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Ruraland Partnership



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# Introduction

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## 1.

### The Ruraland project

Ruraland is a cooperation project between European regions in the field of rural development. This cooperation network has aimed to reinforce the efficacy and innovation of regional rural development policies whose purpose is economic diversi-

fication in rural areas and, thereby, encourage greater cohesion and balance between European regions.

In the operative aspect, Ruraland has involved the exchange of successful experiences and good practices in partner regions territories. These exchanges have been grouped thematically and have been undertaken directly between the region producing the good practices and all of those partner regions interested in implementing them in their own territories.

In this way, during the execution period of the project, actions including seminars, meetings for reflection, visits to study the experiences to be transferred and transferability studies have been carried out.

The themes addressed in Ruraland were the following:

- \* Competitiveness and the promotion of investment in rural areas.
- \* The incorporation of new technology (innovative, clean, energy-efficient) and renewable energies in rural SMEs.
- \* The economic valorisation of natural and cultural assets in rural territories
- \* New jobs, services provided to society and information and communication technology (ICT).

This document is published in order to gather together the results obtained from the project and make them available to interested parties. It contains general information about the project and more specific aspects about each one of the themes addressed. A compilation of the lessons learned during the three-year duration of the project is also included.

This publication has been prepared in collaboration with the partners responsible for the four thematic Lines that cover the good practices exchanged and who have drawn up the contents of each one of the chapters devoted to the four thematic Lines: Sicily, Jämtland, Andalusia, and Kainuu.

## 1.1. Context

Ruraland is a project funded by the Interreg IVC Operational Programme, an inter-regional European Union cooperation programme. Its start date was January 1st 2010 and it lasted for three years, ending on December 31st 2012.



Ruraland logo

After more than a year of preparation in which all of the institutions involved collaborated (as well as many others which, for different reasons, were not finally able to join the partnership), Ruraland was approved by the Monitoring Committee of the programme on 5 November 2009. It was selected in the second call for proposals of Interreg IVC, together with 73 other projects, out of more than 480 proposals.

Some of the members of the partnership had previously worked in the Rural Innova project (Interreg IIIC), which had revealed that the regions needed a space in which to exchange good practices and that there was a need for tools and means for their subsequent transfer.

At the same time, the Regional Council of Limousin managed the creation of Rur@ct, a network open to all European regions and NUTS III, which includes a shared database of good practices and which defines a common methodology for the transfer of those good practices between the regions. In this way, the Ruraland project was informed by Rur@ct and took advantage of its transferability methodology for the exchange of experiences.

And so, Ruraland arose as a project idea in late 2006, with an initial proposal being presented in the first call for proposals of Interreg IV C and becoming consolidated as a project in the second call for proposals.

## 1.2. Objectives of the project

As mentioned above, the main objective of Ruraland is to reinforce efficacy and innovation in regional rural development policies whose purpose is the economic diversification of rural areas and, through regional cooperation, to encourage greater cohesion and balance between European regions.

In order to achieve this general objective, the project laid down four specific objectives:

- \* To examine and compare the experiences of different regions in the application of policies and good practices in the field of rural development.

- \* To promote innovation, encouraging sustainable development and territorial cohesion in rural areas (in line with the Gothenburg Strategy).
- \* To favour the transfer of experiences and the emergence of innovative projects in key areas of rural development (in line with the Lisbon Strategy).
- \* To promote a process of reflection and consensus as regards the direction which rural development policies should take in the future.

### 1.3. Participants

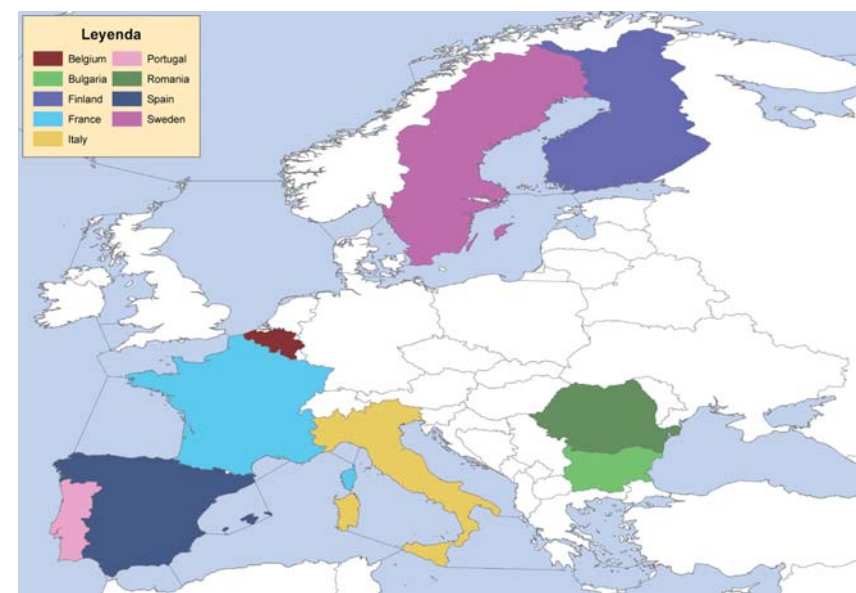
Ten organisations from nine European regions have participated in the project, all of them with responsibility for rural development in their respective territories. The partner organisations are, mainly, regional authorities or organisations which are closely involved in the management of public rural development policies and which are able to influence the decision-making process related to these policies. The partners are:

TABLE 1: PARTNERS

COUNTRY	REGION	PARTICIPATING ORGANISATION
Belgium	Wallonia	Rural Foundation of Wallonia
Bulgaria	Pazardzhik	Regional Administration of Pazardzhik
Spain	Andalusia	Regional Ministry of Agriculture, Fisheries and Environment
Finland	Kainuu	Regional Authority of Kainuu
France	Limousin	Regional Council of Limousin
France	Corsica	ODARC: Regional Office for Agricultural Development of Corsica
Italy	Sicily	Regional Ministry of Forestry and Agriculture
Portugal	Algarve	Odiana Association
Romania	Salaj	Salaj County Administration
Sweden	Jämtland	Regional Government of Jämtland

The Regional Ministry of Agriculture, Fisheries and the Environment (previously the Regional Ministry of Agriculture and Fisheries) of the Andalusian Regional Government in Spain was the lead partner, acting as the coordinator of all of the work and handling liaison with the Joint Technical Secretariat of the Interreg IVC Programme. Specifically, the old General Directorate for Sustainable Development of Rural Areas, currently the General Directorate for Territorial Development of the Regional Ministry was the department acting as lead partner.

As can be seen, these regions are evenly spread out over the map of Europe. There is no preponderance of partners from the north, south, east or west, as European zones are well represented. There are partners from the new Member States as well as from among the older Members.



Europe map and partners regions

### 1.4. Results and products of the project

The initial proposal of Ruraland, which we can say has been achieved, aimed at two main results: firstly, to become a space for reflection and debate on regional rural development policies and, secondly, an improvement in rural development policies in the partner regions.

As well as this publication for the dissemination of the results, the project also included the compilation of strategic recommendations for European rural development policies and a joint declaration by all of the partners subscribing the recommendation document. These products have also been achieved.

The products also include the 28 Action Plans developed within the framework of the project, among which are to be found 5 Pilot Actions which, with project funding, have launched implementation activities for the good practices transferred to the importing partner's territory.

These action plans and pilot actions are described below.

Mention must also be made of a tool primarily designed for public communication but which can also be used for internal communication between those working actively on Ruraland. This tool is the project website: [www.ruraland.eu](http://www.ruraland.eu)



[www.ruraland.eu](http://www.ruraland.eu), the project website

## 1.5. Methodology

The active participation of all of the organisations and persons involved in the project has been crucial to its execution. This participation has gone from the preparatory to the final stages of the project, and has been clearly seen in all the actions taken in the Ruraland project, such as the joint declaration related to the political recommendations.

This methodology, together with all of the aspects mentioned above, will be described in more detail in the following chapters of this publication.

## 2.

### Working methodology

#### 2.1. Participation: added value in the Ruraland project

The working methodology of the Ruraland project is based on the concept of **participatory work**. From the very beginning, the project was defined jointly by all of the partners, who met twice in Brussels and once in Seville (during 2007 and 2008) to ensure that the proposal was prepared correctly (information was also exchanged by e-mail).

And so, at the preparatory meetings, the themes to be addressed in the project were agreed by consensus, as were the focus and the processes to be followed in order to achieve the objectives laid down by all of the participating organisations. Likewise, each partner began to reflect on which good practices that had been successfully applied in its territory were suitable for export.

It should be highlighted that the fact that the three meetings where the future partners shared opinions, debated proposals and reached consensus on themes to be addressed and methodology to be applied favoured that from the very beginning, there was significant agreement between all members of the partnership and this understanding between the different partners has been a constant feature from the first day until the last.

And so, once the Ruraland project began, the work was participatory. At the launching meetings of the different thematic Lines of work, the contents of each one was defined in more detail, identifying the good practices to be exchanged and the mechanisms that were to be used to achieve this. Spaces for reflection and dialogue were also created in order to draw conclusions and draft joint declarations.

In the Ruraland project, almost all of the partners have undertaken some kind of responsibility. Thus:

- \* ANDALUSIA: Project Leader, taking responsibility for the management, co-ordination and communication of the project as a whole; also responsible for Thematic Line 3.
- \* REGIONAL COUNCIL OF LIMOUSIN: creator of the Rur@ct network, this partner took responsibility for all of the activities involving the exchange of experiences in the project.
- \* REGIONAL GOVERNMENT OF JÄMTLAND: responsible for Thematic Line 1.



\* REGIONAL MINISTRY OF FORESTRY AND AGRICULTURE OF SICILY: responsible for Thematic Line 2.

\* REGIONAL AUTHORITY OF KAINUU: responsible for Thematic Line 4.

Furthermore, all of the partners (with the exception of Salaj, due to budgetary restrictions) organised at least one event: launch seminars, capitalisation seminars, intermediate workshops, steering committees...

The decisions of the Steering Committees of the project, on which all of the partners were represented, were also taken mainly by consensus, generating greater involvement of the partners in the progress and running of the project.

The large number of occasions on which all of the project partners have met is significant:

- \* 6 Steering Committees
- \* 2 Launch Seminars of Thematic Lines
- \* 2 Intermediate Seminars
- \* 2 Capitalisation Seminars
- \* 1 Final Conference

In all, there were a total of 13 meetings of all of the partners over the 36-month duration of the project, which is an average of one meeting of all partners every 2½ months.

To this must be added the meetings between several partners during good practice visits (a total of 21 visits).

1st Steering Committee. 2 - 3 February 2010



As can be seen, the Ruraland project has involved constant participation and this, without doubt, has contributed to its success and the achievement of the objectives laid down.

This active participation has been facilitated by the online contact as well as the project website: [www.ruraland.eu](http://www.ruraland.eu). This website, specially created for Ruraland, as well as being a showcase for the activities and results, is also an extranet where all of the project participants can share information, documentation, photographs, etc.

Ruraland also embraces the concept of **transnationality** as a transversal principle. According to it, all project activities must be undertaken by several different project partners and none may be performed exclusively by or for a single partner.

To this end, by mutual agreement between the participants, a minimum number of partners was agreed for all exchanges, specifying that in the transfer of good practices, there must be at least three participating partners, one acting as the provider of the good practice or “exporter” as it is called in the terminology of the project, and two as importers.

Another concept which cannot be ignored in this project, and which forms part of the methodology applied, is **mutual learning**. As far as possible, an attempt has been made to allow all participants in the project to benefit from all of the experiences which have been seen over these three years, whether as active participants or as simple observers.

And so, although the good practices have been exchanged between a minimum of three partners, the presentation and enlargement of the information related to each one of them, participation in the transferability studies and the improvement and enhancement sessions of the resulting action plans have taken place in plenary sessions of the capitalisation seminars (May - June 2012). This was so that the beneficiaries should not only be the importing regions, but anyone who may draw conclusions or find ideas which are useful for them or their territories.

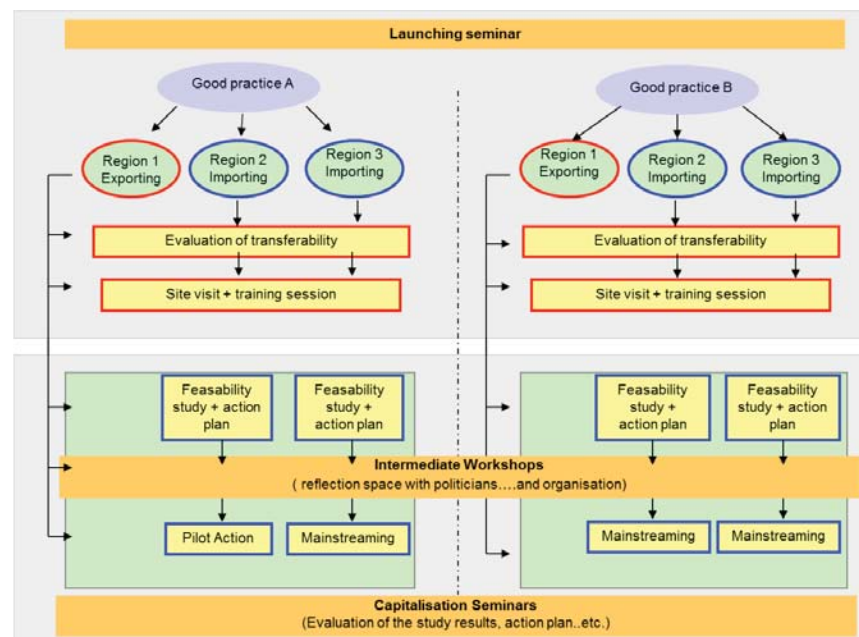
## 2.2. Methodology for the exchange of experiences

Bearing in mind the three precepts of participation, transnationality and mutual learning, the working dynamics with respect to the exchange of experiences were based, as mentioned above, on the methodology of the Rur@ct network, and therefore Ruraland has used the operational tools provided by this network developed, as men-



tioned previously, by the Regional Council of Limousin who has also guaranteed the smooth progress of the whole process of the exchange of experiences.

The exchange of experiences, then, followed this pattern:



Methodology used for the exchange of experiences

1. Firstly, launching meetings were required for each of the 4 thematic lines in order to define the content of each one and for the presentation of possible good practices. Each partner presented those experiences from its own territory considered as innovative, based on a series of commonly agreed criteria. These criteria included the innovative nature of the practice, already to have been implemented or being implemented at the time, and to have measurable and comparable results. Each good practice had to fit into one of the thematic lines of the project. To do this, a form called Fact Sheet 1 developed under the Rur@ct methodology was used to gather standardised information about all of the good practices.

Fact Sheet 1 gathered information about the experience itself: objectives, a description of the activities, the methodology used, results and budget, among other things.



Launch seminar of thematic Lines 3 and 4. Antequera, Spain. 26 - 27 May 2010.

This information allowed the partners to form an initial idea of the good practice, its objectives, context and achievements and, in this way, begin to reflect on the requirements for its possible implementation.

In the launching seminars, exchanges were organised between exporting and importing partners in order to explore these good practices in depth, to clarify doubts directly between them and thereby provide the data necessary so that each partner could decide whether or not to continue with the exchange process.

2. After the launching seminars, transferability was assessed: each partner was required to evaluate the possibility of transferring the pre-selected good practices. In this stage (June - September 2010), a second information-gathering form was designed (Fact Sheet 2), containing more operational information to allow the importing partner to assess the possibilities of transferring the good practice to its territory, since it indicated the key factors for the implementation, the weak points that needed to be controlled and the conditions necessary for transfer to other territories.

This form allowed the assessment and final selection of the good practices to be exchanged and opened up the next stage, the good practice visits.

3. As preliminary work before the visit, the importing partner organised a meeting in its territory with the agents that would be involved in the visit and subsequent implementation of the good practice in order to analyse it in depth and to evaluate operational questions related to its implementation. These meetings brought up key questions which were sent to the exporting partner to be answered during the visit.

It should be noted that the visits were organised so that they coincided and allowed all of the delegations sharing the experience to come together at the same time, thereby minimising costs and encouraging synergies.

Before the field visit itself, there was an in-depth presentation of the good practice with the participation of all of the parties involved in its launch and execution: technical personnel, politicians, agents, etc.

This stage took place between September 2010 and March 2011. It led to greater understanding of each good practice and closer contact between the technical staff responsible for transferring the practices to the importing regions with the technical personnel who had taken part in the exporting region.



Visits to the Reservoirs and Interactive Andalusia experience. Importing regions: Salaj and Sicily. Exporting region: Andalusia. Iznájar Reservoir, Spain. 3 - 4 November 2010.

4. After the visits, viability studies and action plans were drawn up (March - July 2011). For each good practice imported, each of the partners carried out a viability study to determine whether the transfer of the good practices was possible in their respective territories.

Each territory has its own specific features, not just geographical, meteorological or political conditions, but also cultural and social factors. This means that the implementation of experiences directly from one territory to another is not possible in all cases. It was, therefore, necessary to make studies to compare the conditions under

which the projects were carried out, the conditions necessary for their development and the conditions of the territory where they were to be implemented. Depending on these three factors, the transfer may or may not be possible.

In some cases, as a result of the studies, it was found that it was necessary to adapt the initial good practice so that it could be transferred. At other times, as a result of the visit and the preliminary work, the partners realised that it was impossible to import the good practice, and so it was rejected. Fortunately, on many occasions, the visits and the transferability studies and exchanges resulted in the drafting of an action plan for the implementation of the good practice in the territory of the importing partner. And so, as a result of this stage, the 45 meetings between importers and exporters finally led to 28 action plans, while 17 were abandoned.

5. Launch of the Action Plans and Pilot Actions. In the second half of 2011 (4th semester of the project), the implementation of some of the action plans began. Of the 28 action plans drawn up (see table below), five have been completed or begun during the lifetime of the Ruraland project. The rest are to be implemented when the partners have the technical, financial and human resources necessary. In some cases, political agreement with regional authorities is also necessary before implementation, and this may take some extra time.

All the forms used in the process were produced by the Rur@ct<sup>1</sup> methodology and can be found in the annexe corresponding to this section.

6. In the final stage of the project, two Capitalisation Seminars were held (two for each thematic line), in May and June 2012, to reflect on the applicability of the good practices and their implementation, with the attendance of the exporting partners, importers and experts in the good practices.

It is important to mention that, during the entire duration of the project, there was continuous assessment and monitoring of the actions and results, and the steering committees at all times devoted time to this question, constantly reviewing the methodology being used with a view to its continuous improvement.

The Capitalisation Seminars served also to carry out an evaluation of the results of the studies, pilot actions and action plans of the good practices imported, and to debate about the conclusions and lessons learnt from the whole process as well as to raise ideas for future cooperation between partners.

<sup>1</sup> For more information about the Rur@ct network, visit: [www.ruract.eu](http://www.ruract.eu)

TABLE 2: SCHEDULE OF ACTIVITIES OF THE RURALAND PROJECT

2010											
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	1st Steering Committee: Andalusia		Launching Seminar: - Jamtland: TA 1 & 2 - Andalusia: TA 3 & 4			2nd Steering Committee: Odiana					
Compilation of the good practices to be exported Elaboration of the criteria to evaluate transferability Preparation of the content of the Launch Seminars: experts and technical personnel					Evaluation of tranferability Final selection of the Good Practices to be exchanged				Preliminary meetings by importing partners before the visits Visits and training sessions		
2011											
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
3rd Steering Committee: Kainuu						4th Steering Committee: Pazardzhik			Intermediate Workshop (Cor-sica & Wallonia): drafting of Political Recommendations		
Visits and training sessions			Drafting of Viability Studies and Action Plans Drafting of Thematic Reports (for each thematic area)			Finalisation of the Action Plans Beginning of Pilot Actions		Execution of the Pilot Actions Reflection and joint elaboration of the Political Recommendation			
2012											
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
5th Steering Committee: Limousin				Capitalisation Seminars: - Kainuu: Thematic Areas 3 & 4 - Sicily: Thematic Areas 1 & 2				6th Steering Committee: Andalusia			
Execution of the Pilot Actions Dissemination of the Political Recommendations Preparatory work for the Capitalisation Seminars: experts and technical personnel				Design and elaboration of the final project publication		Print design and final edition of the project		Closing Seminar: Andalusia	Administrative closure		

## 2.3. Thematic lines

As already mentioned in the first chapter, the good practices exchanged in the Ruraland project were grouped in four thematic Lines. These were chosen by the project partners by mutual agreement during the project preparation stage (before its approval) in which both the title and the content of each Line were defined. The four thematic lines are:

**\* THEMATIC LINE 1 (LT1):**

Competitiveness and the promotion of investment in rural areas: The competitiveness of rural areas rests on innovation in the different economic sectors, whose potential must be developed and valorised. Strengthening the productive fabric of rural areas and making them a focus of attraction for investment is fundamental in order to achieve the main objective of this project: the economic diversification of rural areas.

**\* THEMATIC LINE 2 (LT2):**

The incorporation of new technology (innovative, clean, energy-efficient) and renewable energies: The production of renewable energies has great potential in rural areas currently being developed and this, firstly, can represent an opening up of new fields of economic activity which will create jobs and, secondly, it will help to combat climate change. At the same time, the incorporation of cleaner technologies in the productive sectors of rural areas will lead to greater energy efficiency, help to improve the environment and achieve more sustainable rural development. In short, the introduction of these technologies represents an innovation and an added value for companies and also contributes to improving competitiveness and economic diversification.

**\* THEMATIC LINE 3 (LT3):**

The economic valorisation of natural and cultural assets in rural territories: The rural world, in itself, is of fundamental value to European society. As well as their contribution to the production of foods in the primary sectors, rural areas provide fundamental elements such as landscape, nature and natural spaces, the elements of our heritage that are typical and traditional, culture and traditions and, in general, a set of values which the inhabitants of urban areas value and seek in their relationship with the rural world.

**\* THEMATIC LINE 4 (LT4):**

New jobs, services to the population and information and communication technology (ICT): The purpose of this thematic Line is to consolidate and increase the population of the rural world, since the maintenance of the population means that rural areas remain alive. Therefore, experiences which contribute to the improvement of

the quality of life of the rural population, in the world of work, the provision of services, the dynamisation of rural life and public participation, as well as access to information and communication technology are all basic elements which help to maintain the population of the rural world. The inhabitants of rural areas have the capacity to strengthen and diversify their economy.

