGHvKwj6mzhomSCksyEi29J4QQyKHckMzviGCA>

Implemented activities

Announcement of the event and promotion of the project to the media in the city bakery "Pekom" on March 29, 2023.



Implemented activities

Preparation and making of clay cups for muffins at School for art, design, graphics and clothes Zabok, March 2023.



Implemented activities

Preparation and making of clay cups for muffins at School for art, design, graphics and clothes Zabok, March 2023.



Implemented activities

Preparing and baking gluten-free muffins with the flavor of poppy seeds, walnuts and apples on April 1, 2023.



Implemented activities

Preparing and baking gluten-free muffins with the flavor of poppy seeds, walnuts and apples on April 1, 2023.



Implemented activities

Promotion of the project at the Easter fair in Krapina on April 1, 2023.



Implemented activities

Promotion of the project at the Easter fair in Krapina on April 1, 2023.



Implemented activities

Promotion of the project at the Easter fair in Krapina on April 1, 2023.



Implemented activities

Promotion of the project at the Easter fair in Krapina on April 1, 2023.



The Mayor of the City of Krapina, Zoran Gregurević, joined the promotion of the project.



Celebrating Gluten Free Day at Pregrada High School on May 15, 2023.



Implemented activities

Promotion of the project at the Pregrada High School Open Day on May 16, 2023.



Implemented activities

From media:

<https://sjever.hr/2023/03/16/krapinski-osnovnoskolci-marljivo-se-pripremaju-za-uskrsni-sajam-ukrasavaju-se-pisanice-izraduju-cestitke-i-ukusni-muffini/?fbclid=IwAR3-7-Z19xVKAgbWYnqwTIsu4PPnhbBBf03C0OS9jxJd-fNRQEv9Vof85oA>

https://www.zagorje.com/clanak/vijesti/tradicija-na-suvremen-nacin-oslikavanje-velike-pisanice-sprejem-i-bezglutenski-muffini-od-?fbclid=IwAR3mi_Lv-4EiXFHE53RU5R-4oTM-rC2yDxjLVKg_67ybjbEaDPgEA9OiqQ4

<https://zip.com.hr/najave-i-dogadanja/tradicija-na-suvremen-nacin-promocija-uskrasa-u-krapini-na-suvremeniji-nacin/?fbclid=IwAR3qoxwB4ffnqMsUBEI3YiGHvKwj6mzhomSCksyEi29J4QQyKHckMzviGCA>

Implemented activities

From media:

- <https://www.zagorje.com/clanak/krapina/vuzem-u-krapini-nova-manifestacija-privukla-brojne-posjetitelje>
- <https://sjever.hr/2023/04/02/vuzem-v-krapini-pun-pogodak-jos-jedna-tradicija-se-stvara-u-krapini/>
- <https://rhzk.hr/odrzan-uskrsni-sajam-u-krapini/>



Sustainability of the project

- ▶ Creation of new project activities with students cooks and confectioners on the topic "What to do with leftover food" - creation of a cookbook with new useful recipes.
- ▶ Continuation of workshops on gluten-free diet, sustainable materials and reduction of food waste for elementary school students, whom we would invite to our high schools in order to promote their professions at the same time.
- ▶ In the school curriculum, we would include the observance of Gluten Free Day, which we would also mark with lectures by local entrepreneurs.
- ▶ The activities of the project and the tourist gastronomic product itself would be promoted in the Kajkavian Culture Week in September/October 2023.

PROJECT TEAM

School for art, design, graphics and clothes Zabok:

1. Magdalena Škreblin, student
2. Marina Mikša, student
3. Fran Korman, student
4. Dora Krušelj, student
5. Tomislav Tovernić, student
6. Tea Šlogar, student
7. Petra Novalija, student
8. Ružica Malla, student
9. Maja Tomašković, student
10. Marija Ptujec, student
11. Božica Šarić, high school principal
12. Valentina Petric Klaužer, project manager
13. Nevenka Tramišak, teacher

PROJECT TEAM

High School Pregrada:

1. Gita Šurina, student
2. Stella Družinec, student
3. Martina Bobek, student
4. Valentina Cvrtila, student
5. Ana Habjanec, student
6. Nikolina Sedlar, student
7. Nika Posililović, student
8. Josipa Ded, student
9. Manuela Mikulić, student
10. Tea Kecur, student
11. Vilmica Kapac, high school principal
12. Gordana Kušar, teacher
13. Ivana Grilec, accounting manager
14. Valerija Hržica, project manager



ASSOCIATED PARTNERS ON THE PROJECT

- Tourist Board of the City of Krapina, office manager Nedeljka Vodolšak
 - City bakery "Pekom" Krapina, director Mrs. Katarina Posilović
 - RGNC group Zabok, director Ivica Švaljek
 - PROJECT COLLABORATORS - students of the "Ljudevit Gaj" Elementary School from Krapina, 4th grade and their teacher Vesna Presečki
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