

# When local becomes global

Portugal - Slovenia - Norway



**GLOCAL**



REPUBLIC OF SLOVENIA  
**GOVERNMENT OFFICE FOR DEVELOPMENT  
AND EUROPEAN COHESION POLICY**



VÅGEN  
VIDEREGÅENDE SKOLE



Agrupamento de Escolas de Barcelos

Šolski center  
**Srečka Kosovela**  
Sežana

Project of inter institutional cooperation in education and training  
(school partnership)

EEA grants Norway grants 2015

May 2015—April 2016

Participants

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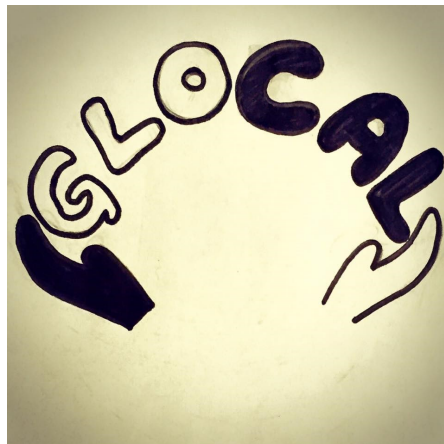


## When local becomes global

The project »When local becomes global« addresses the priorities of the EEA Grants and Norway Grants funding (Conservation and revitalisation of cultural and natural heritage). It is based on the cooperation between 3 schools, each strong in one part of the planned project's main outcome: The new tourist product, based on heritage and implemented into the local environment for tourists.

The participating schools:

- Vågen Videregående Skole - Sandnes, Norway
- Šolski center Srečka Kosovela Sežana - Sežana, Slovenia
- Agrupamento de Escolas de Barcelos - Barcelos, Portugal



## When local becomes global

The main objectives were to do a research about natural and cultural heritage, to produce new tourist products, to implement the products, to organize 3 meetings by presenting the good practice examples, to provide good dissemination material and exploitation of project results.

The main outcome of the partnership is new developed tourist products that can be really implemented with the help of local environment. Each participating school lead one part of the project in connection to the good practice example:

1. Research: Agrupamento de Escolas de Barcelos; meeting in Portugal
2. Developement: School center Srečko Kosovel Sežana; meeting in Slovenia
3. Implementation: Vågen vidergaende skole, Sandnes; meeting in Norway

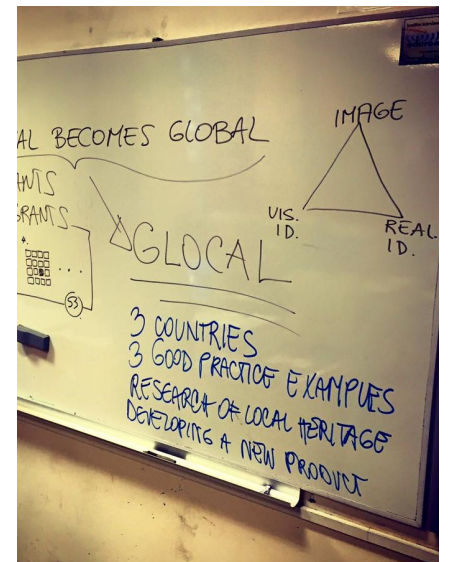




## 1st project meeting

10th - 13th May 2015, Barcelos , Portugal

First practice example: How can a local legend become a world famous attraction? The Barcelos rooster is a perfect good practice example. The legend of the Rooster of Barcelos tells the story of a dead rooster's miraculous intervention in proving the innocence of a man who had been falsely accused and sentenced to death. It became a symbol of Portugal and a perfect souvenir for every tourist.



## 2nd project meeting

10th - 16th October 2015, Sežana, Slovenia

Second best practice example: The advertising project week »SPOT« is a method that we have been successfully practised since 2004. It has been presented to many international partners during several international projects. We invited a special lecturer, a famous Slovenian creative director Aljoša Bagola to present his view on advertising through best practice examples.



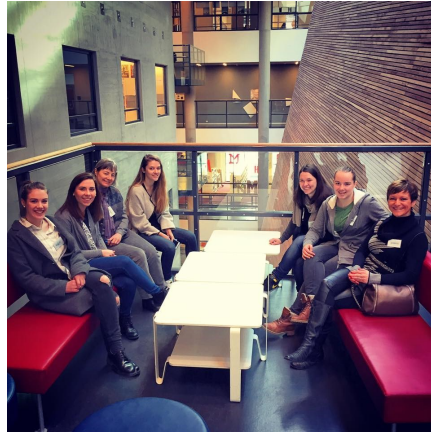


## 3rd project meeting

13th - 18th march 2016, Sandnes , Norway

Third best practice example: The implementation of a newly developed tourist product made us experience the landart at the The Jæren beaches - protected landscape area in Rogaland, Norway. The Norwegian school's best practice example is the connection with the local environment in all stages of education.