Each Thematic Line has a coordinator, a position held by one of the partners and whose purpose is to dynamise the joint work and ensure compliance with the objectives and the production of results. The position of coordinator, which is usually held by the project leader, has been given to other partners in Ruraland, where each thematic line had its own coordinator:

Thematic Line 1 was led by the Regional Government of Jämtland, Thematic Line 2 was co-ordinated by the Regional Ministry of Forestry and Agriculture of Sicily, the Regional Ministry of Agriculture and Fisheries of Andalusia was responsible for Thematic Line 3 and, lastly, the Regional Authority of Kainuu took charge of Thematic Line 4.

But why were these lines of work chosen for the project? There were several reasons for choosing them:

- \* Firstly, these four themes represent the basic pillars upon which the economic and social development of rural areas rests. They are a constant in all of the activities of the Ruraland partnership and they are the shared motivation of all of the partners.
- \* Secondly, it should be underlined that the organisation of the work in four thematic lines has brought greater operativity to the process of exchange, since each good practice exchanged falls within one of the thematic lines, thereby facilitating the monitoring process. In this respect, it should be noted that some good practices, due to their nature, could be included in several thematic lines. The reason is that, far from being mutually exclusive, thematic lines are complementary to each other. The fact that a good practice is included in one thematic line rather than another does not suppose any obstacle as regards the application of the methodology designed for the exchange.
- \* A third reason is that each thematic line represents a field for reflection on a matter which is fundamental to the development of rural areas. This reflection has been an underlying element in the launching and capitalisation seminars of each one and in the intermediate reports drawn up at the end of the experience exchange stage (once the action plans had been achieved) and they served to set up the debates which led to the drafting of the political recommendations.

The final four chapters of this publication are devoted to each one and in them, as well as a description of the work performed, their importance in relation to European and regional policies is underlined. Furthermore, the objectives and activities proposed for each one are described, as is the work done and the results obtained.

These chapters have been drawn up by the partners responsible for each Thematic Line (Jämtland, Sicily, Andalusia and Kainuu).

### 3. Products and results obtained

The Ruraland project proposal contemplated a series of results and products and to-day it can be said that, in some cases, they have been largely achieved over these years of work. In other cases, the objective proposed has not been met while in others it has been exceeded. A review of each line of work is given below.

#### 3.1. Main products generated

According to the description offered by the Interreg IVC Programme Manual, products are understood to be the work or tangible objects which are the direct result of the activities carried out in the project. They are usually measured in specific units.

The following is a description of some indicators related to the activities carried out and the products obtained:

TABLE 3: ACTIVITIES AND PRODUCTS

PRODUCTS EXPECTED	OBJECTIVE	PRODUCTS OBTAINED
6 Steering Committees	To ensure monitoring of activities and coordination of the financial management of the project.	✓
2 launching seminars each with two TL	Meeting between partner bodies to organise the transfers and to establish the objectives for the four thematic Lines.	✓

1 database	To obtain all of the information necessary about the 20 good practices finally exchanged.	✓
18 visits to the good practices	To learn about the good practice in depth with a view to its subsequent import.	45 visits were made.
33 viability studies and action plans	Plans which describe the actions necessary for implementation, with details of the schedule, funding and operational questions for implementation.	28 Action Plans made.
4 intermediate workshops	On the basis of preliminary experiences (visits, studies, transfers), to reflect together as a partnership on how to improve European rural development policies. Preparation of the pilot actions.	2 intermediate workshops were held in order to rationalise costs. The results are similar to those that would have been obtained from 4 workshops.
4 pilot actions (1 for each TL)	Effective transfer of the project.	5 pilot actions have been or are being executed.
2 capitalisation seminars	Evaluation of the final results.	✓
1 final publication with 4 thematic publications	Activities carried out, lessons learned and conclusions drawn.	✓
10 Political Recommendations	For submission to the European Commission and regional authorities.	Although 10 were elaborated, these were finally reduced to 8 as they were regrouped for greater clarity.
1 closing conference	Presentation of results, the publication, political recommendations and the declaration of intent.	✓

Some of these products have been described above. We shall now describe those which, due to their relevance and impact, deserve special attention.





$$\begin{aligned} &= 28 \\ &= 17 \end{aligned}$$



The five successful transfers which have begun to be implemented under Ruraland are:

\* **Policy for the Integration of Gender Mainstreaming by the Regional Council of Limousin.** A Regional Action Plan was presented and voted at the plenary session in Limoges on 28 June 2011. The action plan began to be implemented at the end of 2011. The added value of this pilot action is its incorporation into the regional policy of Limousin, which means that achievement of one of the main objectives of the project: the reinforcing of the efficacy and innovation of the regional policies in rural development.

\* **Gastur by the Regional Ministry of Agriculture, Fisheries and the Environment in Andalusia.** A pilot action has been implemented, inspired by the original good practice from Jämtland in which, after an inventory of small agri-food producers in a specific area, those with potential to attract visitors were identified. They were given training in agri-tourism and tutored in the development of a business model which included networking between all of them.

\* **Gastur by the Kainuu region.** Activities were performed to support small agri-food producers in order to afford them access to new markets, promote agri-food tourism and the creation of a network of producers.

\* **Gastur by the Salaj County Administration.** Here, too, activities were performed to support small agri-food producers in order to afford them access to new markets, promote agri-food tourism and to create a network of producers.

\* **Thermaland by the Pazardzhik region.** The objective of this action plan is to create synergies and the sustainable use of thermal resources in this region. During the Ruraland project, a Thermal Resource Consultation Committee was established and the thermal resources available in the region were analysed, together with their characteristics and possible uses.

More information on the action plans and the good practices exported is given in the specific chapters on each Thematic Line.

#### CAPITALISATION SEMINARS

The action plans were completed in the capitalisation seminars which were held during the first half of 2012. Following the same criteria as in the initial seminars, the thematic lines were grouped in pairs so that they could all be dealt with in just two capitalisation seminars.

The first was held in Kainuu, Finland, on 8 - 10 May 2012, with the action plans of thematic Lines 3 and 4 being the subject of reflection. Thematic Lines 1 and 2 were debated at the seminar in Sicily, Italy, on 12 - 14 June 2012.

In both seminars, the exchange took place in the same way. Each action plan was explained in turn, with the exporting and importing regions explaining what was being done and to clarify or define aspects which could be relevant in each action plan. These meetings took place in plenary sessions so that all of the regions could learn from all of the experiences and, during the debate, could express their opinion or clarify any doubts which arose.

Likewise, the capitalisation seminars allowed the partnership to reflect on all of the activities undertaken, the methodology used and the impact of the work in each of the thematic lines in the territories and the influence it may have on rural development policies in the European Union.

These seminars, then, served to obtain the conclusions from each thematic Line, which are detailed in the corresponding sections of the chapters devoted to the thematic Lines.



1st Intermediate Meeting on the Political Recommendations. Bastia, France. 4 - 5 October 2011

#### POLITICAL RECOMMENDATIONS

Another product perhaps the one that has had the biggest impact together with the action plans and the pilot actions is the elaboration of a joint statement of the Ruraland partners containing a series of strategic recommendations whose purpose is to influence rural development policy in the European Union. This declaration is backed by the political leaders of each partner organisation.

Ruraland was essentially conceived and designed in order to improve the quality of life of persons who live in the rural areas of Europe and, at the same time, to influence rural development policy. With this aim in mind, one of the activities of the project was the drafting of these recommendations on the basis of the reflections by these 10 regions, each with very different characteristics, on how to contribute to the improvement of policies to the benefit of the population and the territory, bearing in mind that rural territories are not simply geographical areas but also a social grouping, different ways of seeing and living life, culture, interaction between the population and the environment.

The recommendations were obtained through a participatory process in which all of the partner organisations were involved, with the aid of a moderator-facilitator with experience in collaborative and political work in the field of rural development. In this process, current policies were taken into account, as were, of course, the different references contained in European documents such as the Europe 2020 Strategy.

The reflection covered two different areas: firstly, the regional area (where each partner reflected internally about this question) and, secondly, the transnational area (networking of all partners). Regional meetings were held in each partner region with experts in rural development policy management and its application in the territory. The aim was to debate these policies and the lessons learned from the good practices of the Ruraland project and the impact that these had had on the partner territory. There was a separate reflection on each thematic Line, and so each region, or rather, each partner, drafted a document of regional conclusions for each one.

The coordinators of the thematic lines drew up a document for each line, bringing together all of the regional conclusions received from partners. In this way, at a first intermediate workshop in Corsica, they were able to discuss the first results obtained on these reports. At the end of the discussion, ten key ideas emerged.

These ideas informed the following phase of work: individual work by each partner based on one of the ten ideas. This work was done in pairs, as the individual work was then passed on to another partner for improvement. In this way, each idea was worked on by two different partners, thereby reviewing and enriching the proposals. Each one, duly justified, referred to the different existing policies, strategies and plans and was illustrated with the good practices identified by Ruraland.

For the second time, the persons involved in this task from all of the partner organisations met in Wallonia to analyse and debate the results of the work. At this meeting, furthermore, there were also representatives of the DG Agri and DG Regio of the



2nd Intermediate Meeting on the Political Recommendations. Merche en Famenne, Belgium. 22 - 24 November 2011

European Commission, who informed the debate and, to a certain extent, guided the ideas expressed at the meeting. As a result of the debate, it was seen that it was necessary to merge four of them into just two in order to make the text more coherent and clearer, going from ten recommendations to eight.

The complete text of the recommendations and their justification has been published in English both electronically and on paper. Likewise, the Ruraland Statement with the strategic recommendations has also been published on paper and electronically and is available in both Spanish and English. For further information, both documents are included in the annexes of this publication.

The recommendations are as follows:

- \*The mainstreaming of the rural dimension in all European Union policies, as well as at national and regional level (rural transversality).
- \* Interregional cooperation should be maintained and promoted in all EU funds, with simple interregional cooperation based on the transfer of good practices which allows the consolidation and transformation of mutual learning and the process of transfer into specific, long-term results with adapted legal structures (such as simplified EGTCs) (territorial cooperation).
- \* Integrated projects should receive support through joint programming and multi-measures (integrated projects).
- \* Programming of the start-up of rural development policies at least at regional

level (and, if possible, at sub-regional level, depending on the specific context of each Member State), involving local players at each stage.

- \* Alliances should be reinforced between public and private local agents (including associations) and this should be considered a key factor in territorial governance in order to produce innovation, competitiveness and sustainability in rural development projects (LEADER focus).

- \* Support for local players and local platforms or networks of players in order to reinforce the development potential in rural areas through training, technical assistance and advice.

- \* Non-technological innovation, creativity and the development of human capital should be considered key elements of innovative, competitive, sustainable development in the rural areas of Europe and, as such, they should be given sufficient weighting and presence in Common Strategic Frameworks in all of the funds and programmes, and they should include a specific budgetary allocation to support local players, innovation platforms and the creation of networks.

- \* Reduce the bureaucratic and financial burdens, offering the possibility of advanced payment of the projects and the extension of execution periods.

The eight political recommendations were presented at an event held in Brussels on 28 March 2012 at which they were presented to members of the European Parliament, political leaders from the partner regions of the project and managers of European programmes.

For its dissemination, all the partners have contributed by sending copies of the books to representatives of the European Parliament, the Commission and different persons responsible for rural development policy in their regions and states.

Lastly, we should mention that the recommendations were debated at the Closing Seminar of the project on 20 September 2012 in Seville by the political leaders of the partner organisations.

## 3.2. Main results achieved

The first result expected was the creation of areas for joint work and reflection. In this regard, numerous spaces for debate were created throughout the project, from the initial meetings to prepare the project until the seminars (launching, intermediate and capitalisation), in which rural development policies were at all times the starting point.

The launch meetings of the thematic Lines were scenarios for the presentation of different points of view through the different talks given by experts in each theme and at

round table sessions. All of this was then expressed in the general conclusions agreed by consensus among the participants at the meeting.

Visits to pilot experiences were another opportunity for joint reflection. In these cases, not all the partners were present, although at least three were required on each visit, but they did, furthermore, bring in different persons, other than those who were working on the Ruraland project. These were people who had worked directly on the experiences being exported in each different territory and also the persons who were to be responsible for applying them in the importing territory. In this case, the reflections revolved around how the territories had addressed specific problems and the efficacy of the solutions used. They also examined how these solutions could be applied in other territories with different characteristics.

Another space for debate was the capitalisation seminars. The structure of these seminars allowed the experiences transferred and the action plans to be examined in greater depth by the regions involved in the exchanges. Furthermore, they have served as a learning experience for the other partners who attended the meetings and were able to participate in the debates.

And last but not least, areas for joint work and reflection were also created in the frame of the elaboration of the political recommendations of the project.

In summary, these have been years of ongoing reflection which have involved persons from the political and technical spheres in all of the territories represented in the project. This can be related to the second and third results expected from the project, which were the exchange of knowledge and agreements between regions and the improvement of the knowledge of technical staff.

In this regard, this has been achieved not only transnationally, but regionally as well. Regional meetings have been held for the purpose of drawing conclusions about the operation and application of European rural development policies. These meetings were further informed by the reflections which were obtained from the transnational meetings, and so the enrichment of the persons attending the meetings was very significant.

Regarding the agreements between regions, as well as the agreements taken jointly throughout the project, there is a main product of the project which has required active participation and express agreement, taken in the political sphere, by all of the partners. This is the series of strategic recommendations on European rural development policy, together with the declaration of all of the partner organisations with respect to these recommendations.

The ultimate result expected of the project was the improvement of rural development policies, since the project included the work of persons from both technical and political areas who are responsible for drafting the recommendations together with others of a more technical nature who are responsible for their implementation. This result, though, as it is more long-term, cannot today be measured, except in terms of the good intentions of the participants. It will be necessary to wait and see whether new policies incorporate the recommendations made by this project.

## 4. Products and results obtained

Throughout the term of the project, as well as in the preparation stage, the participants have experienced situations which have offered a significant learning experience. This chapter is devoted to the lessons learned so that they may be of use to other projects.

### \* The importance of a participatory approach:

The participatory approach, as mentioned previously, was applied from the preparatory stages until the end of the project. This has led to the direct involvement of the persons participating in the project, allowing them to take ownership of the content and, therefore, of the achievement of the objectives and the production of the results.

At the beginning, meetings were held in order to define the content of Ruraland and how the candidature was to be presented to the Joint Technical Secretariat. Although the work was done always on the basis of the proposals made by the project leader, and applying the Rur@ct methodology proposed by the Regional Council of Limousin, the proposals included the opinions gathered from all of the participants and the agreements reached at each of the meetings.

The definition of each of the thematic lines and their contents, and the definition and development, when the project was at its midpoint, of the political recommendations generated by Ruraland, and the elaboration of this publication of the contents and results of the project, were all participatory.

In the case of the political recommendations, this focus was particularly significant. The number of participants was increased, bringing in the opinions of rural development experts from each of the territories.

This participatory focus has meant that the project has become a network which aims to continue generating joint projects. Everyone who has participated feels that they have a voice and a vote, and that they can contribute a lot to a collaborative, multidisciplinary environment and this means that the group is highly motivated to continue working in the future.



4th Steering Committee in Velingrad, Bulgaria. 6 - 7 July 2011

And, of course, this has benefited the project in the difficult moments. As in all projects, there are times when things do not turn out as planned and, in these situations, active participation, proposing solutions and the feeling of unity and belonging to a project, of being a part of it, of having a single common objective, has meant that the difficulties have been surmounted in a much more agreeable and efficient way, and all have been overcome in the end.

### \* Partnership with a balanced representation of the regions of Europe

As can be seen from the map of Europe, the organisations participating in Ruraland are evenly spread among the four points of the compass in the EU. Although this may seem to be a less important aspect, it has enriched both to the project and each of the territories.





Ruraland working group. Bastia, France. 4 - 5 October 2011

Each of the regions has singular experiences which can teach something to the others. The fact that they are such distant areas with such different socio-economic contexts, with different cultures and ways of life means that they have different problems and different ways of analysing, addressing and solving them. This enriches the process of exchange as these different realities are expressed, widening the points of view and perspectives exchanged and opening up options for other regions to solve problems which previously they would not have considered.

In this aspect, the drafting of the strategic recommendations has been very significant, as regions with very different territories have been able to reach a consensus on a common vision of rural development policy. This is greatly enriching and brings validity to the recommendations which they would not have if this diversity had not been part of the identity of this project.

#### **\* Coherence, homogeneity of the typology of partners**

In the preparatory stages of the project, a large number of organisations, totalling 38, interested in participating attended the meetings. Each one of these organisations was different, and they included associations, regional authorities, development agencies, universities, etc.

In face of this situation, it was decided, in line with the objectives laid down in the project, to restrict participation to organisations which held decision-making capaci-

ties or which enjoyed significant political backing and competence in the field of rural development. This meant that the number of participating organisations was reduced considerably to the final number of 10 partners.

It also meant that all of the partners had a similar capacity for political action, which brought two main advantages:

- \* It facilitated the implementation of experiences, as they held direct competence in the field.
- \* It meant that the political recommendations carried real weight, as they were directly backed by the regional authorities.

It also meant that some of the action plans which have been implemented could be run not as small projects but, in some cases, they could form part of regional territorial policy.

Lastly, it can be said that the Ruraland partners have been united by a common objective, the improvement of the lives of the population of rural areas, and, to achieve this objective, they have shared vision of the needs and opportunities which exist in the rural territories of Europe. This vision has been expressed throughout the whole of our Ruraland project and has been the driver that has led to success in achieving our objective.



Thematic Line

# 01

## Increase of competitiveness and investment in rural areas

### CONTENT:

1. Description of the thematic line
2. Main products of the project
  - 2.1. Action Plans
  - 2.2. Strategic Recommendations
3. Main results for the TL I
4. Conclusion for TL I

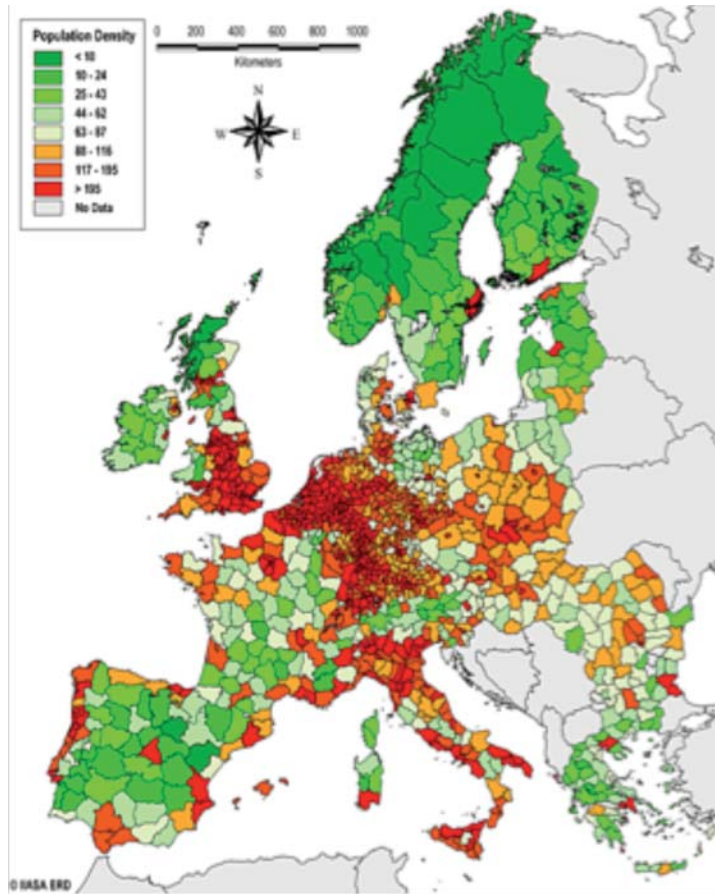
## 1.

### Description of the thematic line I: Increase of competitiveness and investment in rural areas

#### OBJETIVE

Europe encounters problems for regional and local business and industry development, especially in sparsely populated areas. In Europe, as can be seen in the following figure (figure 1) the green areas are the areas that are most sparsely populated. The red areas are the densely populated places. The on-going urbanization processes have caused migration flows from rural areas to more dense areas. As a result from this

Global pattern most of the rural and sparsely populated regions have experienced a struggle to keep or develop the living conditions for inhabitants together with lack of regional industrial renewal.



Europe's population density for NUTS3 levels areas  
Source: IIASA ERD project ([www.iiasa.ac.at/Research/ERD/DB/mapdb/map\\_9.htm](http://www.iiasa.ac.at/Research/ERD/DB/mapdb/map_9.htm))

Within the Ruraland project, the overall objective of the Thematic Line I (TLI) was to stimulate rural development in European regions by generating ideas, models and methods to increase competitiveness and investments in industries and regions. Even if the economic diversification of rural areas could be studied through different themes, Ruraland partners altogether decided to work with 4 thematic lines so as to organise the project.

Thematic Line I deals with increasing the competitiveness and investment in rural areas. Strengthening the productive sector of rural areas and making them more attractive for investment may contribute to achieve the overall objective of this project: the economic diversification of rural areas.

In order to contribute to achieve the overall objective of Ruraland project i.e economic diversification of rural areas, the aim of TLI was to find directions to strengthen the productive sector of rural areas. Bearing this in mind the interest in TLI was focused on ideas related to how to make rural areas more attractive for investment but also to stimulate renewal processes taking into account the different regional contextual prerequisites.



Thematic Line I banner

The results of the TLI followed the results of the Ruraland project as an outcome from the merging of all four TLI to only one during the project. In the end the project was expected to create work and reflection arenas. Furthermore the project was expected to contribute to enhance a greater knowledge and understanding between the participating countries through visits, feasibility studies and pilot actions where good practice was in focus. The results would also create long-term cooperation networks between stakeholders in the participating regions.

An important result was the possibility to give policy recommendations to the regions involved in order to influence rural development strategies and to stimulate improvement of rural economic diversification. Moreover the results of the project were expected to serve as good examples for other European countries to learn from in order to revitalize regions.



