



Rete Rurale
Nazionale
2007.2013



Cooperazione *tra aree rurali*



Cooperation day

Transnational project
“European country INN”

Meridaunia LAG (IT)

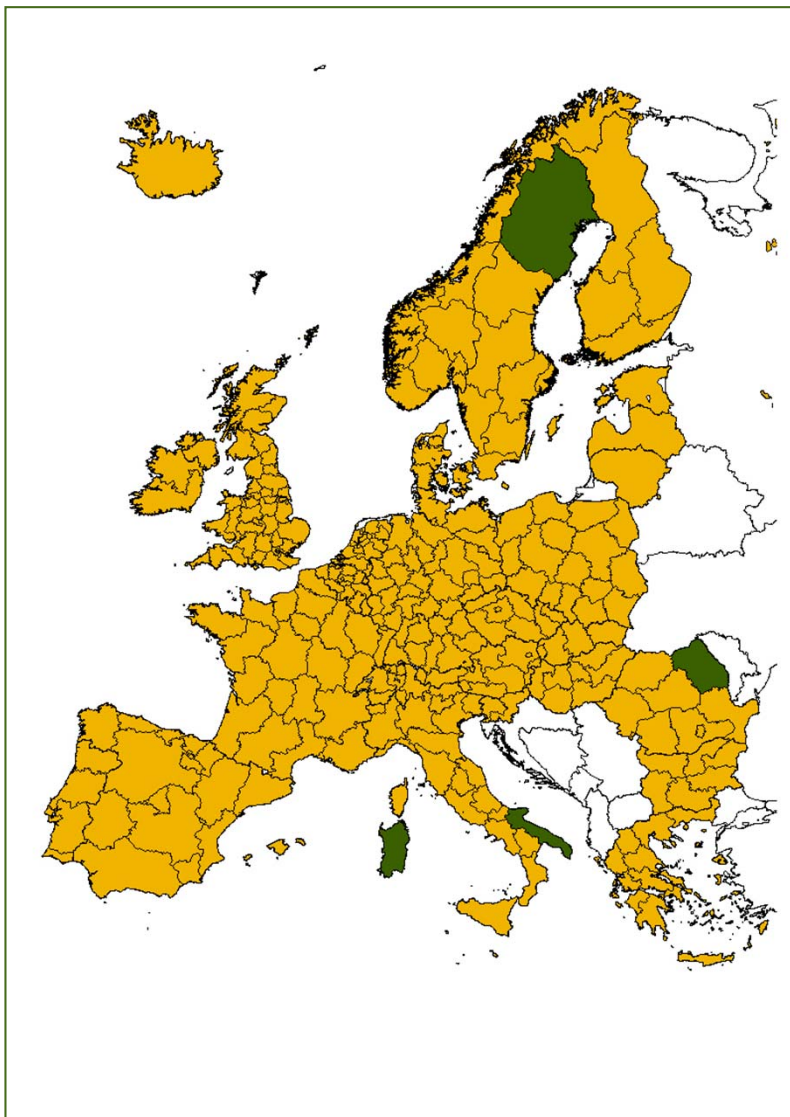
Laura Mariano



Roma, 20 giugno 2011



Who are we?



Existing Partnership

Italy

Meridaunia LAG, Colline Joniche LAG, Piana del tavoliere LAG, Terra dei Trulli e del Barento LAG, Terre di Murgia LAG, S. Maria di Leuca LAG, Cilento LAG, Start LAG, LAG, Goceano LAG, Terre Shardana LAG, Linas Campinano LAG, Sulcis Iglesiente LAG, Sarcidano Barbagia LAG

Romania

Bucovina du Munte LAG

Sweden

Leader Lappland LAG

What is our cooperation need?

What?

To promote the Rural Tourism jointly, through the improvement of the service quality and organization for the valorization of historical-cultural and environmental heritage

How?

- ❖ Through a **common marketing strategy** : **typicality and recognition of rural world in the global market.**
- ❖ Building in the **main European cities a STABLE NETWORK OF INNS** , as representative places of rural world (and of its products and tourist offers)

KEYWORDS: visibility– recognition– joint offer

What do we want to do?

Operationally(common actions)

1. PROJECT COORDINATION AND MANAGEMENT

2. BRAND AND NETWORK

Creation of the European Country Inn brand (**Values, logo, graphics**) and of the Protocol (criteria and modalities) to join the CLUB.

Selection and Agreement with at least **4 rural UE Inns in the European capital cities.**

3. ANIMATION AND INTERNATIONAL MARKETING

- a. Tourism and culture promotion Weeks** in the territories in partnership
- **Laboratories and Taste schools- Cultural events-** exhibitions -;
- b. Workshops with Eu Tour Operators** - promotional campagne in international tourist market
- c. Multimedia web technology 2.0 - social network - VideoClip of the territories on webtv, youtube and similar**

Whom to cooperate with?

20th June 2011 – existing partnership

17 LAGs , of which 1 from Sweden (Leader Lappland of Swedish Lappland) and 1 from Romania (Bucovina de Munte)

2 LAGs from Romania showed interest

We would like to enlarge the project partnership to other Eu countries, particularly centre and northern

Where are we?

Currently the project has been submitted to Puglia and Campania MA

Which resources ?

Currently the total budget is

TOTAL	€ 1.503.509,95
Joint action	€ 581.292,99
Local action	€ 922.216,97

Every LAG's budget consists of 60 % for local action and 40 % for joint action realized by the European Country Net- EEIG (European Economic Interest Group)

Why cooperate with us?

GOALS:

STABLE marketing and promotional actions

=> Real tourist increase/ real placement of rural offers
(products, rural tourism) in strategic places

MANAGEMENT:

-Stable partnership/ existing network

- Common actions lead by a common legal structure
already existing (not a goal but a start !!!)

- European expenditure modality and consolidated
procedures



Thank you for you attention!!

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