



Valorising and communicating successful projects

Presentation of practical examples; Using Rural Inspiration Awards (RIA)
project experiences in communication

**Agri – environment business focused on adaptation to
the climate change**



MARADA FAMILY ECO-FARM

The goal of farming - to return life to the landscape!



2007



2020



The key success factors

- Presentation of our idea... basic goal... what!
- Problem presentation - very significant why ?
- Solution... procedure... ways.... how?
- Way of financing... that it is viable... for what?
- Results presentation - with regard to various stakeholders
 - Game is important for hunters
 - Amphibians and other fauna for children
 - Erosion prevention for pedologists
 - Harvest for farmers
 - Attractive landscape for representatives of municipalities
 - Suitable indicators for academics
- Demonstration directly in the countryside... on an eco-farm... by me personally... professionally
- Interest in a true story....



Grassland, wetland, orchard from arable land

2007



2007



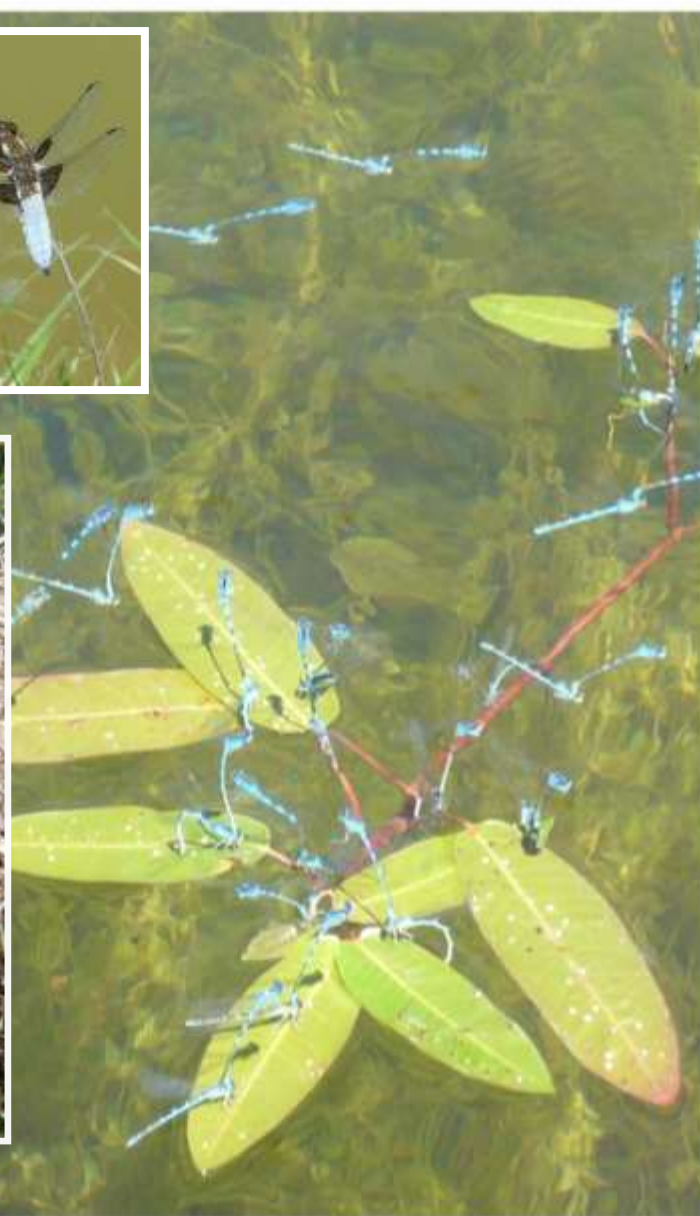
2010



2020



Wetlands in orchards—very good support natural predators of pest, wildlife...



Excelent ecological fruit production

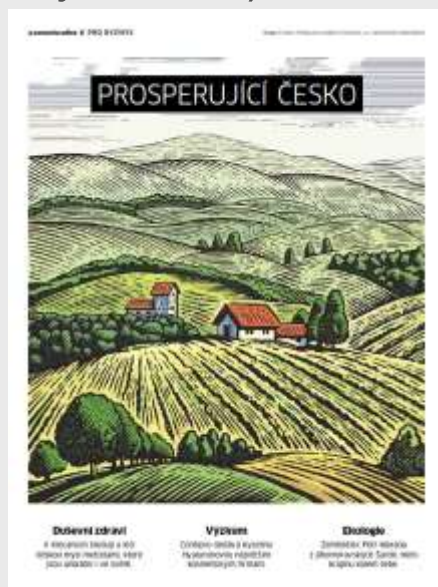
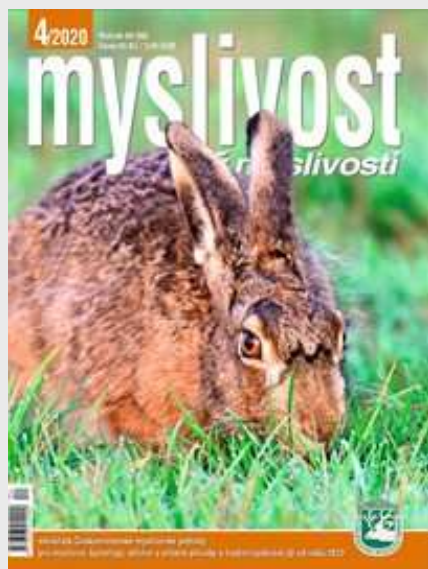


Demonstration platform for training



Communicating my successful project - key success factors

- Presentations in the press (scientific, professional, cultural journals)
- Active participation in conferences, workshops, presentations to students



Thanks you for attention!

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Thanks to:



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