## 2.

### Main products of the project

The first launching seminar took place in Sweden - Jämtland during May 4-6, 2010 and was specifically focused on Thematic Lines 1 and 2. During the seminar two approaches for this TLI emanated from the discussions: 1) how to influence development policies in rural areas in each participating region having in mind their specific contextual challenges, 2) how to influence European strategies and policies for rural development from a territorial coherent Europe perspective.



Thomas Andersson, Jämtland County Council, launching seminar

As a result from the discussions some focus areas were suggested as a point of departure for TLI each intended to embrace the project partners and perceived as common challenges. The focus for TLI was summarized in six areas and questions of importance to work with in regions striving for development:

**Entrepreneurship.** How to stimulate attitudes towards renewal processes in regions and to encourage an “out-of-the-box”-thinking? How to engage regional policymakers and the public sector to adapt an entrepreneurial mindset as a contrast to the overarching patriarchy tradition in many regions?

**Integration of people and businesses.** Identify what are the competences and competitive assets in rural areas that could be developed further? How to create attractiveness for young people and women to make them stay in the region? How to integrate people and businesses in the region?

**Renewal activities.** How and what processes to start with in the region, first step? How to become proactive regions, what have to be done first? How to stimulate innovative initiatives?

**Cross-border processes.** How to create and what arenas to stimulate for networking between public, private, civic and educational organisations to stimulate new thinking? How to attract funding that is market oriented? How to

profit on the balance between city – country side? How to overcome administrative and geographical borders in and between regions?

**Co-opetition** (cooperation and competition). How to keep regional competitiveness and at the same time develop cooperation with other regions? How to mobilize resources and assets and how to mobilize stakeholders to accomplish specific common regional goals? How to create arenas for cooperation?

**Internationalization.** How does traditional industry in regions meet up with the need of economic renewal to be able to attract people and entrepreneurs to the region? What methods are needed to create new assets? What investments have to be done (economic, cultural, human etc.)?

Recognising such common issues was supposed to stimulate the generation of ideas, models and methods on how to increase competitiveness and investments in industries and regions in order to stimulate rural development in European regions.

In order to accomplish the Ruraland's ambition to stimulate increased competitiveness and enable investments in rural settings, one of the most important activities was to stimulate mutual learning by sharing good practices (GP). This methodology was adapted from Rur@ct and in a selection process, completed in the very beginning of the Ruraland project, the following cases were selected as representing good practice in TLI .

These inter-regional transfers of good practice were supposed to serve as sources of inspiration and learning for regional stakeholders. The transfer of GP could be received in various ways either could the importing region take the whole concept or just single parts of a whole concept or just realize that the concept not at all fits the region. The transfer processes succeed in a way that the importing regions achieve finally implementing action plans related to the good practices in new regional contexts. Approximately 6 operational steps or phases can be identified in this transfer process.

The transfer process of good practices was launched with the validation of good practices to the thematic lines by the Ruraland project partners. After that, the importing regions carefully selected transfer teams to each good practice. The active partners in TLI were the regions of Andalusia (Spain), Corsica (France), Jämtland (Sweden), Limousin (France), Pazardzhik (Bulgaria), Salaj (Romania) and Sicily (Italy).

Subsequent to the first project semester and the nomination of the key stakeholders in the transfer teams, the site visits by the transfer teams to the exporting regions of the good practices continued until the end of the 3rd semester. The milestone in the 3rd semester of the project was therefore the completion of the exchange of experiences phase.

This phase began in October 2010 and culminated in March 2011 when each of the five good practices for TLI were visited by a number of regions interested in importing the good practices (See table 1: the agenda of site visits and the activities in detail regarding the exchange of experiences phase). At the end of the 3rd semester, all of the importing partners who decided to deliver an action plan related to the good practices had achieved in the TLI the following transfer steps: preparatory meeting, site visits and synthesis meeting right after the site visits.

TABLE 1: SITE VISITS SCHEDULE FOR THEMATIC LINE 1

Good practice and Exporting Region	Importing Regions	Date
WOOL FORUM (Jämtland)	Limousin	October 2010
SMALL SCALE DAIRY PRODUCTION (Jämtland)	Corsica and Pazardzhik	November 2010
TOURISM RESERVOIR (Andalusia)	Sicily and Salaj	January 2011
THERMALAND (Andalusia)	Jämtland and Pazardzhik	February 2011
DIVA (Limousin)	Andalusia and Corsica	Mars 2011

After the exchange of experiences phase, the 4th semester of the project started with the finalization of the Action Plans based on the site visits and the transferability analysis of the good practices in the context of importing regions. For the transfer process, it was crucial to evaluate the transferability and adapt good practices in to the place-specific contexts of importing regions. There was one of the good practices, DIVA, that inspired the visiting regional stakeholders but did not seem to fit their phase of development at the time of the visit. Accordingly, no action plans came out from the importing regions. For Sicily the GP Tourism reservoir did not serve the strategies of the region and was therefore not reported in a developed action plan.

TABLE 2: FINAL SELECTION OF GOOD PRACTICES TO BE TRANSFERRED

Good practice TL2	Exporting Regions	Importing regions									
		ANDALUCÍA	LIMOUSIN	SICILY	ODIANA	ODARC	KAINUU	SALAJ	WALLONIA	JÄMTLAND	PAZARDZHİK
WOOL FORUM	Jämtland								P		
SMALL SCALE DAIRY PRODUCTION	Jämtland										

TOURISM RESERVOIR	Andalusia													
THERMALAND	Andalusia													
DIVA	Limousin													
	Confirmed	0	1	0	0	1	0	1	0	1	2			=6
	Cancelled	1	0	1	0	0	0	0	0	1	0			=3

## 2.1. Action Plans

After all visits were accomplished it remained five partners who found that the obtained knowledge from the visits could be transferred to a new context. The assessment was that all or part of the GPs could be possible to transfer to the importing regions. Accordingly, there were finally six action plans, presented below: Wool Forum developed by Limousin; Small scale dairy production by Corsica and Pazardzhik; Tourism Reservoir by Salaj; Thermaland by Jämtland and Pazardzhik. The Pazardzhik action plan was further developed to become the Pilot action process in TLI.



Study visit by Limousin at Wool Forum

### ULLFORUM (JÄMTLAND)

The "Ullforum" ('Wool Forum') project had a dual purpose:

- \* To respond to local demand for fine-quality wool.
- \* To create a platform for communi-

cation amongst all players in the wool sector and, through the knowledge acquired in this way, to gain a better understanding of market expectations and the products to be developed.

The project has been developed along three additional lines:

- \* Improving the quality of the raw material.
- \* Reinforcing the co-operation between producers and processors (to adapt production to the demand).
- \* Developing and marketing wool-based products.

The initiative led to the creation of a regional wool resource centre and a solid network uniting farmers, producers, creators, and processors. Some concrete results have been obtained: better matching of the raw material offer with the expectations of the market, significant increase in the quality of the local wool, creation of new wool-based products, structuring of small local craftsmen and a growing sheep sector (the farmers currently obtain six euros per kilogram for their wool, whereas prior to the start of this project the price was only a few dozen cents).

The essential conditions for the success of the Swedish initiative can be summed

up in the following points:

- \* Defining a truly transversal strategy for the exploitation of wool on a regional scale.
- \* The choice of a global approach for the entire sector (from farming to marketing, including shearing, processing, quality monitoring, development of a coherent product range, etc.).
- \* Good organisation and relevant technical co-ordination.
- \* Appropriate technical facilities (particularly for the objective analysis of wool qualities; an essential prerequisite for launching the project, and genetic selection within flocks).
- \* Progressive (and fast) improvement of the wool characteristics of flocks.
- \* Collaboration with an agricultural university for the research side.
- \* Openness to other experiences and other areas of wool exploitation (exchanging best practices, advice and animals).

Despite these positive aspects, the context remains rather complicated for a number of reasons:

- \* Wariness in the sheep farming sector, which has traditionally been geared towards meat production and does not want the sector to become wool-oriented to the detriment of meat.
- \* A large number of participants, whose economic concerns will not necessarily be addressed by the setting up of a local network, and some of whom operate more or less in isolation, without co-ordination, and/or on an infra-regional or extra-regional scale.

The Limousin Regional Council have a detailed plan of the steps for the transfer of Wool Forum in order to enhance the region's utilisation of the wool sector in Limousin. It is shown with expenses included during 2,5 years in the following table.

TABLE 3: ACTION SHEETS WOOL FORUM IN LIMOUSIN

ACTIONS	INVESTMENTS	AROL co-ordination	LLRL expertise	LAINAMAC expertise
2. PRODUCTION: Introduce the concept of a wool sector at farming level	30,000.00	15	55	
3.1. SHEARING: Develop shearing with a view to the regional wool sector	10,000.00	10	30	
3.2. Marketing raw wool		55		45
4.1. Organising the washing of wool		5	10	
4.2. Equipping ourselves to process small quantities of wool to conduct experiments	150,000.00	50	40	
4.3. Envisage the processing of Limousin wool for the building industry		10		

#### \* ACTION PLAN ULLFORUM BY LIMOUSIN

The “wool in Limousin” context is particularly favourable. The resource, however, remains totally unexploited despite:

- \* A large amount of production (approximately 850 tonnes of raw wool per year) in France's largest sheep-breeding area.
- \* Dynamic participants at every level and a series of concrete actions already undertaken, in particular in the context of a regional ‘wool’ strategy adopted in 2010, which defines priorities, ranks actions and allocates roles to the various participants.
- \* A clear political will.

5. Promoting and marketing Limousin wool-based products.		60		32
6. Communicate on Limousin wool	130,000.00	75	60	20
Transversal section 1: co-ordinate and organise	80,000.00	80		
Transversal section 2: structure the participants of the sector	8,000.00	30		
<b>TOTAL</b>	<b>408,000.00</b>	<b>390</b>	<b>195</b>	<b>97</b>

#### RESOURCE CENTRE FOR SMALL SCALE DAIRY PRODUCTION (JÄMTLAND)

In Jämtland natural resources are the base of economical activity. Agriculture, forestry, and tourism are important economic activities. Forestry is the most important source of income for the regional economy. Most farmers combine forestry and agriculture as part of a distinctive pattern of life and work in the rural settlements – people practice pluriactivity to make a living.

The initiative of a resource centre for small scale dairy production is based on tradition and includes hundreds of manufacturers within all kinds of food processing. The cheese processing is often based on goat milk or from Swedish mountain cattle. 30% of Sweden's goats lives in Jämtland and many farms produce goats-cheese and other dairy-products from the milk. There is also a large scale

dairy producer in the county, MILKO who has its seat in Östersund, making their products from the production from the farms in the county.

The purpose of the project is that farmers can attend courses and get advising services regarding the dairy production. The region of Jämtland has a leading position in Sweden regarding small-scale food production, especially cheese production. An educational dairy plant has been set up. A mobile dairy has also been set up.

The operational method is based on different activities such as courses, support of production technology and product development.

#### \* ACTION PLAN DAIRY BY ODARC

Following the study visit in Jämtland about the "Resource centre for small scale dairy production", set up by the Region of Jämtland, it has been decided to transfer in Corsica some elements of this good practice, i.e. the educational dairy, and also the mobile dairy.

In Corsica, cheese making is an important activity in qualitative and quantitative terms. Traditional cheese made from sheep and goat milk is part of the rural heritage, and thus of the identity of the island. This is important for the development of quality traditional products, and beyond agriculture, for culture and tourism. It is also important in terms of activity and employment, especially for the hinterland, where livestock breeding plays a critical social, environmental and also economic role: it contributes to maintain social life in villages threatened by human desertification, to maintain also land use and thus protect landscapes and villages against fire hazards, and finally to maintain employment. One peculiarity of Corsica is that traditional home-made cheese making is still an important share of the overall local milk production, with quite a half of the whole milk production processed and sold by the producers themselves.

With a view to preserve and support the development of this production chain, as for other important traditional production chains, the Agricultural and development

#### Corsica study visit in educational dairy





office of Corsica (ODARC) is putting emphasis on training, innovation and support to young farmers.

One pillar of the strategy is the transformation of the regional experimental farm of Altiani, in the core of the mountainous inland, into an innovation centre based on cooperation between public institutions and professional representatives of different production chains: ODARC is providing buildings rehabilitation and installation of new facilities, permanent staff for basic farm management, advisory support with contribution of a scientific committee, while professional organizations will be responsible for their respective projects and specific activities management. Within this framework, ODARC is planning the rehabilitation of a dairy, with a view to support training and process development.

Of particular concern in Corsica is the setting up of young farmers, who face many difficulties to get access to the land, and also to financial resources necessary to start up in good conditions, (table 4).

#### \* ACTION PLAN DAIRY BY PAZARDZHİK

For the transfer of the educational dairy good practice in the region of Pazardzhik an Action Plan in seven steps was formed with a duration of four years, 2011 – 2014 with a total budget of 110.000.

The selected methodology for the implementation of the Action plan and transfer of the good practice will involve progressive, step-by-step implementation process where the accomplishment of every following step is strictly dependent on the successful realization of the previous step. The process will start with the establishment of a Centre for the development of small-scale dairy production



Pazardzhik study visit in Educational Dairy, Jämtland

TABLE 4: ACTION PLAN FOR DAIRY PROJECT BY ODARC

ACTIONS	2012	2013				2014			
		1TR	2TR	3TR	4TR	1TR	2TR	3TR	4TR
1. Stakeholders involvement	Information (continued)	Adoption of the action plan							
2. Study visit of Jämtland		Study visit Jämtland							
3. Educational dairy installation		Renovation works	Equipment installation						
4. Mobile dairy unit acquisition		Feasibility study	Call for tenders	Construction	Acquisition by ODARC				
5. Educational programme development			Programme definition	Preparation	Educational programme development				
6. Mobile dairy unit delivery management					Contract between ODARC and Managing entity	Delivery to a young farmer, monitoring and evaluation			

to render support to small-scale producers and to raise funding and provide coordination of all structures. Subsequently, the Centre will undertake with analytical activities to study the current situation and policy requirements in order to draw up strategic orientation for the planned transfer process. The next step will concentrate on training provided to interested prospect small-scale milk and dairy producers to assist them in expanding their economic activities and improving their income. Finally, a wide information and dissemination campaign will be launched to ensure lasting project results and spreading good practice examples to a wider area.

Additionally to the progressive approach in the implementation of the good practice it is also necessary to ensure the involvement of all key stakeholders to support and assist the transfer process and also to supervise the implementation through constant monitoring. This will be achieved within the Centre established as a first step in the progressive approach by means of holding regular meetings and discussions with participant members representing all key stakeholders as listed above. A participative approach is considered very important for the accomplishment of the objectives of the Action Plan and combined with the progressive approach in implementing individual actions it will add to the success of the transfer process. Of course, the implementation of the Action plan will be analytically supported in order to ensure the rationality and reliability of the decisions taken by partners and stakeholders. Collaboration in the planning process between interested stakeholders will establish a common framework for communication and decision-making and will have wider team-building effects. Participation will be cherished and full-bodied to encourage initiative and responsibility. Participation of the stakeholders will start from the planning process which becomes a channel for communication between stakeholders. Participation in a joint process will encourage understanding and commitment and contribute to greater coherence in autonomous actions taken subsequently.

Last but not least, a method of adaptation will be employed to guarantee the reliability of the steps, activities and decisions taken and to save efforts and means for re-inventing solutions already implemented by Jamtland county within the Educational Dairy good practice. However, the solutions and activities will not be embodied automatically and the experience in Jamtland will not be transposed directly but only observing the specificities and particularities of the national and regional situation



The transportable dairy in Jämtland

in Pazardzhik. These solutions and experiences will be studied and consequently, adapted to the local conditions in order to provide their suitability and workability. This will be accomplished in close relation with the participative approach with the involvement of all local and regional stakeholders. The adaptation method will promote different ways and means for information sharing and for the enhancement of cooperation among relevant operators, institutions and communities.

The action plan consists of the following actions:

**ACTION 1:** Establishment of a Centre for development of small-scale dairy production (2011-2013)

**ACTION 2:** Analysis of current situation in the milk and dairy production sector in the region of Pazardzhik. (2011-2012)

**ACTION 3:** Information provision and website of the established Centre (2012)

**ACTION 4:** Theoretical and practical training in small-scale dairy production (2012)

**ACTION 5:** Develop a Regional LOGO mark for small-scale dairy production (2012-2013)

**ACTION 6:** Exhibition and dissemination (2013)

**ACTION 7:** Manufacturing of a transportable dairy and renting out to milk producers (2013-2014)

#### RESERVOIR TOURISM (ANDALUSIA)

The objective of this good practice is to establish a framework for cooperation in developing rural territories which have reservoirs and are interested in structuring its offer of rural tourism on the basis of this potential.

The “Development of Andalusian Reservoirs for Tourism” project aims to develop resources associated with reservoirs in various Andalusian districts. The project responded to the need to generate new economic activities in areas around reservoirs. These activities consisted in various actions including social reinvigoration, the creation of new infrastructures to facilitate new economic activities

in the local area or promotional activities at tourism fairs.

The existence of reservoirs in this region, gives important potential for this area for economic diversification, normally linked to tourism, but also to other sectors such as sustainable development and environmental activities.

Therefore, the main actions consisted in dissemination and promotional activities organised in all the territories. Social and economic stakeholders were invited to participate in these activities to inform them of the wide variety of resources in their territories and their development potential.

#### \* ACTION PLAN RESERVOIR TOURISM BY SALAJ

A four-year plan for a possible implementation of the GP Tourism Reservoir was developed under the project name of *“Development of tourism in the area of accumulation lake Vârsolt”*.

The plan included eight key stages of the transfer process:

1. Transfer team constitution (September 2010).
2. Preparation of study visit (October 2010).
3. Study visit in Andalusia, Spain (2-3 November 2010).
4. The analysis of project's transferability and the elaboration of action plan for transfer and policy recommendations (October 2010 - February 2011).
5. The discussion of adapted project - *“Development of tourism in the area of accumulation lake Vârsolt”* - by the transfer team and the team of the project Ruraland (February -September 2011).
6. Approval of the project *“Development of tourism in the area of accumulation lake Vârsolt”* by Crasna Local Council, Sălaj County Council and other partners involved (September 2011 - June 2012).
7. Attraction of funds for various phases of the project *“Development of tourism in the area of accumulation lake Vârsolt”* (starting in July 2012).
8. Implementation of the adapted project activities (after signing the financing contract, duration of implementation being of 2 years).

Within the transfer project *“Development of tourism in the area of accumulation lake Vârsolt”* three packages of homogeneous investments are planned:

1. Investments in the tourist infrastructure: track for cyclic tourism, emplacement of bird watching, camping-parking lot with ecological toilets and showers, tourist information point.
2. Information and promotion: inventory of specific resources and values, identifying entrepreneurs interested in rural tourism, promotional materials, information boards and signs to the lake, a tourist map, a photo exhibition about lake Vârsolt.
3. Sportive and entertainment activities: fishing and cooking contests.

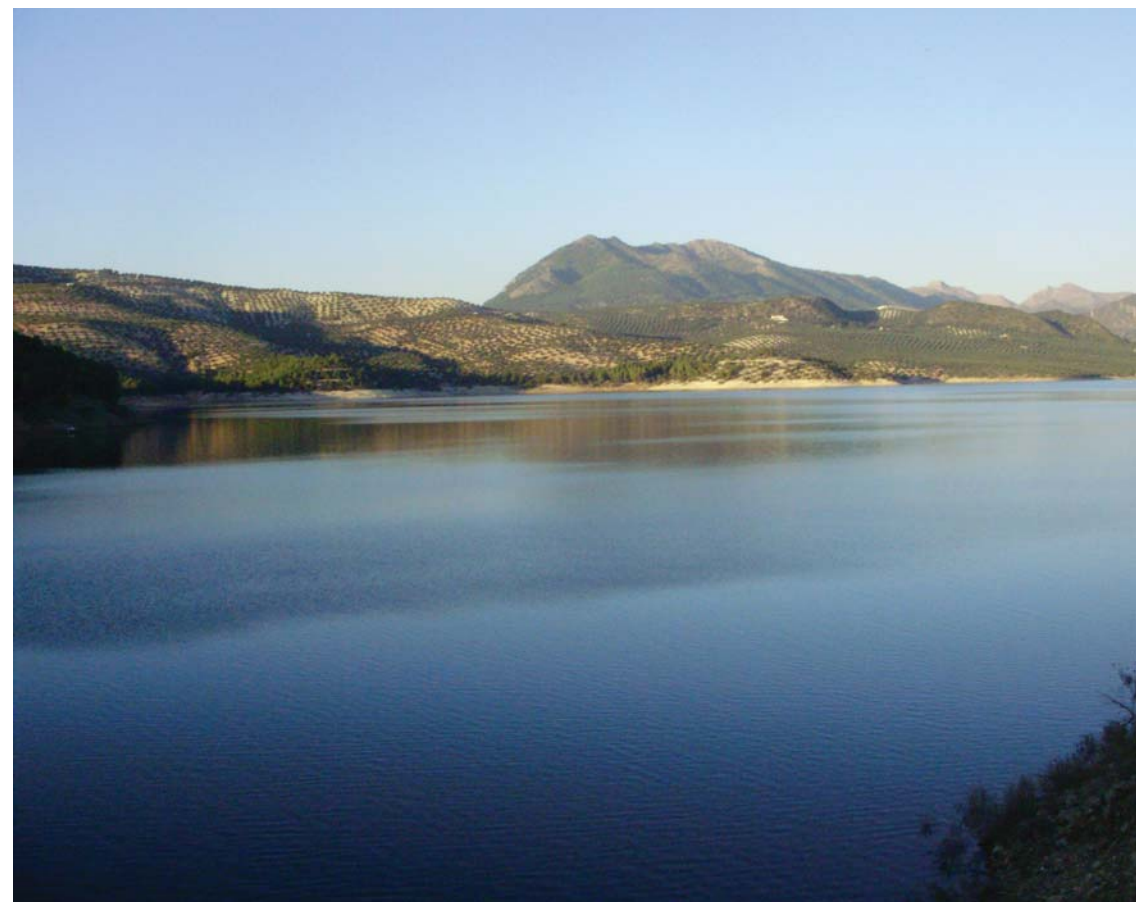
Difficulties encountered and solutions implemented

- \* The property situation and the regime of use of the lake Vârsolt and the surrounding areas is complex.
- \* The lake Vârsolt is not declared navigable in accordance to GD 665/2008, thus in the transfer project the accent was on sport fishing and leisure activities around the lake.
- \* The communes around the lake have a reduced number of accommodation structures, which represents a challenge to organize events with a larger number of participants. In Crasna commune, a tourist information centre that

will provide information on accommodation (permanent and seasonal) is in progress in the area of the lake.