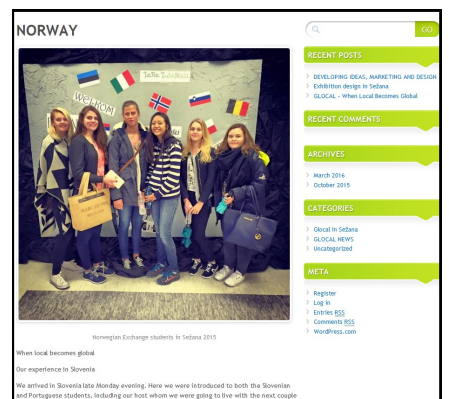
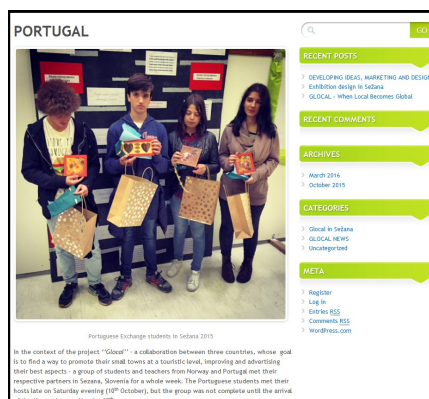
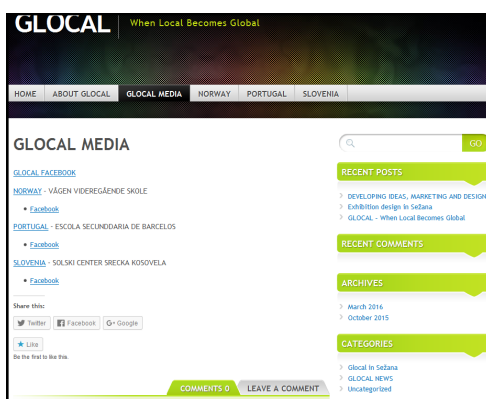
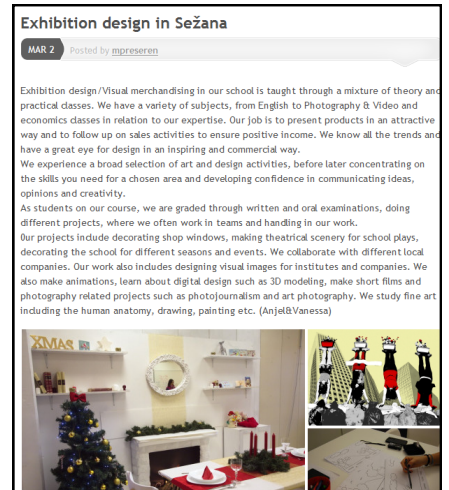
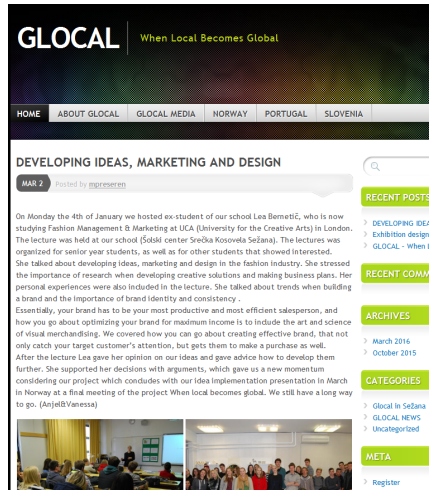
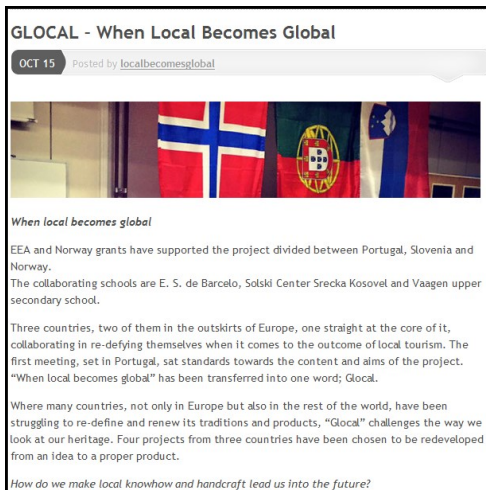