- \* There is no functioning LAG in Romania, so in the transfer team was co-opted the Crasna City Hall (the commune with the biggest surface of lake Vârsolt).
- \* The territorial planning expert on behalf of the Regional Development Agency North-West wasn't involved throughout the whole transfer process, the specific expertise in this area being provided by the project manager.

GP Tourism Reservoir in Andalusia





The following table illustrates the stages and the financing plan for the transfer project (table 5).

TABLE 5: FINANCING PLAN OF ACTION PLAN RESERVOIR TOURISM IN SALAJ

STAGE / EXPENDITURE ITEM	TIME	COST IN € WITHOUT VAT	SOURCE OF FINANCE
1. The management of the transfer process	24 months		Interreg IVC
2. Study visit of the transfer team in Andalusia	2 days		Interreg IVC
3. Elaboration of the specific documentation regarding the analysis of project's transferability (action plan for transfer and policy, technical note, policy recommendations)	4 months	3,483.33 €	Interreg IVC
4. Implementation of the transfer project "Development of tourism in the area of accumulation lake Vársolt"	24 months	386,389.79 €	POP, NPRD, ERDF, DG Enterprise and Industry

#### THERMALAND (ANDALUSIA)

The Thermaland project was created as a Joint Cooperation Action by LAGs from Andalusia in order to develop *spa and mineral/medicinal water resources*, promoting this objective among the population and developing the necessary lines of action for the localization of related tourism activities.

Promoting the integral use of thermal spring as an endogenous natural resource in Andalusia through the restoring and recovery of old and abandoned spas

in rural territories, making them the main economic active of these areas. The growing demand of tourist around spa and health in Europe makes an opportunity to promotion of investments and employment in the field of thermal spring, with special attention to women and youth employment.

This good practice has inspired Pazardzhik region to implement it as a Pilot Action.

#### \* ACTION PLAN THERMALAND BY JÄMTLAND

Inspired by the GP of Thermaland the action named *Potential of Health Tourism* companies in Jämtland emerged. The methodology of "Thermaland" is originally adapted to the thermal springs of Andalusia with its specific natural and cultural resources linked to health tourism. The theme of the project is interesting for the Jämtland region to import, not as a whole concept since there is no hot springs in Jämtland, but as an inspiration regarding health tourism. Jämtland region has been the base for tourism enjoying the fresh air for over 200 years. The acquired experience in the field from "Thermaland" could, if used for support to the development in Jämtland, be a starter to new companies in the field of health tourism, both in fields directly with the concept of health, (spa institutes, rehabilitation, gyms etc.) but also inspire to cross over, (hunt and health, outdoor companies, restaurants and food producers etc.) Thermaland could provide tools for entrepreneurs and companies in Jämtland where support through the regional level could help growth and development in the SMEs in the region. To have the opportunity to follow another similar project could motivate entrepreneurs to use this as a template and adapt to regional conditions in Jämtland.



Study visit GP Thermaland in Andalusia



Health tourism is expected to become a new major reason for travelling to Jämtland. There are companies that have already taken initiatives to launch this type of tourism. To get started and build packages of health tourism there is a need of many talented and good subcontractors. These must be inventoried and mapped.

The starting point would be to make an inventory/pilot study (Action 1) to identify the key organisations and persons and creating a strong commitment with potential SME's, and to construct a main project that could get financing in the proper program. The idea is eight action steps in the following order, with estimated financial expenditure, in the main project (table 6):

TABLE 6: EIGHT ACTION STEPS

ACTION 1:	Inventory of potential Health Tourism companies in Jämtland	80,000 EUR
ACTION 2:	Development of the Business model for Health tourism	14,500 EUR
ACTION 3:	Development of marketing channels and booking platforms	20,000 EUR
ACTION 4:	Documenting the quality of air in the region	33,600 EUR
ACTION 5:	Quality marking of health tourism entrepreneurs	15,000 EUR
ACTION 6:	Improvement of health Jämtland citizens	35,000 EUR
ACTION 7:	Marketing Health tourism to stressed and groups	8,000 EUR
ACTION 8:	Health tourism for reduced weight and improved health.	4,000 EUR
	<b>TOTAL</b>	<b>210,100 EUR</b>

The implementation of the main project is to take place during a substantial time to allow results to have an impact. Suggested period is three years with an assessment with a following three-year period. Suggested start of program: July 1, 2012.

#### Methodological recommendations

The implementation of the developed Thermaland methodology is to be seen as a step by step progressive process where some of the action taking place will be in parallel work packages. Since several public and private organisations are to be involved coordination is crucial which should be incorporated as a horizontal perspective. It is important that the process is open and inclusive and that all persons and organisations wanting to participate are invited to the program/project. That is the only way the initiative could make a difference. Emphasis has been taken to make this transfer to fit into a triple helix model, with public and private stakeholders together with the University. The public sector is represented by the County Council with its core objectives of health care together with the Regional Council of Jämtland as a coordinator of the Regional Development programme. The private stakeholders come from the local industry in health and tourism. While the Mid Sweden University and the National Winter Sport Centre represents the research and higher education sector.

#### \* PILOT ACTION THERMALAND BY PAZARDZHİK

The Action plan for the project "Analysis and investigations of the thermal resources available in the region and specifics and feasibilities for their utilization" was developed inspired by the Andalusian project Thermaland. Schedule for starting and deadline for ending was set to December, 2011 – March, 2012. Project partners were planned to be Pazardzhik regional administration together with Local municipalities and Local Action Groups.

The main purpose of this Action is to analyse and investigate the potential of thermal resources in the region, to check and observe the situation with their concession and present utilization and to offer feasible models and practices for their future exploitation. According to the main purpose, the following objectives can be outlined:

- \* To review the main researches and exploration carried out so far in the area of thermal resource availability in the region, characteristics of the water, volumes and the characteristics of the tapping and springing.
- \* To make a description and snapshot of the situation with the exploitation of the resources and precise overview of the designation of the utilized thermal springs.
- \* To overview the feasible approaches and good practices applicable for the region for achieving a high sustainable and synergic use of the resources based on state-of-the-art technologies and innovations.
- \* To prepare a SWOT analysis, preceding and sub serving for preparation of the elaborated strategies for orientation recommending concrete alternatives.
- \* The analysis and investigation of the situation and the feasibility for utilization of thermal resources will serve for the deliberation of the alternatives and will ensure a competent and actual overview of the available technologies and current water use.

#### Description and conditions for implementation

An analysis of the present and future utilization of the thermal resources, its demand and supply in the Pazardzhik region will serve for developing efficient use. It will conduce to find and elaborate better utilization and achievement of the potentialities in a world of water shortage situation and in the priority focusing on the ecological aspects.

The analysis and investigation will enable to delineate the strategies for orientation and SWOT research to depict strong and weak sides as well as opportunities and threats to have a global, comprehensive model for utilization of the thermal resources within the region. The investigation of the characteristics and the market analysis of the interested concessionaires will be also included in the analysis. This market analysis will be important to have insight for the next steps to undertake in attracting and selecting concessionaires.

Estimative cost: 10.000 EUR through LEADER funding provided to the LAGs.

### Methodological recommendations and key factors for success

The crucial point in this Activity is the recruitment of the proficient and competent experts to carry out the expected analysis and investigation. The experts should possess diverse qualification and knowledge both regarding the thermal resources and the state-of-the-art technologies and utilization models. They should be equipped with necessary resources to conduct profound study of the situation and to elaborate feasible approaches and good practices suitable for the region for achieving high sustainable and synergic use of the resources. The analysis and investigation must present a cost-benefit analysis of the feasible alternatives which will be further employed to elaborate and sublimite the Strategies for orientation. It will be the crucial function of the cost-benefit method whereof the involved stakeholders will be assisted to blueprint the thorough utilization of thermal resources.

TABLE 7: PAZARDZHIK ACTION PLAN

ACTION	TASKS	TIME SCHEDULE	SOURCE OF FINANCE
1. The management of the transfer process	24 months		Interreg IVC
2. Study visit of the transfer team in Andalusia	2 days		Interreg IVC
3. Elaboration of the specific documentation regarding the analysis of project's transferability (action plan for transfer and policy, technical note, policy recommendations)	4 months	3,483.33 €	Interreg IVC
4. Implementation of the transfer project "Development of tourism in the area of accumulation lake Varsolt"	24 months	386,389.79 €	POP, NPRD, ERDF, DG Enterprise and Industry

Actions	Tasks	Time schedule	Expected support by the exporting region
Establishment of the Thermal Resource Consultancy Committee	Identification of the stakeholders on the territory	October, 2011	Acquaintance and review of the materials and manuscripts collected and drawn so far from the exporting region
	Invitation of the stakeholders to take part in the TRCC	1 – 15 November, 2011	
	Constituting and accepting of the operative rules of TRCC	16-30 November, 2011	
Analysis and investigations of the thermal resources available in the region and specifics and feasibilities for their utilization	Elaboration of the structure of the feasible study	15-30 October, 2011	On-going interaction with the exporting regions for taking recommendations and advices
	Collection of the information and conduction of field survey	November, 2011	
	Analysis of the collected data	1 – 15 December, 2011	
	Preparation and draw up of the feasible analysis report	16 December – 31 January, 2012	
Training and information campaign	Organization of the training workshop and invitation of the lectures and stakeholders	15 December, 2011 – 15 January, 2012	Work out the experts from the Andalusia region who to take part and coordination of the programme
	Conduction of the 3 days workshop with the participation of visit lecturing from Andalusia region and local stakeholders	16 – 31 January, 2012	Visiting experts to present their experience from the THERMALAND project and to participate to question and answer discussion
	Organization of Info meetings	February – April, 2012	On-going interaction with the exporting regions for taking recommendations and advices
Discussion of the analysis results and planning	Delivery of the feasible analysis report to the TRCC members for discussion	1 – 15 February, 2012	Submission of the feasible report to the exporting region
	Discussion and comparison of the different alternatives for development of the thermal resources on the territory	16 February – 15 March, 2012	Feedback and other suggestions from the Andalusia THERMALAND experts
	Planning the thorough utilization of the available thermal resources	16 March – 30, April, 2012	Suggestion from the exporting region
Selection of the appropriate concessionaires and support in the concession procedure	Announcement of Call for interested investors to implemented the recommended plan by TRCC	May – June, 2012	On-going interaction with the exporting regions for taking recommendations and advices
	Discussion and validation of the appropriate proposals	July – September, 2012	
	Support to selected investors through the concession procedure	October, 2012 – March, 2013	
Preparation and application for the territorial projects and implementation	Organization and opening Call by LAG's for projects for utilization of thermal resources	April – August, 2013	On-going interaction with the exporting regions for taking recommendations and advices
	Collection of the project business plans, their evaluation	September, 2013	
	Selection of at least a project by LAG	October – December, 2013	
Implementation of the projects and running	Implementation of the project by the beneficiary	January – December, 2014	On-going interaction with the exporting regions for taking recommendations and advices
	Provision of the financial resources from the RDP conduction of the control for the implementation by LAG and Payment Agency	January – December, 2014	

## 2.2. Strategic Recommendations

Learning from the outcomes of the GPs described above as well as from the launching seminars held in Jämtland and in Andalusia in 2010 and in the light of EU 2020 strategies, strategic recommendations could be given to the European Commission and to the European regions. The overarching policy recommendation for the European Commission is to constitute a Place-Based Rural (territory) policy to eliminate inefficient policy making that creates slow development processes and lack of innovative progress. To the European regions three strategic recommendations for TLI are suggested in the following paragraphs.

### 1. Initiate industrial renewal processes through projects

There is a lack of knowledge and innovation driven development renewal processes in European rural setting. Public sectors lack of entrepreneurial mindset together with an institutionalized view on productive assets creates structural obstacles for a diversified rural development. One of the main results from the TLI is that projects are catalysers for entrepreneurial and innovative processes. Institutionalized (permanent organized) resources have a tendency to lock in new ideas in already established “traditional” structures which very often end up in difficulties to include new ideas and the support of renewal processes in European regions. This causes problems for different groups such as young people, women and migrants to enter the market and to establish new businesses or to be employed. Especially in rural areas a project-oriented (temporary organized) approach in renewal processes has the opportunity to vitalize innovative thinking in various group formations. Project driven renewal processes attracts a wide range of human; environmental and financial resources to think differently and to challenge as well as supplement established patterns. To enhance this processes project announcements could be designed to challenge groups to think “outside the box” and reflect upon how to fit in to established and institutionalized patterns.

Of importance for renewal processes based on knowledge is to develop better learning models on how projects learn from each other. Further it is of importance to be market-oriented and to keep the competitiveness between organisations and simultaneously develop strong cooperation between stakeholders. The idea is to start these processes early and at home in the own region. Also to mobilize current regional resources and assets as well as creating new assets in order to develop an attractiveness for people and businesses to stay or to move to the region. Further it seems that to combine expert groups from local/regional settings with researchers from universities will strongly contribute to re-thinking processes in both directions. Educational support and research-based solutions from universities to regional/local action groups (and governance organizations) could enhance an entrepreneurial mindset in the

usage of regional special assets. While conversely regional/local partnerships could contribute with contemporary knowledge on how regional assets (human, economic and environmental) may be used in practice given contextual prerequisites. Useful tools are learning through benchmarking, good practice examples and creation of networks within European nations as well as with non-European members.

**Good Practice example within TLI: Thermaland (Andalusia)** is a very illustrative example of a good model to encourage entrepreneurship in rural areas using specific regional assets as well as for how to organise industrial renewal processes. It emphasizes the importance of stakeholder cooperation from the very initial planning stage all the way to the implementation, monitoring and evaluation stages of the specific implementation process as well as the importance of large public investments in a region.

It is also a good example of how to use research based strategies e.g. research in the areas of natural and cultural conditions for such development. Finally with experience from the Ruraland project the model seems to be easily copied in to different regional environments taking in account regional differences.

### 2. Support Public Private Partnership (PPP)

There are differences in the European regions to take on a social responsibility perspective in the business community. The prerequisites for financial endurance due to long- or short-term perspective on expected return on investments differs also between the member states. There are various difficulties in different European nations and regions to create and uphold stakeholder co-operation due to tradition and/or patriarch significant structure. The results from the Ruraland project TLI show that adopting a long-term perspective on investments requires financial support from public bodies. The private business sector in rural areas is primarily small-scaled and has a much shorter perspective on return of investments and often lacks endurance due to financial and human resource limitation. Revitalization processes often include projects whose immediate economic results are not visible in logic of territory revitalization. Attracting new (public and private, external and internal) investments and sharing the risks (between the stakeholders) are ways to achieve more sustainable results of investment.

Policy actors should seek cooperation on a wide representative base with all stakeholders that might be involved within the region. Such co-operation will result in a participatory approach when planning for and implementing decisions and measures for rural areas and hence, provide more context-specific measures and more effective implementation and achievement of planned results. Improved interaction among



regional key players will allow for the establishment of permanent links and lasting cooperation for long-term development actions. A strategic but yet important challenge for many European regions is to find models that will combine bottom-up with top-down approaches.

**Good Practice example within TLI: DIVA (Limousin).** The Limousin Regional Council wanted the DIVA network to bring added stimulus to assist the implementation of innovative agricultural and agri-rural projects. This network brings together some thirty partners from the field of agricultural and rural development. The Region manages and directs the programme. Each year, it must produce:

- \* a detailed financial report of actions conducted and supported;
- \* a progress report.

At a technical level, an officer has been appointed to set-up the scheme and is overseeing and organising the network. This involves, in particular, using an extranet to liaise with the network's member organisations and to identify all the project sponsors concerned by the DIVA network. The Regional Council has also mobilised outside service providers to provide training to the technicians of the network's partner organisations on specific subjects. The first training course, dedicated to the initial meeting, has led to the joint production by all the partners of guidelines for conducting the initial interview with project sponsors. The second training course was on short distribution channels.

The network seeks to be:

- \* a collective interface system, liable to encourage coalitions between actors sharing similar concerns in order to give added momentum to projects registered in the territory;
- \* a technical and human support system for agricultural and agri-rural projects, in other words an offer of quality advice;
- \* a system that supplements the regional offer of assistance and services to the creators of activities and new businesses.

### 3. Adoption of a multi-measure approach

In Europe there is ineffective and misconduct of supportive measures but also under-developed co-ordination of European and National support measures. Therefore the macro-economic measures have to be more closely related to micro-economic measures. This will demand a simplification of the measures and better co-ordination of EU-measures and national/regional measures for rural development. Short chain approach is needed as in getting closer to project leaders and inserting the dynamic in rural areas. Professional governance of projects will be needed to use the full po-

tential of each project to contribute to the competitiveness. A tool in this direction could be the creation of development consulting platforms in rural areas and creation of collective projects in order to share resources. To reduce administrative barriers European legal instruments have to be overarching as well as customized to context.

**Good Practice example within TLI: Small-scale dairy production (Jämtland)** is the idea of mobility of technical support to small-scaled experimental food producers. It offers a good model of supporting rural population entrepreneurship with targeted support for small-scale dairy production and linking it with the provision of tourism services within the same rural area. It has proved to be a good tool used to replace a cheese production unit for young farmers (trial period, less costs) or even for seniors who meet problems with land property. It is a successful model for stakeholder cooperation from the very initial planning stage all the way to the implementation, monitoring and evaluation stages of the specific implementation process. It could meet different needs of operators and especially of young farmers and older people.

## 3.

### Main results for Thematic Line I

As initially stated in this report is the aim of TLI to find directions to strengthening the productive sector of rural areas. Therefore the interest in TLI was focused on ideas in how to make rural areas more attractive for investment but also to stimulate renewal processes taking in to account the different regional contextual prerequisites. The overall objective was stated as, "How to reinforce the possibilities for rural areas to develop and to do this through regional cooperation".

The main results from the project are the above reported action plans. These plans show the possibilities for each region to adapt either a full concept or part of concepts following the Rur@ct methodology where horizontal mainstreaming is defined as the transfer of experience to other similar organisations (regions, departments, groups of municipalities, municipalities, etc.). The transfer can be specific (e.g. a given tool) or more general (e.g. contributing to a modification of practices). This definition covers the ideas of both transferability and reproducibility insofar as the exchanges and transfers of best practice in Rur@ct are carried out between European communities of the same level. Furthermore following the methodology benchmarking is used in order to do comparative analysis of various best practices before one is chosen and subsequently transferred.

The learning from TLI is that it is possible to transfer knowledge between European regions. Although the added value from the GP transfer differs for various reasons between different contexts. In some regions it seems possible to transfer the whole concept while in other regions parts of the GP process could be successfully transferred. Yet in some regions the GPs have served as inspiration to new ideas to be developed further from the specific contextual prerequisites. When the Ruraland project ended it was still too early to draw specific conclusions about what the specific prerequisites are for achieving a successful implementation of the GP. As some of the regions are in the process of launching adapted plans with a three to four years time frame it will be of importance to follow-up those actions taken by the Ruraland partners in order to enhance the learning about development and rural renewal processes.

Furthermore there is evidence that the Action plans could serve as initiators for regional change and renewal processes in various regions aiming for renewal processes in order to strengthen the productive sector of rural areas and enhance the attractiveness for private and public investments. Though it is vital for rural regions to embed the transfer of new ideas in to current regional strategies and to keep in mind that without technical and financial possibilities pilot actions have limited added value.

## 4. Conclusion for Thematic Line I

It's becoming more and more crucial for regional decision makers to be able to understand how to understand local industrial renewal processes in order to take advantage of future economic opportunities. Previous research<sup>1</sup> is found to demonstrate that such processes are aligned to the local industry's innovative and entrepreneurial dynamics. It is also established that there are limited research of such processes in the context of peripheral regions<sup>2</sup>. Due to the Global transformation of the economy with a rapid urbanization leaving rural areas behind there is a need of enhanced knowledge and finding new

models of how to stimulate entrepreneurship and innovative renewal in rural regions. Yet with our limited knowledge of regional entrepreneurship and industry renewal processes in rural regions, solving the problem on a general scale may be arduous until we know more about how entrepreneurship and innovation can occur in such regions.

Through the project of Ruraland the awareness has increased about industrial renewal processes in rural areas and there are indications that it is possible to transfer knowledge between different

contexts in order to stimulate the increase of competitiveness and investment in industries. The results from TLI confirm that co-operation is the key to bring more attention to challenges and the role for the rural area in the future. Social processes are another key towards regional entrepreneurship and renewal. The task to renew regional industry should remain in the hands of entrepreneurs and local firms and collective non-profit organisations. Nonetheless the public sector must provide facilitative support and inspiration to local industry without taking control of, or trying to control, the regional development processes, i.e. bottom-up with public support.

The conclusion that could be drawn from the project in general and for TLI specifically is that positive rural development profits from:

- \* acting early and local
- \* specialized cluster with developed design and label specialities together with branding close to cultural heritage
- \* mutual learning processes involving the public, private, civil and educational sector, and over real or perceived physical and institutional borders

- \* arranged training possibilities for individuals and organisations
- \* education at different levels, both of practical skills and conceptual knowledge
- \* creation of arenas for cross-boarder cooperation involving different levels and stakeholders
- \* creation of centres for expertise,
- \* promotion and marketing and labelling
- \* development of tourism opportunities

Finally the conclusion to be drawn from the Ruraland project and TLI is that dynamic regional industry cluster settings seems to be possible to achieve in rural regions but then joint efforts between public, private and civil sector are necessary. Furthermore, the importance to taking into account contextual prerequisites and resources.



<sup>1</sup> Amin, A. 1999. An institutional perspective on regional economic development. *International Journal of Urban and Regional Research*, 23: 365-378.

Malecki, E.J. 2009. Geographical environments for entrepreneurship. *International Journal of Entrepreneurship and Small Business*, 7: 175-190.

<sup>2</sup> Arbuthnot, A and von Friedrichs, Y. 2012. Towards an improved understanding of the renewal and entrepreneurial environment of a peripheral region

Thematic Line

# 02

## Inclusion of technologies and renewable energies in rural SMEs

CONTENT:

1. Description of the thematic line
2. Main products of the project
  - 2.1. Action Plans
  - 2.2. Strategic Recommendations
3. Main results for the TL 2
4. Conclusion for TL 2

### 1.

Description of the thematic line 2:  
Inclusion of technologies and renewable energies in rural SMEs.

The aim of Thematic Line 2 is introducing new technologies of communication and renewable energies in the rural areas, in order to contribute to the reduction of the greenhouse effect, support the sustainable consumption of the renewable sources in the areas referred to and introduce technologies of sustainable production.





Sicilian partners, TL2 Launching seminar, Jamtland Mai 2010

It promotes a strategy that supports agricultural diversification, occupational increase, and environmental sustainability, reducing the CO<sub>2</sub> emissions and improving the energy efficiency. The impact and the successful use of renewable energies in the rural areas depends on the active involvement of the local communities in the decision-making process.

To reach the objectives mentioned in the “Europe 2020” Agenda, it is necessary for farmers in the rural areas mentioned in the project, to try their utmost, in order to reach their most ambitious goals on climate, energy and biodiversity strategies.

The management of the territory is in the hands of farmers and rural workers; to do so, they will have to exploit as much as possible the potentialities of the rural areas in order contribute to an inclusive growth and a better cohesion.

Regarding the SMEs the new technologies applied to the development of the renewable sources, represent an enormous asset both for the diversification of profits and competitiveness and for the development of new economic interests.

The objectives of the policy on rural development presently discussed, which will contribute to the realization of Europe 2020 strategies, for an intelligent growth, both sustainable and inclusive, are reached through some priorities (e.g. Thematic

line 2) regarding the sustainable management of natural resources and such climate-oriented activities as:

- \* making the use of energy in agriculture and agro-food industry more efficient.
- \* encouraging the supply and the use of sources of renewable energy obtainable from by-products, waste materials, residues, other no-food raw materials for the development of bio-economy.
- \* reducing the CO<sub>2</sub> emissions harmful to agriculture.
- \* cooperating in the production-chain for the sustainable production of biomass to be used in the making of energy and in the industrial processes.

Thanks to its Good Practices, Thematic Line 2 of the Ruraland project has contributed to the exchange of experiences on the new technologies, on the reduction of the greenhouse effect, on the eco-efficiency of the industrial processes and on the methods focusing on the resources from renewable sources in the rural areas.

To the partners the transfer of experience has meant a continuous exchange of information, meetings, site visits; as a result, these have contributed to making the GP (**Good Practices**) adaptable to each partner's territorial context.

The importation of GP has involved and interested stakeholders at all levels (**Regions, Municipalities, LAGs, Public Institutions, farmers, businessmen, experts, etc.**) who joined us in the research of the necessary solutions for the multiplication and implementation of the GPs.

The methods adopted during the various phases of the project have reproduced the ones applied by the European net **Rur@ct** that also provided an homogeneous support to the transfer process.

Thematic line 2 counted 5 GP exchanged:

- BIOGAS:** from manure at small farms (**Exporting Jämtland Sweden**).
- RENEWABLE:** Alternative energy sources. A future for rural areas (**Exporting Andalusia, Spain**).
- OPTIMAE** Energy optimization, territorially distributed generation system (**Exporting Andalusia, Spain**).
- BIOMASS:** The Corsican integrated wood-energy sector (**Exporting Odarc, France**).
- AGROMETEO:** Sicilian Agro-meteorological information Service (SIAS)(**Exporting Sicily, Italy**).

The five Good Practices have been analyzed and implemented by five **partners (Limousin, Odiana, Odarc, Wallonia, Pazardzhik)** for a total of seven plans of trans-ferability, whereas three of them about GP RENEWABLE and OPTIMAE have been called off (Odiana, Wallonia and Jämtland).

In Thematic Line 2 a **Pilot Action on Biogas** GP has been implemented by Wallonia. Almost all the ten partners (both importing and exporting Regions) have been involved in the GPs of TL2, which confirms the interest in and the importance of the new technologies and the renewable sources in the rural areas.

## 2.

### Main products of the project.

From the Thematic Line opening Seminar in May 2010 in Jämtland, down to these days, the Ruraland project has offered several occasions for meetings and confrontation, in order to develop a set of strategies that starting from the most specific problems, might lead to common solutions for the rural development with a view to the priorities of Europe 2020.

An initial analysis carried out in the launching Seminar has determined the role of the rural areas in the present global economic and environmental crisis. As stated in the final document, the rural areas will play a more and more important role in the future as a compensation factor for the environmental unbalance produced in the urban areas.

Environment and agriculture in the rural areas will have to carry out the task of making the climate changes more tolerable, through the constant control of the improvement of the balance between the carbon added and the carbon eliminated from the atmosphere thanks to agricultural activities and forestry.

This trend will influence the models of distribution and production of goods, in order to reach a better energetic capacity even in the fields of commerce and transport; this will restore the strategic role of rural areas, thanks to the development of the so called “short chain” and the “zero Km. consumption”. It has been discussed, also, the many opportunities offered by the new technologies and renewable sources to rural economy (income diversification and increase, innovation, occupation, productivity and competitiveness) and to environmental sustainability (greenhouse effect,

climate changes, reduction of the environmental impact of man's activities). At the Launching Seminar, such problems affecting rural areas as depopulation, infrastructural gap, occupation, farmers' training/information, were highlighted.

The initial ideas and objectives analyzed regarded the procedures and processes to adapt to the partners' context, starting from others' experience. The importance of employing planners, experts, public officers, local authorities and final users when implementing a GP was stressed.

Besides clarifying the territorial context in which the GP exported would be applied, the partners contemplated the opportunity of involving local stakeholders, technological appliances supporting the local agriculture and the opportunities offered by biomass and biogas, agro-meteorology and its applications, and the spreading of renewable sources.

Jämtland 4-6 May 2010. Launching seminar TL1 e TL2



At the meeting, the following conclusions were reached :

- \* The local context and the different types of rural areas require ad hoc policies aimed at promoting the dissemination of adequate technologies and at starting proper activities.
- \* In the field of communication technologies and renewable energy , for both of which “diversification” is a key word, Ruraland could promote a “ common feeling”.
- \* Local authorities and beneficiaries may profit of shared ideas and efforts.
- \* Participatory approach and common training are fundamental in a development process.
- \* The private sector: the SMEs must realize the opportunities of political development offered by the political authorities, in order to reconcile the economic and environmental aspects.

When a GP has been considered particularly useful to the context of some countries, site visits with experts have been organized with a view to analyze the areas' specific problems, the advantages, the ways of implementation and the opportunity to apply them locally.

TABLE 1: SITE VISITS SCHEDULE FOR THEMATIC LINE 2

Good practice and Exporting Region	Importing Regions	Date
BIOGAS (Jämtland)	Wallonia and Limousin	December 2010
RENEWABLE (Andalusia)	Wallonia	January 2011
OPTIMAE (Andalusia)	Wallonia	January 2011
BIOMASS (Odarc)	Odiana and Wallonia	March 2011
AGROMETEO (Sicily)	Odarc and Pazardzhik	November 2010

Finally, the 5 good practices for the TL 2 were visited by 10 times if we take into account all the 6 regions originally interested in the importation of the good practices specific for the TL 2. As a result of the visits, five project partners for the TL 2 decided to continue the transfer process to the delivery and design of an Action Plan accounting seven in total at the end (see table 2). Each of the 7 Action Plans and their key measures are briefly described in the following pages:

TABLE 2: FINAL SELECTION OF GOOD PRACTICES TO BE TRANSFERRED

Good practice TL2	Exporting Regions	Importing regions									
		ANDALUCÍA	LIMOUSIN	SICILY	ODIANA	ODARC	KAINUU	SALAJ	WALLONIA	JÄMTLAND	PAZARDZHİK
BIOGAS	Jämtland								P		
RENEWABLE	Andalusia										
OPTIMAE	Andalusia										
BIOMASS	Odarc										
AGROMETEO	Sicily										
	Confirmed	O	I	O	I	I	O	O	3	O	I
P = PILOT ACTION	Cancelled	O	O	O	I	O	O	O	I	I	O

=7  
=3

## 2.1. Action Plans

### BIOGAS FROM MANURE AT SMALL FARMS (JÄMTLAND)



Good Practice BIOGAS implemented in the Jämtland area is aimed at increasing the production of biogas in livestock farms (dairy cattle). The use of Biogas provides a double contribution to environmental protection: it prevents the uncontrolled emission of fossil fuels and

Biogas can be used to produce heat and electric energy.

Some small farms (20-100 cattle) after being carefully inspected, have been taken as models and financed for the planning and building of a BIOGAS plant. This project is meant to create economic value in the rural areas and support the environmental sustainability (recycling, production of clean energy, limited use of fossil fuels). At the same time, it is meant to make a farm self-sufficient as to its energy supply. This project has been financed by a special program: “Miljömålsprogram”. Jämtland has elaborated a

strategy at county level, creating a network that may improve its autonomy while reducing the emissions of greenhouse gas.

Wallonie and Limousin are among the importing regions of the Good Practice and have elaborated a transferability action plan, which fits their own territorial context.



#### \* ACTION PLAN BIOGAS BY LIMOUSIN

These last years, Limousin region, whose main resource is agriculture, has been carrying out projects on AD (Aerobic Digestion) aimed at the production of BIOGAS, and has started research and studies on the technical/operational/economic hypothesis of the development of digesters on various scales: on farms, shared units, Industrial units, in partnership with the French Government and the ADEME. ADEME is the Agency in charge of the management of the environment and French energy (Agence de l'Environnement e de la Maitrise de l'Energie)

The experience of the site visits in Jämtland has underlined some technical and operational discrepancies such as the difference of substrate quality, liquid in Sweden, and dry and straw-like in Limousin, as well as other problems that couldn't be sorted out evidenced by the operators: e.g. the approach in Sweden is different: AD seamlessly harnesses heat to produce electricity, while in Limousin, the approach focuses more on cost-effectiveness (transforming free waste into useful resources) with an emphasis on making farms self sufficient in terms of power. In order to encourage the spreading of BIOGAS in France, some issues must be given special attention: bureaucracy in France is rather complex and, besides, the costs to produce energy from BIOGAS should be lowered to make it more competitive. There are some technical difficulties about the sizing of the production units, so the local authorities have found it necessary to adapt the GP and adjust the initial objectives to the requirements and opportunities of Limousin. In short, the suggestions to adjust the GP can be summarized as follows:

- \* An AD system processing dry matter.
- \* AD need not be limited to farms.
- \* Self-sufficiency in fuel for farms is not a realistic aim.
- \* A think tank needs to examine the entire system, from input to waste management.

- \* Draw inspiration from what others are doing and work with them.
- \* Coordinate the various actions. (Rur@ct).

TABLE 3: ACTION PLANS BIOGAS BY LIMOUSIN

ACTIONS	BIOGAS FROM MANURE AT SMALL FARMS
<b>ACTION 1</b>	<b>LOCAL EXPERIMENTS FOR DEMONSTRATION PURPOSES</b>
<b>Aims</b>	Set up a pilot site for the 3 or 4 short-listed systems, to experiment and demonstrate their technical feasibility and cost-effectiveness
From September 2011	Develop experimental AD systems on farms
2012	Set up a flexible experimental unit for demonstration purposes
01- 2012 to 12-2013	Promote "simple" experiments with home AD systems
As from end 2012	Communicate on small-scale, private experimental AD projects
<b>ACTION 2</b>	<b>OPERATION SCHEDULE IN LIMOUSIN</b>
<b>Aims</b>	Develop a seamless, across-the-board tool for planning, decision-making and support region wide
	Draw up procedures based on the Strategic Regional Scheme to Develop Biogas in Limousin
01- 2012 to 12-2013	Circulate the results of this plan to regional decision-makers
	Setup of a scientific committee for Biogas
<b>ACTION 3</b>	<b>TECHNICAL ASSISTANCE TO SET UP PROJECTS</b>
<b>Aims</b>	Supply the necessary tools to provide technical support for project leaders, including private individuals, local authorities and firms
01- 2012 to 12-2013	Circulate part of the strategic plan to project leaders
	Communicate about potential biogas resources and their outlets
	Develop handbooks for individuals to build their own simple AD system
	Set up a "regional biogas contact" to act as first port of call for all those with questions about AD
<b>ACTION 4</b>	<b>FINANCIAL BACKING FOR INDIVIDUAL AND JOINT PROJECTS</b>
<b>Aims</b>	Promote the generalisation of experimental systems via support and a tailored financial package (in addition to the call for regional projects currently being planned with ADEME)
	Set up a system to guarantee loans



	Foster the development of small-scale digesters on farms, homes and shared
JOI- 2012 to 12-2013	Support initiatives to improve the land around the digesters on the farm
	Support medium-scale projects
<b>ACTION 5</b>	<b>ADMINISTRATIVE SUPPORT FOR PROCESSING AND HANDLING FILES.</b> <i>Administrative support for the departments in charge of processing files, to reduce turnaround time for permits and approvals. On top of potential technical difficulties involved in biogas projects, administrative processing and inherent turnaround are also critical factors.</i>
<b>Aims</b>	Facilitate technical and LAG approval of biogas files by administrative departments
October 2011	Take stock of and centralise the main administrative and regulatory information relative to biogas production
As from June 2012	Make this information available in an educational format for project leaders
As from June 2012	Make information available to administrations in charge of processing files
<b>ACTION 6</b>	<b>COMMUNICATION AND AWARENESS-RAISING PLAN</b>
<b>Aims</b>	As yet in its infancy, biogas production is still popularly deemed non viable. This may be the case for experimental facilities, yet solutions that are easy to set up, economically viable and sustainable do exist. We need to work on awareness-raising and communication to convince people.
As from June 2012	Raising awareness in schools and training centres
As from December 2011	Raising awareness among farmers and their partners as part of a general leading assignment
	Raising awareness in the general public
As from June 2012	Communicating about the region being on the leading edge in terms of biogas and cutting down on the use of fossil fuels

#### \*PILOT ACTION BIOGAS BY WALLONIE

Wallonie has considered the import of GP Biogas with interest regarding its intrinsic value (even though the conditions are less favourable), the support to a regional process that had partly started, the solutions devised and the cooperation with Jämtland in order to solve common problems.

Jämtland has already developed efficient strategies at regional levels, by creating an industrial, network of factories, jobs and knowledge which have greatly contributed to its energetic autonomy, and promoting agricultural diversification, occupation, technological development and the reduction of greenhouse gas.

On a regional level the strategies applied are less clear-cut. FRW and Local Action Groups cannot yet use strategies on a regional scale. To increase agricultural diversification it is necessary to modify the approach based not only on economic/technological theories but also on the prospective users/beneficiaries.

Green certificates can be calculated only after the installation starts working, so there is no certainty; besides, since they last only fifteen years, it is still unclear if there will be a return on the initial investment.

From the administrative/legislative point of view, the situation is even more complex since the federal/regional/ministerial competence to grant permissions is not so clear and the whole procedure to build a productive unit takes much time and investments.

From a technical point of view, the problems to transfer GP are the following:

- \* Technologies and know-how for manure bio-methanization still need to be acquired but potential solutions have recently appeared.
- \* Slurry bio-methanisation is much better mastered. However, design offices in Wallonie are not very numerous and tend to multiply feasibility studies and often oversize the critical size for profitability.

Other than an information guidance and support service for farmers, a similar local policy would, above all include a complete self-construction concept. It will only be operational if it includes, other than financial guide-plan tools-materials-kit, technical support during construction and on start-up. The strategy adopted- auto-consumption on the farm- a small scale unit, cheapest as possible (self construction, an option), which provides a part of energy autonomy, quality compost; an "acceptable" return on investment through auto-consumption. This has to be a simple, reliable system that is not time-consuming.



Consequently, technicians have tried to adapt GP from a regional scale to a firm scale of BIOGAS unities. The “Pays des Condruces” LAG has offered to support the project.

One of the problems that have surfaced is the search for a good technical solution for the treatment of solid materials with the certainty that a small scale offers a satisfactory profit on the investments through auto-consumption. As far as transferability is concerned, the real challenge would be the creation of a 100KW BIOGAS unity that may prove profitable for the investments and may produce a dry rather than liquid digestion.

By using part of the budget of the Ruraland project the board of technicians has carried out analysis and research on technical solutions to adapt the process and to define a financial model. They have tried to modify/adapt the regional supporting system of calculation of the green certificates (making the calculations less complicate and adapting them to smaller Biogas units).

In the summer of 2012 a more detailed project will be activated. It will determine the cost of a 100KWBiogas Unit. Later on the results, the model and the procedure to get grants for a pilot project will be presented. Farmers as well as local SMEs will be informed and involved in the technical implementation of the unity.

However it will take time to create and test prototypes (2013), whereas getting to the final tests before their spreading will not take place before 2014-2015.

TABLE 4

ACTIONS		BIOGAS FROM MANURE AT SMALL FARMS
ACTION 1		IDENTIFYING THE POTENTIAL (PRODUCERS AND CONSUMERS OF WARMTH AND ENERGY)
2011	Aims	Innovative analysis, since based on small installation (100KW of electricity) and the proximity between requirements (warmth) and energy.
Expected results		Identification of consumers and producers shown by name. 20 places where this synergies could be possible and profitable were identified.

ACTION 2		MAKE SURE OF THE FINANCIAL VIABILITY. (THE CONVENTIONAL APPROACH IS OFTEN TO DEFINE AN ECONOMIC OPTIMUM.) <i>This leads to large installations and a big budget, and is not very compatible with the innovative approach decided on (local installation with a capacity of 100KW of electricity).</i>
Autumn 2011 to October 2012	Aims	Creation of a business plan for the pilot installation (earnings report for the first five years + cash flow plan). The cost of this action amounts to more or less 3500€. It is totally funded by the LAG.
Expected results		1) Reference tool in regard to the profitability requirements for <ul style="list-style-type: none"> <li>• funding the prototype (Stage 5);</li> <li>• extending this to other sites (depreciation and products calculation).</li> </ul> 2) Introduction of points to consider to the cabinet of Minister of Energy and Sustainable Development of the Region
ACTION 3		FINDING AND ADAPTING THE APPROPRIATE TECHNOLOGY. CREATION OF A 100KW UNIT THAT SHOWS A PROFIT AND WHICH ENABLES DRY AND NOT LIQUID DIGESTION.
February 2012 to October 2012	Aims	Assessment of component 4 “Ruraland” (15,000 €) Analysis (expectations grid, sizing, supplier, etc.) Seeking possible technical solutions Inspect and analyze them (or in-depth contacts) compare the solutions and adapt a process. Define a financial technical model.
Expected results		An installation model applied to the dry anaerobic digestion project at the CTA (dry anaerobic digestion plant, capacity 100KW of electricity) including specifications for the creation of a prototype.
ACTION 4		ATTEMPT TO MODIFY THE REGIONAL SUPPORT SYSTEM <i>(for which calculation of the green certificates subsequently, hence a problem of funding)</i>
Autumn 2012	Aims	Participation in current discussions in the cabinet Minister of Energy on aid to anaerobic digestion. Bring up the critical points, those requiring improvement, and the possible solutions.
Expected results		- Dispel the uncertainties regarding the green certificates (i.e. the funding) - Aid to the prototype or to the approach itself?

ACTION 5		ACQUIRE BASIC SKILLS IN THE DESIGN OF A HEAT NETWORK
2012	Aims	Attend the "heat network" training organized subsequent to Ruraland for the Corsican WEP experimental project
Expected results		2 persons trained in the design of a heat network
ACTION 6		DISCUSSIONS WITH RURALAND PARTNERS
Spring 2012	Aims	2 days of discussions with Limousin and Jämtland regarding the technical implementation. Link to the adaptation of OPTIMAE (ville and LAG)
Expected results		- Validation of the approach and its results - Ongoing cooperation
ACTION 7		PROTOTYPE CREATION AND TESTING PHASE
2013-14	Aims	Registration of the permit Obtain funding & Build Test, optimize, validate
Expected results		- Improve the process - Distribution of the plans for a modified and cost-effective installation (capacity/requirement)
ACTION 8		DISTRIBUTE PLANS OF THE DIGESTER AND THE TECHNICAL-FINANCIAL MODEL
2015	Aims	Promotion of the model (distribution of the specifications and the assistance required (profitability & feasibility study, self-construction if applicable, start-up, )
Expected results		- Distribution of the model to the breeding establishments - Creation of a procedure

Few actions from this Pilot Action are ready for a direct transfer; it is necessary to adapt them to and find solutions suitable for the context. Ruraland has favoured the exchange of experiences, competences, and part of the financing for its realization. Ruraland has enabled FRW to speed up times, has given the initial input and proceed thanks to the support of the LAG Pays des Condruses. Besides, the other GP imported by FRW, OPTIMAE, might provide a further solution to the financial challenge.

Ruraland's partnership was based on DUI method: Do, Use, Imagine (or innovate). Our BIOGAS transfer could be a good illustration of this.

The new model adapted to Wallonie requirements might provide interesting cues to Jämtland and Limousin: in this case, the exchange and collaboration might lengthen beyond the end of Ruraland.

#### BIOMASS: THE CORSICAN INTEGRATED WOOD-ENERGY SECTOR (CORSICA)

Measures to promote wood-energy were taken in Corsica early in the 80's in compliance with the recommendations of the Region and the ADEME. ADEME is the Agency in charge of the management of the environment and French energy (Agence de l'Environnement e de la Maitrise de l'Energie).

The first component of this policy was the setting up of a network of urban heating in the municipality of Corte. The initial step the creation of a Corsican semi-pu-

blic Wood-Energy Company, whose partner was the Corsican Region.

The role of this semi-public company was first and foremost to provide fuel for the boilers and then run the network.

Further improvement might come from a diversified supplying of the biomass or from additional experience of co-management (Heath-Electricity).

#### \* ACTION PLAN BIOMASS BY ODIANA

The problem of energy-supplying, the cost and dependence on fossil fuels have convinced Portugal's energy policy to exploit renewable sources: the national policy for energy has adopted such measures as an increasing use of hydro-electricity energy, and the investments on renewable energy that so far has been inadequately exploited. After importing the GP Biomass from Corsica, Odiana expects to reach the generalized adoption of this type of energy source in public buildings: the existence of a central heating system that is urban in scope; and an overall organizational and operating structure based on a public-private partnership.