## 3rd project meeting

13th - 18th march 2016, Sandnes , Norway

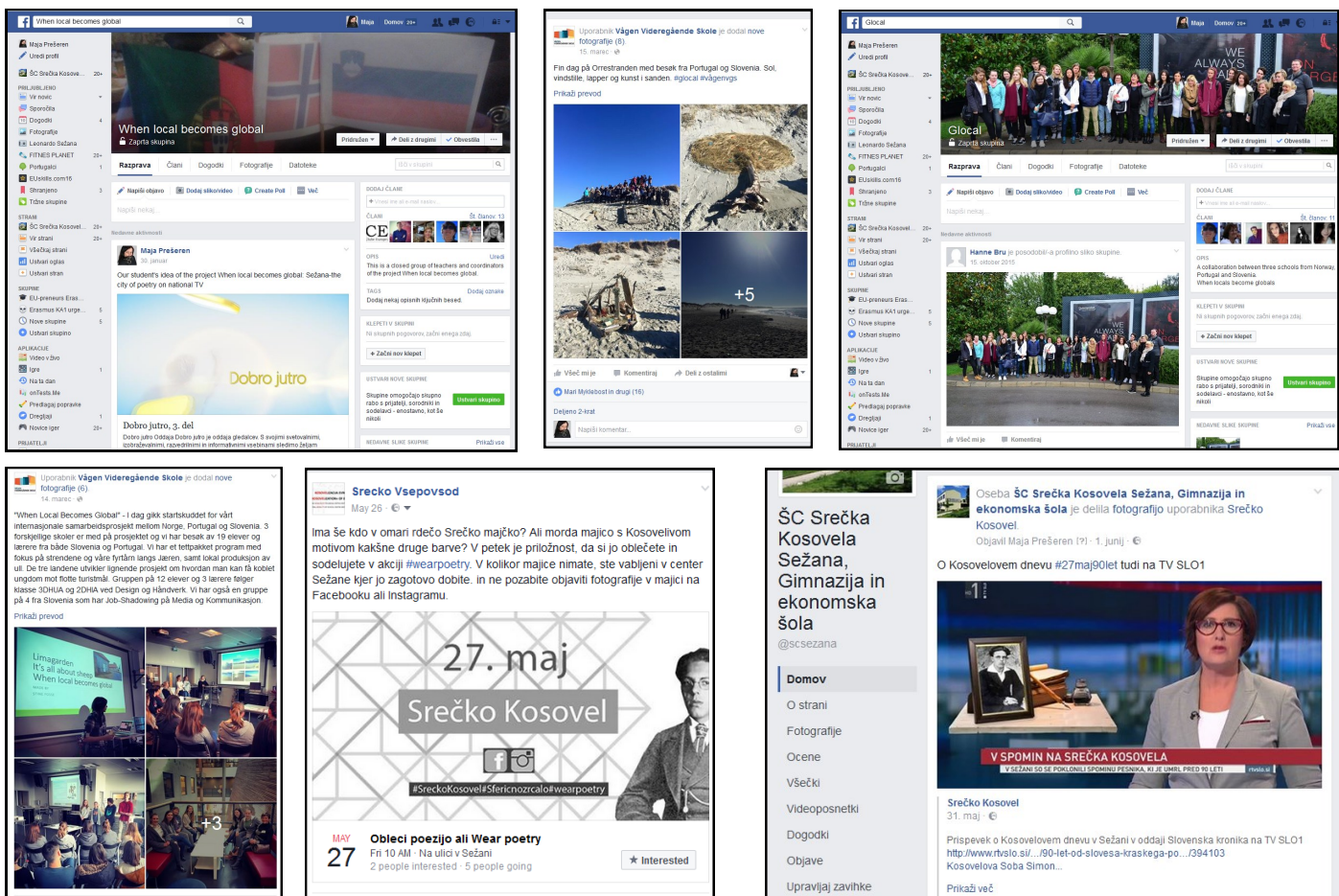
The three groups of students presented the implementation of new developed tourist products of Portugal, Slovenia and Norway and the established connection with the local environment of participating each school.





# Wordpressblog

Worlpress blog »Glocal« is a project result that was produced instead of Magazinefactory-the online magazine. The Glocal blog was designed by the Norwegian group, lead by Joakim Lund, the coordinator. Every participating institution contributed articles and photos.



## Facebook groups and profiles

We opened two facebook closed groups for informal exachnge of opinions, photos, videos. It was also used to inform the members about activities, dissemination and project results. One group was set up on the first project meeting in Barcelos. The members of which only teachers and coordinators. The second group was opened during the second project meeting in Sežana for the communication between all the participants. Facebook was used to promote the project on the official facebook pages of participating institutions, on coordinators' private profiles and participants' private profiles.