The main priorities involve identifying the potential for local consumption; assessing the total cost of obtaining processed biomass and the cost of distributing it to potential places of consumption; and lastly, identification of the technology for converting the biomass, which is suited to the Algarve region. However, a gradual, participative

approach is considered necessary for its implementation.

What is considered of paramount importance for a successful implementation of the Project is that Biomass be sufficient in a wider territorial area and that it should go beyond the administrative borders only to find enough supply of raw material within economically sustainable limits. The other problem is that conveyance costs should be under control. Besides, the interest of private partners should be aroused through information/communication campaigns, that may highlight the medium/long term benefits and the public financial/organizational support that will be offered, at least, in the initial phase.

After creating the partnership interested in importing this GP (with methodological/technical competences), the Administration has laid down an Action Plan, focussing on the search for efficient solutions on the financial profitability of the exploitation of Biomass, within a framework of financial support.

TABLE 5: ACTION PLAN BIOMASS BY ODIANA

ACTIONS		BIOMASS
ACTION 1		AUDIT TO IDENTIFY POTENTIAL CONSUMERS
6 / 2012 - 8 / 2012	Aims	Development and implementation of a methodology for characterizing potential thermal energy consumers. a. Consumer identification methodology b. Auditing c. Interpretation/analysis of the results
ACTION 2		CHARACTERIZATION OF THE BIOMASS SOURCES
6 / 2012 - 11 / 2012	Aims	Characterization of forests in the area of influence (municipalities of Castro Marim, Alcoutim and Vila Real de Santo António) in terms of obtaining biomass as a result of the daily management of these spaces.
ACTION 3		PUBLICIZING AND PROMOTION OF BIOMASS
11 / 2012 - 4 / 2013	Aims	Promote and publicize the biomass sector, resources and advantages of using this type of energy.
ACTION 4		ASSESSMENT OF ENVIRONMENTAL IMPACT OF BIOMASS EXPLOITATION ON THE SOURCE
11 / 2012 - 4 / 2013	Aims	Assess the environmental impacts resulting from exploitation of biomass in forest systems, within the area of influence of the Action Plan. Establish the viability of biomass exploitation.

ACTION 5		TRANSPORT AND TRANSFORMATION OF BIOMASS
6 / 2013 - 11 / 2013	Aims	After identifying and characterizing the existing diversity of forests in the region and studying the viability of their exploitation it will be necessary to define the main parameters relating to the two main points of this action: 1. Biomass transport; 2. Transformation (drying and shredding) of biomass.
ACTION 6		THERMAL ENERGY PRODUCTION
6 / 2013 - 11 / 2013	Aims	- Identify the forestry biomass conversion systems for each identified consumer in accordance with the range of heating powers and types. - Create a methodology for selecting biomass conversion systems in accordance with the energy audits described in action 2.

Importing the present GP Biomass, extending it to the whole region of Algarve presents several environmental / economic advantages (Agricultural diversification). However, there are a few risks regarding its implementation and sustainability: they are mainly due to the supplying of Biomass in terms of quantity, cost and conveyance.

As to the conveyance costs, there might be a problem in case they were very high. The same problem occurs in Corsica but the local government has succeeded in reducing the costs thanks to the great quantity of raw materials available and the investments of the Corsican Administration that have practically reduced the transport expenses. Besides a partnership of public institutions and private enterprises is being created to promote the management of the enterprise and the lowering of costs. This could be obtained by means of detailed information and awareness-raising campaigns.

The private sector for the future sustainability is an option but we must consider that private investments are expected to produce profits within a short or, at least, medium term.

#### \*ACTION PLAN BIOMASS BY WALLONIE

The main focal points when importing this GP are: logistics, marketing, quality control, the creation of a trans-municipal logistic platform and the design and management of a large heating network. The problems to cope with are about the technical aspects (quality of production and transformation) the logistic aspect (management, transportation of resources, storing, drying and distribution); last but not the least, the commercial ones (cost, sustainability).

Since the implementation in Wallonia of Energy Wood and Rural Development Plan in 2001, 70% of the implemented projects have been based on the principle that heating is obtained from centralized boilers and it is essential in Wallonie to specialize in the planning of this type of medium/small dimension plants spread all over the territory.

Adapting to the local situation means adapting to the trans-communal structure that is run on a different management than the mixed-economy company proposed by Corsica.

The expectations as importing region are :

- \* Finding the answers to logistical, quality control and marketing problems arising from the implementation of a supply and logistics transmunicipal platform.
- \* Finding the key points to the design and management of large heat networks; and enabling the Walloon engineering to do that.

The similarity of objectives and challenges enable numerous operational tools to be

TABLE 6: ACTION PLAN BIOMASS BY WALLONIA

ACTIONS		BIOMASS
OBJECTIVE 1: TO LEARN RESPONSES TO LOGISTIC PROBLEMS, "QUALITY CONTROL", AND MARKETING WHICH WILL ENABLE THE IMPLEMENTATION OF A SUPPLY AND INTER-CITIES LOGISTICS PLATFORM		
ACTION 1.1		
		INTEGRATION OF LOGISTIC AND TECHNICAL ASPECTS TO THE LOCAL PROJECT
2012	Aims	Analysis / shared reflection. The discovery of a platform for the transformation and management of all these logistic aspects will help the future creation of a structure of this type, linking Libin, Paliseul and Wellin municipalities.
Expected results		Adaptations and improvements of technical solutions, tools and methods to respond to the technical, logistic, commercial challenges...of the future platform
ACTION 1.2		
		ADAPTATION TO THE LOCAL CONTEXT OF MANAGEMENT BETWEEN MUNICIPAL AREAS.
Before march 2012	Aims	Visit to the Thermobois platform in Courchavon (Swiss Jura) taking municipal specificities into consideration, particularly as a structure involving the forest municipal areas.

Expected results		The visit to the Thermobois project will enable an in-depth exploration of the operational aspects, sharing the work of municipal workers, remuneration logistics of the different municipal areas, logistic and financial involvement of those in the Thermobois company.
OBJECTIVE 2: DETERMINE THE KEY POINTS FOR THE DESIGN AND MANAGEMENT OF LARGE-SCALE HEATING SYSTEMS		
ACTION 2.1		OBTAIN SUPPORT FROM THE REGION TO CONFER MAXIMUM LEGITIMACY TO RECOMMENDED WAYS OF ACTING
Before end 2011	Aims	Diagnosis of needs and Proposals for solutions Personalised contacts
Expected results		Legitimize or make the recommendations official; and training
ACTION 2.2		
		DEVELOP THE HEATING SYSTEMS IN THE WALLOON REGION AND TO SPECIALISE IN THE DESIGN OF HEATING SYSTEMS WITH CENTRALISED BOILER ROOMS
2012	Aims	Specialized technical training in the design of heating systems and centralized boiler rooms. Training module for interested parties through consultation of past cases and with professionals in the field • Specialized training in designing a heating system: Sizing, network, regulation, production and distribution, including an on-site visit (Beauplateau in Ste Ode) • Duration: 1 day External expertise (Ruraland budget)
Expected results		Skills creation and mobilization of interested parties To support a "niche" (engineering centres and installer)

transferred (technical or logistical solutions, quality control methods, tools used to calculate the production and selling prices), all extremely useful for the implementation and management of the platform.

As regards the transfer of the Corsican model some key elements must be analyzed:

- \* Promoting the use of other under-used resources (for example: green waste, cutting, etc.) to avoid competition.
- \* There is still a lack of functional pilot projects and examples of large-scale heat networks in Wallonia. So the first step is to increase the availability of skills (design offices, specialized installers, etc.) to do this.

\* Heat networks are a considerable investment with a long return time. This depends on fuel price differences, and above all the energy density of the network (presence of major consumers or a dense habitat). Regional support in the form of grants or another mechanism (for example low-interest loans from a regional investor, one third paid for mechanism) would be welcome.

Ruraland might support the achievement of competences by applying to experts both for the management of the transformation – logistics and platforms, considering the trans-communal specificity and the special training that it takes to plan a heating system (dimensions, network, production rules).

The action plan was scheduled to ensure a successful transfer :

- \* A further one dedicated to a transmunicipal platform (for specific aspects to this structure).
- \* The acquisition and reinforcement of the skills of the Walloon operators (facilitators, engineering and design offices, managers) of the heat networks (a link was done ther with the biogas project which also use heat-network).
- \* And this must be done under a "quality label" approved by the regional authorities.

The results from this transfer are the following:

- \* The Walloon region has learnt and transferred practical tools and solutions even though the whole GP transfer could not be done. The visit was really helpful and boosted the wood energy in Wallonia, both on the platform level as on the regional one.
- \* A quality label has been proposed to the regional authorities. This proposal has been considered with enthusiasm giving rise to a package of funds devoted to this question. As this implies announcing rules for funding, there has been a slow down of the action plan. Nonetheless, this action plan is going further than it was expected, thus it will have a real impact on the regional policy of wood energy.

#### SIAS: THE AGRO-METEOROLOGICAL INFORMATION SERVICE OF SICILY (SICILY)

SIAS was realized in 2000-2001, with an important financial contribution by EU funds and started the operational activities in 2002. Now SIAS is a modern agro meteorological service, in which the network of 94 fully automated agro meteorological stations is just the starting point and just an important component of the whole infrastructure. The main aim of the project is the use of new technologies in agricultural processes management and rural areas exploitation. Some

important applications have already been developed in different fields, like different agro meteorological applications (irrigation, frost and fire forecasting and alerting, pest and disease integrated and guided management), and topo-climatological and other small scale suitability studies also by mean GIS applications and new communication technologies.

A large use of mailing lists, SMS and the website allow a fast and customized communication with the users. A particular re-



cent interesting extension of applications is the one regarding the traceability processes on food-agriculture chains, from the farm to the consumer, especially for olive, orchards and horticulture productions.

#### \* ACTION PLAN SIAS BY ODARC

Corsica has many features in common with Sicily thanks to the production of high-quality Mediterranean goods, so a service similar to SIAS might be helpful to improve the activities that, at present, are carried out to make the quality of the agricultural produce better and to reduce the environmental impact.

Thanks to an agreement with Meteo.France, the Chambre de l'Agriculture de l'Haute Corse, provides weather forecasts through the publication of generic Farmers' newsletters, but it does not have access to raw meteorological data, and thus it cannot develop and implement specific simulation models in order to deliver tailored meteorological services to farmers, based on accurate agronomical know-how and detailed weather forecasting.

However, what is of primary importance is creating a system of direct access to meteorological data, in order to elaborate specific agronomic information for the farmers. It is necessary to create an efficient partnership that may include all the meteorological facility networks and agro- meteorological skills to supply specific information to be used in farming as well as in environmental monitoring, forestry, wood fires, tourism, etc.

The transfer and adaptation of the Sicilian good practice (SIAS) will not start from scratch, but from an existing experience with a view to consolidating and enlarging to other factors, a service based on the technical /operational support of the Sicilian government.

Besides the expenses for equipment and software, management and organization will present some other problems, that is the linking of the existing networks of meteorological



logical equipment run by several institutions: these latter are supposed to share and handle data, information and services.

The site-visits to these places in Sicily have evidenced many successful factors for the correct implementation of the service; regular checking, monitoring of the data transferred, the continuous maintenance of the field equipment. To do so, the local authorities should have a sufficient budget at their disposal to provide the maintenance, updating and implementation of the technological equipment/software. The Sicilian Region/ SIAS has confirmed that they are willing to collaborate with Corsica, in order to transfer the relative know-how even after Ruraland.

Within the Activity Plan created by ODARC and by The Agriculture Chamber, the most positive factors are:

- \* The presence of high-quality technical assistance to the farmers in order to exploit the information given by the agro-meteorological service.
- \* The opportunity offered by some financing lines of PRS that ODARC and the Chamber of Agriculture can easily get, first of all, measure 124.
- \* The availability of the exporting regions to provide educational/technical support when starting a specific activity.

TABLE 7: ACTION PLAN SIAS BY ODARC

ACTIONS		SIAS
<b>ACTION 1</b>		<b>PROJECT DESIGN</b>
4/ 2012 - 3/2013	<b>Aims</b>	Definition of the overall structure and operational aspects – including equipment, data management, services, communication, le LAG and institutional issues - of the Corsican Agro-meteorological Information Service, Service d'Information Agro-météorologique de la Corse (SIAC)
<b>ACTION 2</b>		<b>PARTNERSHIP BUILDING</b>
4 / 2012 - 12 / 2013	<b>Aims</b>	Define tasks and contractual commitments with potential partners
<b>ACTION 3</b>		<b>AGRO-METEOROLOGICAL NETWORK</b>
4 / 2012 - 12 / 2013	<b>Aims</b>	Establish the bases for a sustainable, efficient agro-meteorological network including: a) equipment for meteorological data management (collection, storage, checking and treatment), and b) organization for agronomic data management (collection, storage, checking and treatment of data regarding plant phenology, plant health and behavioural aspects, including pests and diseases occurrence, production parameters, etc.).

<b>ACTION 4</b>		<b>AGRO-METEOROLOGICAL DATA MANAGEMENT SYSTEM</b>
4 / 2012 - 12 / 2013	<b>Aims</b>	Establish the bases for a sustainable, efficient data management system – data collection, transmission, checking, storage, interpretation and preparation for different treatments - based on permanent and mutually benefiting partnership between organizations involved in the SIAC's core partnership, all acting at the same time as providers and users of equipment, data and information.
<b>ACTION 5</b>		<b>MODELLING</b>
4 / 2012 - 12 / 2013	<b>Aims</b>	Transfer, adapt, complete the modelling capacity of the SIAS with regard to weather forecasting and mapping, and delivery of various forecasting, alert and advisory services for farming (frost alert, advices for irrigation, treatments against pests and diseases and fertilization for various cultivations, grape harvesting forecast) and other sectors (e.g., forest fire prevention).
<b>ACTION 6</b>		<b>DATABASE CREATION</b>
7/ 2012 - 12/ 2013	<b>Aims</b>	Create, start filling and test the agro-meteorological database
<b>ACTION 7</b>		<b>TEST</b>
1 / 2013 - 12 / 2013	<b>Aims</b>	Test the delivery of first information and services in real conditions
<b>ACTION 8</b>		<b>MEDIATISATION</b>
1/ 2013 - 12/ 2013	<b>Aims</b>	Start the actual implementation of services delivery by the SIAC

#### \* ACTION PLAN SIAS BY PAZARDZHIK

The Local Authorities of PAZARDZHIK believe that the GP SIAS can provide a solution to make the agro-meteorological services offered at present by the Bulgarian National Institute of Meteorology and Hydrology, more efficient and complete.

An analysis of the prediction service, presently offered to the farmers, shows that this latter is not very efficient to supply new solutions and added value in order to increase production and competitiveness. Improving the present agro- meteorological weather prediction system and offering further agro-services are the premises to reach the region's objectives and priorities for a sustainable development of biological agriculture and renewable energies.

Creating a partnership among people interested and encouraging their cooperation should be the first transfer strategy. The main aim is creating a balanced participatory approach among the main institutions involved: the National Institute of Meteorology and Hydrology (NIMH) that supplies meteorological reports in real time, diagnoses, and hydrologic and agro-meteorological predictions, the Agricultural Academy, the National Plant Protection Service, etc.

From a meteorological point of view, the measures to encourage are: a participative approach of the institutions involved, an effort to adapt the GP to the territorial context and a cost-benefit analysis to assess the advantages and the sustainability of the enterprise, while, at the same time, also checking the public/private financial resources.

TABLE 8: ACTION PLAN SIAS BY PAZARDZHİK

ACTIONS		SIAS
ACTION 1		ORGANISATION OF A REGIONAL ROUND TABLE FOR DISCUSSING THE GOOD PRACTICE WITH REPRESENTATIVES OF THE NATIONAL INSTITUTE FOR METEOROLOGY AND HYDROLOGY (NIMH) AND ICT SUPPORT COMPANIES
1/2012 – 3/2012	Aims	Presenting the AGROMETEO Good practice to a wider audience of stakeholders. Getting feedback about the necessity and the possibility of implementing Sicily's good practice in Pazardzhik region by means of filling-in a questionnaire.
ACTION 2		ANALYSIS OF EXISTING LE LAG REGULATIONS AND CONDITIONS FOR THE PROVISION OF THE AGRO-METEO SERVICE AND ANALYSIS OF THE SPECIALIZED SOFTWARE APPLICATIONS CURRENTLY BEING USED BY THE NIMH FOR PROVIDING THESE SERVICES
5/2012 – 8/2012	Aims	Provide a clear picture about le LAG regulations and specialized software applications currently being used by the Bulgarian agro-meteorological services for processing and provision of agro-meteo information.
ACTION 3		SUBCONTRACTING THE DEVELOPMENT OF SPECIALISED SOFTWARE FOR THE ANALYSIS OF DATA PROVIDED BY THE METEOROLOGICAL STATIONS ON THE TERRITORY OF THE PLOVDIV REGIONAL CENTRE OF THE NIMH
9/2012 – 12/2012	Aims	Develop and implement specialized software application tailored to provide targeted agro-meteorological information and forecasts based on data collected from the currently functioning regional meteorological stations.

ACTION 4		DEVELOPING A SECTION IN NIMH'S WEB PORTAL TO PROVIDE FOR POSSIBILITIES FOR FARMERS AND USERS TO REGISTER TO RECEIVE ON-LINE INFORMATION ABOUT AGRO-METEOROLOGICAL FORECASTS AND ADVICE
1/2013 – 12/2013	Aims	Provide on-line agro meteorological information and advice to registered farmers and users in the region of Pazardzhik and in seven more regions in Southern Bulgaria.
ACTION 5		AGREEMENT WITH PAZARDZHİK REGIONAL TV TO BROADCAST EVERY DAY SPECIALISED AGRO-METEOROLOGICAL INFORMATION
1/2013 – 12/2013	Aims	In addition to current daily broadcasts of meteorological information farmers and agricultural operators will have opportunity to view NIMH data on hydro-meteorological forecasts and general agro-meteorological advice.

At present, it is not possible to transfer the GP AGROMETEO entirely, because of the different organization of the meteorological services which are State-run in Bulgaria, and Region-run in Sicily. In the creative process of the Action Plan, the main problems arose come from the reduced clarity of the situation regarding the access to national products and services, because of its legislative and administrative limitations.

However within a modular organization, it is possible to transfer some activities, that is, to apply some meteorological data and studies carried out by other Organizations to Agriculture; this would help farmers to take advantage of information produced in technical or academic fields.

The local Administration in Pazardzhik will act as a mediator in the linking process between the users, the National Institute of Meteorology and Hydrology and the Regional Centre of Plovdiv.

The necessary funds should be provided by the National Rural Development Program; in the 2014-2020 budget-planning there will be no funds available to the Regional Administration for the implementation of GP. The Bulgarian government tried to recruit experts to compare the situation of know-how in Sicily and Bulgaria (software and technology) in order to provide the farmers with specific on-line previsions. in real-time. The implementation of this program largely depends on the availability of targeted funds and the successful cooperation of the parties involved, namely, the ITC private firms for the development of the software.

## OPTIMAE: ENERGY OPTIMISATION (ANDALUSIA) AND RENEWABLE ENERGIES (ANDALUSIA)



The main objective of these two GPs is producing an energetic mix, by using different renewable sources of energy to be produced in the rural areas, in order to reduce dependence on external supplies. Since they share common objectives, Ruraland partners decided to join them into one single good practice.

Since the rural areas are the main places of production of the natural resources (biomass, sun, wind, water, etc.), they may easily contribute to diversifying the various rural productive components. The main objective of these activities is to analyze the present situation in the rural areas, in terms of energy-use/consumption, enlarging the information and awareness of technologies available on the market that exploit clean energy. Besides, they aim at underlining the necessity of energy- saving and its sensible use, promoting a new energetic culture that may reduce the causes that negatively affect the climate changes.



Optimae site visit, Andalusia, January 2011

## \* ACTION PLAN OPTIMAE / RENEWABLES ENERGIES BY WALLONIE

The main phases for the implementation are. Analysis of the request, network (University and private parties), sensitizing the local users, competence development/ acquisition, project promotion by LAGs. The approach regards both the offer (resources, technical competences of the installers, implementing the network) and the demand ( increasing the future request by informing the population). Only by enlarging the critical mass can we reduce costs.

The points in favour of the transfer process regard: compatibility of the objectives, similar techniques, biomass potentials, convincing farmers of the potentiality of the measure, a global approach (link with Agenda 21) .The main differences are: the difference in the availability of materials, and in the characteristics of the resources. It is common opinion that a top-down approach, a regional strategy, and a strong public support could be a winning strategy.

TABLE 9: OPTIMAE / RENEWABLE ENERGIES BY WALLONIE

ACTIONS		OPTIMAE /RENEWABLES ENERGIES
ACTION 1		OVERVIEW
	<b>Aims</b>	Brainstorming about possible courses of action, transferable nature, need for expertise, ...
Expected results		Analysis of potential and needs Establishment and broadening of a network of interested parties (universities, private sector, ...)
ACTION 2		TERMS AND CONDITIONS NEED TO BE SPECIFIED FOR INVITATION TO TENDER
10/2011	Expected results	Terms and conditions need to be specified for the invitation to tender
ACTION 3		INVITATION TO TENDER TO SPECIALISED OFFICES AND INSTITUTES
12/2011 - 01/2012	<b>Aims</b>	Public contract procedure
ACTION 4		COMPARISON OF SOLUTIONS AND THE CONDITIONS OF THEIR IMPLEMENTATION
5/2012	<b>Aims</b>	Expertise in the feasibility conditions of each specific action: - Advantages and disadvantages - Relevance Conditions to fulfil - Existing technical solutions - Cost – means to be raised Implementation phase and Expertise of the “RURALAND” component (€15,000)

Expected results		A tool to help with the decision to help the municipal areas or LAG in a local renewable energy evaluation policy, by facilitating the choice of actions, and by providing a relatively precise idea of the conditions and the implementation phases
<b>ACTION 5</b>		<b>DEVELOP A LOCAL STRATEGY</b>
09/2012	<b>Aims</b>	Work on the results provided by the experts, bearing in mind the constraints of a LAG / municipal areas
Expected results		1 Propose the above in a global, adapted and manageable strategy 2 Facilitate acceptance by the local council or the CA
<b>ACTION 6</b>		<b>OPERATION PHASE</b>
2012 and following years...	<b>Aims</b>	Submission of permit, Find funding, Build/organize, Test, optimize, assess
<b>ACTION 7</b>		<b>DISSEMINATION</b>
<b>OTHERS</b>		
		<b>SKILLS ACQUISITION</b>
	<b>Aims</b>	Follow the "heating system" training organised by Ruraland for the Corsican PBE experience
Expected results		2 people trained in the design of heating systems
		<b>LINK WITH THE LAG PROJECT, PAYS DES CONDRES IDENTIFY THE POTENTIAL (PRODUCERS AND CONSUMERS OF HEATING AND ENERGY)</b>
	<b>Aims</b>	Innovative analysis as it is based on small installations and the relation between potential / need for heat and energy, inspired by that of LAG Pays des Condres.
Expected results		Identification of potential consumers and especially selected producers

Two Walloon Local Action Groups and one municipality could be interested by these GP, mainly to promote the use of renewable energies.

Despite the differences of scale and financial means, technologies and good ideas (work on both supply and demand, partnership involving farmer and municipalities with an enlarged citizens participation) could be kept from the original.

The key point is the "scale resizing" : in what way could such strategy at local level be created, considering that LAGs in Wallonia don not have the same financial support than in both original GP.

The « think thank » develop the idea of promoting citizens cooperatives to invest and act at local level on renewable projects, empowering farmers, municipality, citizens and local enterprises.

This kind of cooperatives have a legal status, well adapted, could be supported by other cooperatives in existing networks.

The action plan was designed following this idea : working with an external expertise financed by Ruraland, to create this "do it your self-strategy", including tools and advices, technical response, as well as a method to organize this kind of citizens cooperatives.

The expected product of this action plan is a guide, including the following:

- \* Arguments to convince the different stakeholders (enterprise, farmers, municipalities, citizens):
- \* Legal aspects ( under Belgian legislation) and responses
- \* The steps and advices to create the structure:
  1. working with the municipality
  2. building a professional communication to convince people
  3. making a fair diagnostic of renewable energy at local level
  4. ideas of easy but effective actions
  5. ways to empower the funds and means required, in a professional approach
  6. join a network with similar structures
- \* How to start

## 2.2. Strategic Recommendations

From what was highlighted in the launching seminar held in Jämtland in 2010 and from the transfer and exchange activities of good practices, Ruraland project has played an important role in the debate on the future UE 2020 programs thanks to its networking and recommendations for the rural development.

The Strategic Recommendations about thematic Line 2 are detected from the import/export experiences of GP.

As to **GP Biogas from manure and small farms Wallonie and Limousin** agree on the importance of being thoroughly acquainted with experiences/ operating systems of energy production implemented by Biogas in other European areas (they have an experience database at their disposal) so that they may carry out a comparative analysis





1st Workshop Corsica, France

on the choice of the systems that suit their territorial context best; besides, they stress the importance of **Cooperation** among regions to get into the operational details of the various experiences, analyzing their strong and weak points. They stress the importance of collaboration/exchanges for the transfer not only of techniques but also of specific competences that may help support the local level of implementation (in short, acquisition of specific competences, to support the active parties).

In the process of transfer of **GP Biomass for development of forest territories (Corsica)**, the partners from **Wallonie** and **Odiانا** agree that some special measures must be taken, in order to cope with the costs in their first implementing stages of technology, in order to encourage the exchange of experiences and provide specialized training.

It is necessary to design pilot projects in order to experiment on the best technical solutions adapted to one's own context and promote the use of financial instruments to attract the private sector's capitals, consolidating public/private partnership (even using micro-credit programs). The simplification and removal of non-economic barriers might help the market of renewable energies to work more speedily.

Corsica and Pazardzhik partners that have imported **Agrometeo, Sicilian Agro-meteorological Information Service (Sicily)** emphasize the opportunity of stressing the necessity of increasing the financing by the creation of “**macro-measures**” that may integrate the various financings lines to train people, buy equipment and acquire new technologies, in an integrated way that may permit both the implementation and the management of

the system. In this case, the development of **Bilateral Cooperation** is the necessary tool both in the starting phase and in the regular management since this is the phase when the transfer of technical competence (training), the management of the system and the development of the potentialities of the territorial units proceed abreast.

In order to make the system work well,

it is important to inform/train the rural workers (long-term economic advantage) and develop a **public/private partnership** to attract new investments to share risks and get a better economic sustainability.

In **GP Optimac/Renewable Energies (Andalusia)**, **Wallonie** stresses the necessity of integrating these measures in a general strategy that may involve Authorities at the local level, as well as the Regional and National ones in order to give a better support to the partners' competence, to coordinate local workers better, encourage cooperation among those who work to promote the use of renewable energy.

The implementation of GP to be used in Thematic Line 2 concerning New Technologies and Renewable energies has led to the elaboration of a series of political recommendations for the rural development:



2nd Workshop Wallonia, Belgium



\* **Supporting and stimulating the knowledge of innovative systems and the dissemination of experiences acquired in different territorial situations.** It is extremely important to get acquainted with the different operational systems implemented in the various areas where Good Practice is used in order to carry out the necessary analyses that may lead to the choice of the systems that fit a territorial context best. This approach is made possible by encouraging specific collaboration and exchange (feedback), knowledge (Know-how). These lead the parties involved towards economic/technical potentialities.

\* **Cooperation among regions and different development levels.** This can be obtained through the efficient circulation of information/experience, through cooperation for the technical training and the use of Good Practice. Cooperation among regions in an efficient tool for the dissemination of innovative measures, from planning, down to their implementation. Partners should encourage the implementation of common pilot projects to devise and experiment the best technical solutions fit for any local context, as well as the best operational conditions, specialized training and technical updating.

\* **Public/private integration.** To support a sustainable public/private partnership it is necessary to identify the correct tools to attract new forms of financing. Measures should be taken that may lead to the production of renewable energy in rural areas through:

- Economic support, fiscal facilities, micro credit to implement and start up projects to produce renewable energy in firms, with a view to reducing fossil-fuel dependence and CO<sub>2</sub> emissions.
- Technical support (accompaniment-Spin-off) for the start-up
- Facilitating the public/private integration particularly for the collective systems of production of renewable energy
- Simplification of the administrative procedure to grant permits
- Sharing risks, use of incentives, solving market problems, regulatory certainty that gives stability, may reduce costs and implementation times as well as attract prospective investors

\* **Sensitizing users and final receivers of the services (Sustainable consumption and use of new technologies).** To help reduce environmental problems it is necessary to promote and disseminate a new energetic culture (use of clean energy, energy- saving, efficient consumption) focusing on their benefits and opportunities. To encourage the use of new technologies it is necessary for the users to be acquainted with the service and be aware of the advantages that its use brings about.

\* **Removing non-economic barriers that reduce the strength of the measures supporting the spreading of the new technologies and the renewable**

**energies.** Administrative hindrances, difficult access to the electric system, lack of information hamper investments and the spreading of renewable energy. In order to attract prospective users it is necessary to simplify procedures to get permits through a careful context analysis (environment, economy and social community) clarity and regulatory simplification.

\* **Creating and devising macro-measures that may lead to an easy approach to the system, by combining different measures and financing lines** (to buy equipment, train, acquiring new technologies, innovation) **facilitating the implementation of specific territorial projects.**

### 3.

#### Main results for Thematic Line 2.



Capitalisation Seminar TL1& TL2 –12-14 June 2012 Palermo, Sicily

Five Good practices have been analysed within this thematic line by five partners of the project: **Limousin, Odiana, Odarc, Wallonie and Pazardzhik** with seven transferability plans; three plans about GP Renewable and Optima have been cancelled (Odiana, Wallonie and Jämtland). There is a Pilot action on GP Biogas implemented by Wallonie in this Thematic line 2. Almost all the partners (importing and exporting regions) have been involved in the GP of TL2, confirming the interest in and the importance of the new technologies and the renewable sources in the rural areas.

At the capitalization seminar on Thematic line 1 and 2 that took place in Palermo on June 12 and 13, 2012 Ruraland partners and experts involved in these good practices exchange, discussed on the state of art of the exchanges and compared the problems connected with transferability and future development.

Those discussions highlighted some objective difficulties regarding the adaptability to one's own territorial, times context, the perspectives of transfer, all of them longer than the end of the Ruraland project, the problems regarding the technical support, training,

information addressed to the territory and, in some cases to stakeholders.

Namely, when it comes to **Biogas**, the Pilot Action from **Wallonie** underlines the difficulty of passing from little to big scale and in adjusting the necessary technology. The main ordeal to face, even with the support of “Pays des Codruses” LAG is the creation of a Pilot unit of 100 KW Biogas that may prove its profitability and, at the same time produce dry digestion, not the liquid one. Thanks to Ruraland we can define the process and the financial model through part of its budget but before this method becomes a widespread practice, the beneficiaries will have to be convinced to use Biogas. In conclusion, times are longer if we consider the end of Ruraland both to find further financings (2013), and to disseminate the new methods (2014-2015).

Limousin has met with the same problems as **Wallonie** regarding the scale and the dry substratum for the production of Biogas. Besides, its authorities propose a cooperation to share /exchange results and feasibility studies. To speed up the dissemination of Biogas in Limousin and Wallonie it will take a widespread revision of the country's system of laws and the State will have to lower the production costs of Biogas energy to make it more competitive. As to adapting the methodologies to Wallonie and Limousin, both countries firmly believe that creativity and innovation can solve the technical problems .when transferring GP.

When it comes to **GP Biomass**, both **Odiana** and **Wallonie** state that one of the main problems for the implementation and sustainability is the supplying of Biomass, both for quantity and costs. On one side, a larger territorial coverage might make it easier to find Biomass, on the other hand, the logistic/administrative management might become more complicate as to transport, storing and distribution. Creating a partnership of public/private institutions to run a network (Odiana) or a trans-communal management platform (Wallonie) may make dissemination easier.

Short chain, implementation of small-medium sized firms, information, training for the involvement of local firms to encourage private requests, public, financial support to manage the system, are all the successful factors for the feasibility of the intervention. Many inquires on the topic of governance and Biomass, have evidenced that for a successful implementation you must act at regional/local level, integrating the local economic system and the public, institutional one. The private sector for future sustainability might not be sufficient, since private investments are supposed to return short /medium term profits.

As to GP SIAS, a basic point for the importing regions is defining an institutional framework in which the relationship between the various subjects that are supposed to

feed or elaborate the flux of meteorological information useful for the farmers, may be clearly stated. The main necessary point is the implementation of direct access to up-to-date meteorological data, in order to build up an operational chain that may work abreast with models supporting the main decisions and with parallel informative fluxes (e.g. field surveys on the plant-health in some farming activities).

One of the main problems is the correct sizing of the infrastructures supporting the service, in order to secure the economic sustainability of an activity that has been created thanks to a massive initial investment and that later requires a continuous handling of the infrastructures that must be kept efficient.

For this reason it is necessary to find partners on the territory who may ensure the availability of the technological infrastructure of the agro-meteorological service, not only for the benefit of agriculture and rural development, but also for the civil protection, for the development of renewable energies and for tourism.

## 4.

## Conclusion for Thematic Line 2

Thematic Line 2 includes Good Practice based on new technologies and on the use of renewable sources that are now considered essential for the rural development. In a rural context where international competition and the economic crisis are more and more pressing, the problem of climatic changes and the reduction of dependence on fossil fuel may soon generate a more grievous problem (handling the costs).

In the next post 2013 planning the link between agriculture and climatic changes will be even closer (greening and agricultural payments connected with environmental factors) and agricultural enterprise will have to evolve, in order to cope with the future ordeals, to be competitive, multifunctional and sustainable.

The new technologies and the use of renewable forces may meet the common requirements of the European regions. Besides, they will have to be compatible with the different realities, with special or local requirements or needs.

The experience of the exchanges of GP of the Ruraland Project generates the necessity of a general political strategy fit to encourage the dissemination of the use of renewable sources all over the territory; it is meant to overcome all the technical problems (not only them). This policy is expected to boost a full economic

sustainability, encouraging the economic interests in the private sector and increasing the technological progress that might produce a reduction of costs, competitiveness and diversification.

When transferring GP it is necessary to reckon on longer times, in order to assess the results produced by Good Practice in the importing regions. This is due to many factors connected with the experiments done within the field of this Thematic. The new technologies and the field of renewable require vast financial support for the investment and planning. (BIOGAS, BIOMASS, SIAS) a strong public/private partnership, specific training in the use of technologies, training in the use of renewable sources (Optimae/renewable energies) not only for the benefit of citizens, but also for the advantage of the SMEs that are supposed to become the main targets for the development of this area.

Ruraland has contributed to creating partnerships in the territories involved in the exchange of Good Practice, encouraging the exchange of opinions and the research on new solutions about adaptability, promoting future cooperation with the technicians and experts of the exporting regions.

In each GP the public support, (Institutions, Regions, boroughs, LAGs) is extremely

important for the management, the initial financial support, the creation of a net/partnership and for the training and dissemination; however the private sector (SMEs) is necessary for the future development and the sustainability of the activities.

In short, the GPs considered in this Thematic, being applicable at regional/local level, since they are convenient to the territorial context require a greater temporal and financial effort than the Ruraland Project.

Ruraland has empowered the Regions involved to interact with the territory through the public/private stakeholders, with a view to creating adequate measures to encourage the dissemination of new technologies and the renewable sources. In all the stages of the project

the network has sustained the decisional processes, contributing to start dynamic processes that in the medium term will bring added value to the sustainability of the rural development.

During the process of transfer, the importing regions have insisted on the necessity of cooperating with the exporting ones, both for the technical/methodological support and the specific training in order to stimulate local measures that may integrate the activities scattered in the territories. The GPs of TL2 need a huge effort (technological and financial) that must be sustained jointly to get positive results. It is advisable for the cooperation generated by Ruraland to stimulate an intelligent, sustainable, exclusive growth, (Europe 2020).



Thematic Line

# 03

## Economic valorisation of cultural and natural heritage

CONTENT:

1. Description of the thematic line
2. Main products of the project
  - 2.1. Action Plans
  - 2.2. Strategic Recommendations
3. Main results for the TL 3
4. Conclusion for TL 3

### 1.

#### Description of the thematic line 3: Economic valorisation of cultural and natural heritage.

The industrialisation of the countryside and the subsequent application of the CAP has brought about socio-economic, cultural and territorial changes in rural areas which are directly related to the loss of the cultural heritage. It is precisely the changes in the agri-food system oriented towards the global market which have reduced biodiversity and prejudiced traditional methods of cultivation and the management of agricultural ecosystems, causing sharp ecological imbalances since the system is no

longer focused on meeting the interests and needs of the local population but those of the global market (SOLER, M. & GUERRERO, C., 2010).

In recent years, we have seen a change in the direction of agricultural and rural policies, with agriculture taking a secondary role among rural productive activities. The CAP and the strategies implemented locally, instead of opting for agricultural production as the sole means of developing rural areas, aim for a more diversified development model (handicrafts, territorial quality labels, etc.).

Rural development programmes, such as the Ruraland project, are oriented, among other themes, towards support for rural development initiatives which pay special attention to the valorisation of the heritage, and this can generate a triple benefit: it encourages the stabilisation of the local population in the territory, it improves the quality of life and it strengthens the values of the cultural heritage of the territory, thereby favouring its conservation and involving public and private agents in these strategies.

The concept of the natural heritage has been developed and widened over time, and includes everything from definitions which concentrate on a single type of asset, such as buildings, to more inclusive ideas which are based on the identity and territorial values of the cultural heritage in a wider, holistic sense: cultural landscapes, the intangible heritage and cultural itineraries.



Launch seminar of thematic Lines 3 and 4. Antequera, Spain. 26 - 27 May 2010.

The concept of cultural heritage has undergone profound changes in the second half of the 20th century, going from a more elitist, one-sided view to a wider, more inclusive perspective of heritage which accepts the different meanings related to the collective memory.

The intangible heritage is defined as the “the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity.” (UNESCO, 2003). This concept opens up new perspectives for sustainable development and is a guarantor of cultural and environmental diversity. It is for this reason that rural development projects have become increasingly focused on the concept of the intangible cultural heritage.



Thematic Line 3 banner

The exchange of good practices in this field has been the starting point of thematic line 3 in the Ruraland project, which refers to the promotion of the cultural and natural heritage by the partner territories who are trying to safeguard this resource. Within the framework of this thematic line in Ruraland, the exporting territories were Andalusia (Spain), Jämtland (Sweden) and Corsica (France) with an exchange of good practices revolving around a wide-ranging concept of cultural heritage and with different development strategies (tourism, education, territorial quality labels, agri-farming, gastronomic or handicrafts). The recipients of these good practices were the regions of Wallonia (Belgium), Corsica (France); Salaj (Romania), Sicily (Italy), Andalusia (Spain), Kainuu (Finland) and Pazardzhik (Bulgaria).



## 2.

### Main products of the project

In this thematic line, the five good practices included in the exchange of experiences have resulted in the implementation of six action plans and three pilot actions.

The five good practices exchanged were:

TABLE 1: SITE VISITS SCHEDULE FOR THEMATIC LINE 3

Good practice and Exporting Region	Importing Regions	Date
GPS-GUIDED ROUTES (Andalusia)	Sicily	February 2011
VALORISATION OF THE HERITAGE AND LANDSCAPE RELATED TO TRADITIONAL PRACTICES (Andalusia)	Wallonia Rural Foundation	February 2011
INTERACTIVE ANDALUSIA (Andalusia)	Salaj	November 2010
THE ROUTE OF THE REAL SENSES (Odarc)	Wallonia Rural Foundation, Jämtland	October 2010
GASTUR (Jämtland)	Andalusia, Kainuu, Salaj, Pazardzhik	September 2010

A feature which the five good practices have in common is the valorisation of both the tangible and intangible heritage in rural areas through the promotion of endogenous products and the development of knowledge of these areas through actions aimed at the local population and persons who have come from outside the territories.

Apart from the intangible benefit obtained from greater knowledge and recognition of the environment in which they live, these actions produce an economic benefit for local inhabitants and, consequently, an increase in the quality of their lives, as they can preserve their customs and traditional know-how. In fact, it should be underlined that, out of the five good practices exchanged, the two which directly involve the promotion of endogenous agri-food products (Gastur and Route of the Real Senses), are those which have been chosen by the greatest number of partners and, therefore, have seen most action plans and pilot actions developed and implemented. As a result of these experiences, the artisans and producers in the zones where the pilot actions



Good Practice exchange Antequera, May 2010

Thematic line 3 began its work with the launch seminar which was held in Andalusia (Antequera) in May 2010. The different round table sessions held at that meeting came to the conclusion that the natural and cultural heritage are both necessary and useful as motors of rural development and, at the same time, the direct involvement of the population in the process of defining the heritage is essential in order to create a territorial identity. Likewise, in the debate following the round table, some of the key elements in the strategy to valorise the rural heritage were highlighted: governance, territorial development and coordination between administrations.

Of the five good practices exchanged in thematic line 3, although all will be addressed in detail in the following chapter, Gastur deserves special mention. It was proposed by Jämtland and has aroused great interest, being the good practice which has generated most action plans and pilot actions (three). This good practice stands out since it combines the valorisation of endogenous agri-food products with the exploitation of short supply channels. Furthermore, it includes a preliminary stage in which the skills needed to improve productivity and for networking with other producers in the territory are provided, thereby generating a mutual benefit.



Practice exchange between partners and experts

and action plans have been implemented, as well as learning to network, which is a mutual benefit in itself, have generated higher income and this produces an improvement in the local quality of life and has a multiplier effect.

This thematic line has one particular experience, Gastur, in which three partner regions of the project (Andalusia, Kainuu and Salaj) saw the potential for adaptation to their own territories, elaborating a pilot action. Of the three pilot actions, only the one in Andalusia was fully executed during the lifetime of the project.

The other two began during the project but, as they were on a larger scale, their results will not be seen until after the project has terminated. In order to ensure the continuity of the collaboration between exporting and importing partners, Jamtland, the exporter of Gastur, has signed collaboration agreements with

both importing regions, Kainuu and Salaj, thereby guaranteeing future collaboration after the Ruraland project has concluded.

Among the five good practices visited by the eight partners originally involved in the exchange and who participated in the visits under thematic line 3, there were a total of 13 exchanges. Finally, after the visits, four exchanges did not give rise to any action plan since, after analysis by the partners involved, they concluded, for diverse reasons, that the good practice was not suitable for import into their territories. On the other hand, after the visits, seven partners continued with the exchange process and drew up a total of nine action plans of which three have become pilot actions and have been totally or partially implemented during the lifetime of the Ruraland project.

The six action plans and three pilot actions which arose in this thematic line are described below.

## 2.1. Action Plans

### ANDARURAL GPS GUIDED ROUTES (ANDALUSIA)

This is a project co-ordinated by the Sierra de las Nieves Local Action Group (Andalusia). Its objective is the design, development and implementation of a public tourism portal (a Web 2.0 space) which offers information about natural and heritage resources, restaurants and accommodation services and the possibility of downloading tourist routes (designed by the user or predefined) guided by GPS. It is a participatory portal for users which disseminates the natural and ethnological heritage of Andalusia.

The key to the success of this good practice is the high degree of involvement of the agents and the local population in the territory and its innovative spirit, which has won it local and regional prizes in the area covered by the project coordinator.

However, the need to establish channels for the promotion of projects of this type, which involve so many territories and which contain very valuable information, must be emphasised.

### \* ACTION PLAN GPS GUIDED ROUTES BY SICILY

Although Sicily is a very attractive tourist destination in its own right with a consolidated, competitive supply of tourist services, attracting a large number of visitors throughout the year, it is still necessary to promote and incentivise inland tourism on

TABLE 2: FINAL SELECTION OF GOOD PRACTICES TO BE TRANSFERRED

Good practice TL2	Exporting Regions	Importing regions									
		ANDALUCÍA	LIMOUSIN	SICILY	ODIANA	ODARC	KAINUU	SALAJ	WALLONIA	JÄMTLAND	PAZARDZHIK
GPS GUIDED ROUTES	Andalusia										
VALUATION OF HERITAGE AND LANDSCAPE ASSOCIATED WITH EMPLOYMENT AND TRADITIONAL USES	Andalusia										
INTERACTIVE ANDALUSIA	Andalusia										
THE ROUTE OF THE REAL SENSES	Odarc										
GASTUR-PROMOTION OF LOCAL GASTRONOMY	Jämtland										
	Confirmed	I	O	I	O	O	I	2	2	I	I
	Cancelled	O	O	O	O	2	I	O	I	O	O

=9

=4

the island, especially using new information technologies to develop it. The most attractive point about this project for Sicily was the possibility of networking and cooperating with Andalusia. Sicily already had inland routes on the island but the possibility of joining them all together and using a widespread system such as GPS to disseminate them was seen as a high added value for the region. It should also be underlined that, in this project, what is being promoted is rural tourism which pay special attention to the natural and ethnological heritage of inland regions in an area with very solid coastal (sea and sand) tourism and which, therefore, is very similar to the type of tourism are found in Sicily.