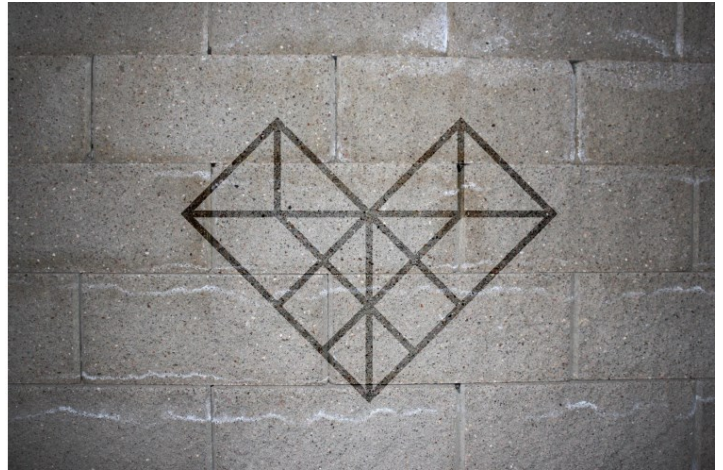




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- Cultural centre
- Kosovel memorial room
- Kosovel library
- Municipality of Sežana
- School center Srečko Kosovel Sežana



## Sežana - The city of poetry

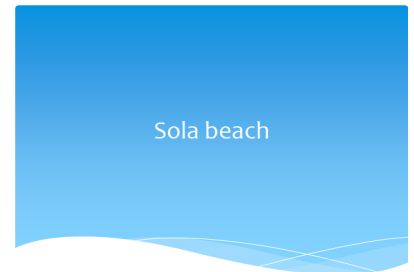
The main students' idea is to make Sežana the city of poetry. Sežana is the birth place of Srečko Kosovel, the famous poet. The tourist product is The walk of poetry, a guided visit of Sežana's most important spots linked to the famous poet and a well developed merchandising strategy #Wearpoetry that consists of different items of clothes, printed with Kosovel's poems and motives that represent his work.





## Mechandising #Wearpoetry

We had several workshops of screen printing and we promoted our idea on the national and international level. We decided to develop three types of motifs that are connected to the three styles of Koso-vel poetry (impressionism, expressionism and constructivism). We printed the motifs on t shirts, coats, scarfs, hats, socks, bags, jackets, jeans and dresses. We used the printed material as personal gifts for our partners.



# Tourist products in Norway

## Jæren

Students from Norway developed two types of tourist products. The third year's students focused on revitalising the beaches in protected landscape area of Jæren. They developed 4 different products and designed promotional material: posters, brochures, videos. During the meeting in Norway, we tested the developed products as tourists from Slovenia and Portugal. They organised a Landart workshop at Orre beach.

# Limagarden It's all about sheep When local becomes global

MADE BY  
STINE FOSSE



**Transport:**

Drive by car from Sandnes to Limagarden it will take around 20 min.

From Stavanger to Limagarden takes 32 min

**Opening hour:**

3rd May - 27th September  
Opening every sunday 12 - 16 o'clock

23rd June - 28th July  
Open tuesday to sunday 12 - 16 o'clock  
Closed monday

@VÅGENVGS

**Address:**

Limagarden  
Ytre luma  
4330 Ålgård

**Telephone:**

(+47) 51 79 94 20

**Email:**

limagarden@jermuseet.no

**Website:**

www.jermuseet.no

**Opening hour:**

3rd May - 27th September  
Open every sunday 12 - 16 o'clock

23rd June - 28th July  
Open tuesday to sunday 12 - 16 o'clock  
Close at Monday

**Ticket price:**

Children (0 - 18)	free
Adult	30 kr

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## It's all about the sheep

Second year students developed a tourist product Limagarden: It's all about the sheep. They integrated the task into the curricula and designed the brochure for the promotion of the tourist product. They had to research, visit places, take photos, edit photos, design ideas for the layout, choose fonts and colours and finally choose the best proposal. During the final meeting they presented the developed and implemented idea.



# WEAR POETRY



25 - 27 May

SREČKO KOSOVEL

#KOSOVELISATION

Srečko Kosovel



#SreckoKosovel#Sfericnozrcalo#wearpoetry



## Join Us...

- 1 Choose your mirror
- 2 Take a selfie
- 3 Add #SreckoKosovel or #Sfericnozrcalo or #wearpoetry
- 4 Put on Facebook or Instagram



#SreckoKosovel#Sfericnozrcalo#wearpoetry

Srečko Kosovel