It should be noted that this is a high budget project (since it uses new technologies), and this complicates the start-up and, above all, the continuity and maintenance of the project.

For the implementation of the action plan, a period of 20 months was estimated, from September 2011 to June 2013, with a total budget of €479,500.

TABLE 3: ACTION PLAN GUIDED ROUTES BY SICILY

ACTION 1:	To analyze the tourist information (attractors, accommodation and services), analysis of the functioning of the Portal. Study of tourism and tourists in Sicily Web 2.0 (20,000€)
ACTION 2:	Create a partnership that will actively contribute to the creation of the Portal with GPS technology, organize activities, to know the problems and needs of network operators (7,000€)
ACTION 3:	Implementation of the Portal of the GPS-guided Tours. Preparation of the database and back-office sections (200,000€)
ACTION 4:	Specific Training for partners using the portal, back-office area for available data input. Specific training on how to find sources of geographic data and coordinates. Basic training on tourism marketing strategies and on the Web 2.0 tourist. (25,000€)
ACTION 5:	Action for dissemination and promotion at the local level (22,500€)
ACTION 6:	Collection of local information and uploading of content on the Portal (150,000€)
ACTION 7:	Campaign to promote the Portal on the territory and on the web (40,000€)
ACTION 8:	Update and evaluation of results (15,000€)

#### VALORISATION OF THE HERITAGE AND LANDSCAPE IN RELATION TO TRADITIONAL PRACTICES (ANDALUSIA)

This project was co-ordinated by the Sierra Morena LAG in Andalusia. Its objective was to develop and exploit specific, characteristic heritage elements at a regional level in order to strengthen and consolidate regional identity. This objective is achieved through the production of tools and methods to be used by local players (inventory, mapping and proposals for restoration).

The keys to the success of this good practice are: local potential (strong culture and identity, tourist and environmental potential).

However, some weak points were detected: the difficulty of coordinating numerous actors (regional administrative bo-

dies, LAGs, cultural associations, private players, local craftspeople, etc.) and of involving the private sector. A significant dependence on public funds was also observed, as well as deficits in the field of self-development and execution of the project on the ground.

An analysis of the possible transfer concluded that this good practice could be a source of inspiration, especially as regards operative tools (inventory procedure, public awareness-raising and methods for the restoration of the heritage). The need to train local players in these methods and the necessity of coordination between local and regional players must also be underlined.

#### \* ACTION PLAN VALUATION OF HERITAGE AND LANDSCAPE BY WALLONIA

This action plan involves the creation of the Memory and Citizenship Centre of Beauvechain, whose purpose is to increase social cohesion, and which is included in the local development strategies of the Wallonia Rural Foundation. There are similarities with some of the applications of the original Andalusian project. Specifically, the definition of cultural heritage, the perspective of identity and the importance of reinforcing synergies are specifically going to be transferred from the original project. To do this, an inventory is to be made and a guide edited in order to raise public awareness. The different stages of the project are:

1. Involving local players in the project, including an LAG (to develop closer links with the local population) and the tourist office. A fairly detailed preliminary project was drafted in collaboration with local agents. This was then included in the Municipal Rural Development Programme (a regional tool which provides funds and resources for the project).
2. Providing tools and advice through external experts to the agents and then providing them with the necessary resources to implement and coordinate the project.



3. The next step will be the implementation of the project and its integration into a coordinated regional framework. Today, the purchase of a building and its adaptation is being discussed (at a cost of almost €1 million).

The implementation of this action plan has progressed thanks to the approval by the local authorities in Beauvechain of the necessary funding to build the Centre, with a budget of €1 million being approved, which will allow construction to begin in 2012.

The project has begun to work on a local level, involving the population, associations and municipalities. Advisory work has been vital to the project as it has given the local agents the necessary skills to begin this dynamic.

It is expected that economic activity will be developed to cater for tourists visiting the Centre.

Although the original good practice was designed with a different objective, the opportunity of sharing it was of great interest both to the exporting region (thanks to the information shared and the possibility of diversifying the good practice) and for the importing region, which received the tools and evidence of the possibility of executing this good practice.

#### INTERACTIVE ANDALUSIA (ANDALUSIA)

This project was co-ordinated by the Campiña Sur Cordobesa LAG (Andalusia). Its main objective was to dynamise young people in the region to encourage them to become active in the development of rural territories through greater knowledge and in the creation of a local identity. The project contemplated a number of revitalisation activities which were to be developed through a game about knowledge of Andalusia, which was created as part of the project. This has meant a number of actions such as the production of knowledge files, promotion campaigns and dissemination in secondary schools in Andalusia, and

games and competitions between school-children.

Although the key to the success of this good practice is the high degree of involvement of the school community, the dispersion of the towns and villages within a territory has been identified as a weakness of the project since this influences the term of execution of the actions and also brings out the problem of the need for the tool to be updated (games and competitions) in order to continue attracting the interest of young people in this interactive game.

The analysis concluded that the use of new technologies leads to the diversification of the means of learning and teaching methods in rural schools, allowing

students to discover the links which exist between the different aspects of their territory: history, geography, socio-economic, life, heritage and traditions.



Interactive Andalusia exchange team

#### \* ACTION PLAN SALAJ INTERACTIVE BY SALAJ

The importing area is characterized by the existence of a representative natural and cultural heritage, but insufficiently known, and, implicitly, assumed at the level of community. The insufficient knowledge, the poor valorisation of heritage elements from local authorities, as well as from communities in their ensemble explain the promotion and valorisation gaps of the cultural scenery in the development of Salaj rural area.

The project's general objectives are:

- \* Configuration and consolidation of local and cultural identity of young people from the rural environment of Sălaj County;
- \* Strengthening the feeling of local belonging;
- \* Deepening the knowledge of young people from the rural area in which concerns the local cultural aspects.



The specific objectives of the transfer project “Interactive Sdlaj” are as follows:

- \* Collaboration with the schools in which concerns the education of young people;
- \* Supply of more data to the young people on their local culture.
- \* Promotion of the use of new technologies as a learning instrument;
- \* Exchanges of experience between groups of young people from the micro-regions of Salaj county, with the purpose to promote their life style, attitudes, motivations, etc.
- \* Presentation of LAGs for young people from the rural area of Sdlaj County and their role in the rural development;
- \* Promotion of participation of young people in rural development;
- \* Promotion of the areas of local communities and emphasis of opportunities offered.

The total estimated costs of the project is 74,654.63€ for a duration of 2 years.

The transfer of good practice shall be done in several phases:

1. Transfer team constitution (September 2010).
2. Preparation of study visit (October 2010).
3. Study visit in Andalusia, Spain (4-5 November 2010).
4. The analysis of project's transferability and the elaboration of action plan for transfer and policy recommendations (October - January 2010).
5. Discussion of the adapted project - “Interactive Salaj” - by the transfer team and the team of the project Ruraland (January-September 2011).
6. Approval of the project “Interactive Salaj” by Salaj County Council (October 2011 - July 2012).
7. Attraction of funds for various phases of the project “Interactive Salaj” (starting with July 2012).
8. Implementation of the project “Interactive Salaj” (after signing the financing contract, duration of implementation being of 2 years).

#### ACTIONS:

**ACTION 1:** Project management.

**ACTION 2:** Conclusion of partnership agreements.

**ACTION 3:** Design and establishment of the content of the game “Interactive Salaj”.

**ACTION 4:** Elaboration of the game “Interactive Salaj”.

**ACTION 5:** Elaboration of promotion materials.

**ACTION 6:** Information and promotion campaign.

**ACTION 7:** Organization of competitions.

**ACTION 8:** Dissemination of results.

#### ROUTES OF THE REAL SENSES (ODARC)

Developed by the Promotion Agency for Corsican Agriculture Products, Crafts and Territories (OPAMTC), this project has created an agri-tourism itinerary which has brought together micro-regional economic players around a theme which has been developed in five sub-themes: agriculture, tourism, crafts, culture and commerce. “The Routes of the Real Senses” serves to stimulate territories, helping farmers, craftspeople and suppliers of accommodation to remain in their locality and improving their standard of living at the same time. The project has also created incentives for the rehabilitation of old buildings, the maintenance of rural properties and the creation of business and cultural activities.

It's started from a public support (funding and building it). Its successful implementation follows these steps:

1. Identify the producers and the flagship products. Keys: take full advantage of the existing potential (quality typicity and diversity of products, tourism on the coast).
2. Draw up the specifications and the quality charter. Keys: accent on quality. Registered trademark (control).

3. Convince and unite the producers and players. Keys: work with producer (the best ambassador, especially if he does cross-promotions, starts with those who are convinced).

4. Organise the itinerary (signposting, communication, etc.). Keys: Promotional tools must be practical (guidance).

5. Control the quality of product and welcome. Keys: quality control and providing a professional assistance and animation.

6. Continue the promotion, maintain the road signs and ensure the involvement of the players. Keys: It's essential to maintain, monitor and stimulate quality.

As regards the weaknesses of the project, it has been seen that there is a need for continuous promotion which, in turn, depends to a certain extent on public funding. There are also difficulties in involving and coordinating all of the agents concerned. However, as a positive aspect, it should be underlined that this project has also led to the inclusion of Italian regions with the ultimate objective of establishing a frontier network, enhancing complementarity between different Mediterranean tourist resorts.

#### \* ACTION PLAN ROUTES OF THE REAL SENSES BY WALLONIA

The action plan consists of 4 steps: shaping its own model; meeting the producers, communication plan (design, draw, translating, printing...) and link with 6 local events a year. The two first steps, reached before the site visit, contributed to the creation of the discovery circuits of the local producers and craftsmen on the territory of the Local Action Group « RoMaNa »: Rochefort - Marche-en-Famenne -Nassogne (34,324 inhabitants - 398.64 km<sup>2</sup> - 85.31 inhab/km<sup>2</sup>) in order to use the human,

material and natural resources of the region; promote high-quality food; support local agricultural producers; bring together the rural producers and the neo-rural inhabitant through local products; enhance the appeal of the region.

The original good practice had to be adapted to the Walloon territory, though the following key points remained: use the method and take time to create trust, to boost; finding synergies (players, events); ensuring communications (road signs, NICT, hard copy media); relying on leaders; maintaining the quality – of the route and its content, and provide for quality control; Setting a fee to both producers and visitors; assistance to the producers (training). To these items, two more were added to adapt the model: target the right scale and the aims and be open to others synergies (specially local events); and, involving young people (tomorrow's consumers).

The main difficulties faced are the different territorial scales in both experiences (original good practice and Walloon experience) and the different starting points in both territories (variety of products, identity, type of vacation destination, etc.).

However, the following solutions have been encountered: considering local consumers as the main target to promote local products, rather than tourists; building its own model, considering the experience and methodology of “route des sens”, also to promote short circuits; organising a local products ‘tasting at local events.

#### \* ACTION PLAN ROUTES OF THE REAL SENSES BY JÄMTLAND

The action plan “Routes to real senses” elaborated by Jämtland region has 3 main objectives: a) diverting the tourism out to the countryside and the SMEs; b) connecting companies from food, culture and tourism sectors; and, c) giving entrepreneurs and SMEs competence, networks, experts, etc. to be able to develop the theme.

The action plan is divided into 5 steps:

1. Initiation and preliminary project
2. Organizing a joint platform for development
3. Organizing routes
4. Business and marketing plans
5. Evaluation and implementation

A key point in the parts of the concept from “Routes des senses” is the methodology to connect entrepreneurs and SMEs in the countryside, with the aid of public resources.

In Jämtland, the challenge is to connect tours available for private tourism, making companies feel that it is worthy having companies open for tourism for a number of months every year.

It has been detected that the most suitable organization to own the project is the tourism organization, a private organization that can approach to project to private sector.

Though Jämtland and Corsica have many aspects in common, the project has to be adapted to the characteristics of the importing region. In that sense, a high participatory approach has to be implemented in order to correctly involve stakeholders. Also, a strong political commitment from public and private bodies is crucial.

#### GASTUR (JÄMTLAND)

Gastur is a project run by the region of Jämtland (Northern Sweden) which aims to be a reference point for the development of artisan gastronomic tourism. The purpose of the project is to increase the number of tourism products in the district as a whole, both in terms of local food production and in terms of culture, in order to make the district a beacon of gastronomic tourism in northern Euro-

pe, offering a number of well-defined, high-quality, varied tourist products. The products are environmentally, socially and financially sustainable. This project is structured around the preparation of an inventory of small-scale food producers currently installed in the district and a review of their status as potential tourism entrepreneurs.



Gastur, Jämtland

The project also includes training for the producers, providing them with a clearer vision and knowledge of what tourism means to individual companies and to the region as a whole. Within a period of one year, with technical support, the project creates a structured method which is both efficient and easy to use by artisan producers of gastronomic products who wish to develop tourism as part of their business.

The small size of the companies in the territory could limit economic development and the number of products on the market, but this does not prevent the generation of a large number of products for sale. Furthermore, all the local agents must be involved in the preparation of the inventory of the situation on the ground in order not to overshoot the execution period of the project.

#### \* ACTION PLAN GASTUR BY PAZARDZHİK

Rural tourism is one of the Governments instruments for achieving strategic goals in the development of sustainable tourism for the period 2009-2013 in the Pazardzhik region. It is considered a way to attract foreign and Bulgarian tourists to traditional national food products. Gastronomical tourism appears to be an appropriate tool to revitalize declining areas in Bulgaria.

This Action Plan will help contribute to the achievement of the following key high level outcomes:

- \* Increase tourism visitor numbers to Pazardzhik region
- \* Ensure more visitor spend stays in the local economy.
- \* Diversify and develop the spa tourism product in the region.
- \* Increase demand for Bulgarian food and drink products.
- \* Minimize the impact of the tourism and food and drink industries on the environment.
- \* Provide an exceptional food experience to visitors based on locally sourced and distinctive food.

The selected methodology for the implementation of the Action Plan and transfer of the good practice involves progressive, step-by-step implementation process where the accomplishment of every following step is strictly dependent on the successful realization of the previous step.

TABLE 4: ACTION STEPS

Chronogram: 33 months October 2011-July 2014. Total budget: 59,000 €.

ACTION 1:	Establishment of a legal entity to promote the development of rural tourism in the region (10,000€)
ACTION 2:	Determination of the opportunities for, and barriers to, advocating gastronomical tourism as an agent of rural diversification and development in the region (10,000€)
ACTION 3:	Information dissemination among food producers as well as among local people of the potential for promoting their local culture, traditions, attracting more visitors, creating more jobs and providing income to their communities (10,000€)
ACTION 4:	Selection of 4 to 6 food producers based on their potential to become tourism entrepreneurs and representing diversified product (7,000€)
ACTION 5:	Review of the selected food producers with regard to their potential to provide good quality tourist offer (3,000€)
ACTION 6:	Product development and getting the product into the market (4,000€)
ACTION 7:	Develop a Regional LOGO mark for the newly established legal entity for promotion of rural tourism based on local food productions (5,000€)
ACTION 8:	Promotion and advertising: Developing a website, developing a guide, make local food events (10,000€)

#### \* PILOT ACTION GASTUR BY KAINUU

The region of Kainuu is one of the four partners who had planned (and had a budget for the purpose) to undertake a pilot action. However, it had been foreseen that this partner would run a pilot action under thematic line 4. It turned out that there was no good practice in that line which fell within the strategic interests of the region and, finding that Gastur was a good practice which did fall within its expectations, the region decided on a pilot action under Gastur.

The specific characteristics of the Kainuu region with regard to the project are, among others, continuous population decline, especially of the young population, together with a relatively undeveloped agricultural sector providing for internal consumption. Kainuu already has a Designation of Origin or a Regional Label called "Originally made in Kainuu", but it is still not very strong and the region has an incipient tourism sector which is becoming more developed.

The needs for Kainuu region are to improve the cooperation between Hotels, Holiday resorts and SME's within the food and leisure sectors and the strategic objectives of the transfer what are the challenges to be faced at a regional and local level are:

- \* Lack of young entrepreneurs and entrepreneurs in general within the food processing sector.
- \* Lack of experience cooperation between bigger firms and SME's and between SME's.
- \* Improve the regional brand in Kainuu.

#### Analysis of the process:

Key principles for implementation are: To form a carefully planned progressive step by step process and Action Plan, and to form a well planned time.

The Gastur Kainuu is planned to start in autumn 2012.

TABLE 5: GASTUR ACTION PLAN BY KAINUU

ACTION 1:	Preparatory phase: Info seminar for entrepreneurs and stakeholders (20,000€)
ACTION 2:	2 Feasibility study: Linkages to other regional strategies initiatives, Linkages to regional portals, pilot group selection process
ACTION 3:	Commitments of enterprises and other relevant bodies
ACTION 4:	Implementation: Business plan, Training, Quality plan, Marketing
ACTION 5:	Branding

#### \* PILOT ACTION GASTUR BY SALAJ

Salaj is the partner entitled for the execution of a Pilot Action in the Thematic Line 3, having chosen Gastur good practice for this implementation.

The success of implementation of a project depends to a large degree of the project management and of the human resources designated for the performance of duties. For the transfer of the GASTUR project in Salaj County it is necessary to involve several institutions preoccupied by rural development. Will initiate and co-opt local and international expertise necessary for its implementation and for planning further phases of the transfer process.

Partnership agreements will be initiated and signed between Salaj County Council and partners identified to bring added value for the implementation of the Pilot Action.

The special characteristics of the Salaj region, where Local Action Groups are still not operative, and the need effectively to involve local authorities and private entrepreneurs in the project strongly influence the action to be taken.

This action plan is really a pilot action, as its implementation has already begun and it is one of the pilot plans contemplated from the beginning of the project. The programmed actions, therefore, will be practically completed by the end of the project.

TABLE 6: GASTUR ACTION PLAN BY SALAJ

ACTION 1:	Partnership management for the implementation of the Pilot Action by hiring specialized expertise and the management for the implementation of the Pilot Action (1,423€)
ACTION 2:	Launching of the Pilot Action in Salaj County (7,052€)
ACTION 3:	Creation of a data base (1,853€)
ACTION 4:	Selection of local traditional food producers and potential entities that could develop into gastro-tourist greeting units (6,861€)

#### \* PILOT ACTION GASTUR BY ANDALUSIA

After the visit by some Andalusian Local Action Groups to the GASTUR good practice, one of them, the Campiña de Jerez LAG, decided to include this project in its new tourism strategy and at the same time the Regional Government's Directorate General of Rural Development (now called Territorial Development) saw that this experience could be transferred and widened to other nearby LAGs, thereby creating a wider business network of agri-food producers and local tourism entrepreneurs.

With the implementation of this action plan in the chosen areas, the following objectives were sought:

- \* To create a network of agri-food, artisan and tourism businesspeople and entrepreneurs who would work together.
- \* To stimulate these producers and encourage them to participate in the design of strategies for improvement, including an improvement of their business models.
- \* To propose specific, integrated measures to increase the added value of artisan agri-food production.



\* To attract urban tourists to these areas in search of local artisan products. The action plan was designed to be an integrated, cross-sectoral plan.

The period for its implementation was one year, with an estimated budget of 54.000 €.

**ACTION 1:** Design, planning and field work together with the players involved

- \* Selection of the group of entrepreneurs in each zone
- \* Design of the methodology

**ACTION 2:** Skill-building measures and technical advice

- \* Training in the CANVAS business model
- \* Online skill-building platform
- \* Individualised advice to the artisans and producers involved

**ACTION 3:** Monitoring and evaluation

## 2.2. Strategic Recommendations

As it has already been explained, Ruraland partners have capitalized their networking experience by the elaboration of strategic recommendations. The good practices mentioned above together with all the others in the different thematic lines, have provided the partnership the inspiration to launch the reflection for the elaboration of these recommendations.

A strategy of integral development of rural areas to ensure optimal progress is recommended. This strategy should have a specific development policy organization that would give priority to quality activities with specific potential for the future in each region that would be based on a strong synergy city-rural area. It should also be flexible by the authorities responsible for the implementation of future Rural Development Programs. In particular, based on the lessons learnt from the work within this thematic line 3, the following is recommended:

1. The diversity of cultural and natural heritage in the EU represents its specificity and enormous wealth, so, rural areas should be seen as an asset for its future.
2. The differential nature of the local culture represents a value added to the municipality.
3. High-level political authorities should legislate on the protection of natural and cultural heritage to avoid irretrievable loss.
4. The support for projects promoted by people boosts their motivation. The success factors of an initiative lies, principally, in the involvement of the population instead of in invested funds.



Dissemination event of Policy Recommendations in Mars 2012, Brussels, Belgium.

5. The different levels of development of the regions require the concrete analysis of each situation, in order to adapt policy measures to the needs of each area. This will make cohesion become a progress instrument.
6. Traditional rural activities are part of rural heritage, which must be based on three pillars: research, preservation and dissemination, to achieve the development and balance of territories. Dissemination represents a firm commitment of all those involved in the project, based in innovative tools.
7. Europe should strengthen economic comparative advantages and contribute to the formation of human capital. Promoting citizen's role, with innovation capacity, entrepreneurship and adaptability to change, ensures economic growth in a territory.
8. The knowledge of the tangible results of the projects developed, will quality improvement of the actors involved (training, selection of suitable entrepreneurs for the project, etc.) and will contribute to the success of each project.
9. Tourist organizations must market Cultural thematic routes in the field of gastronomy, tradition and craftsmanship, or Natural thematic routes related to geography, etc. so as to guide tourists to the major destinations of rural areas.
10. The support to direct marketing channels to promote the use of a capital asset,



means an increase in their knowledge, appreciation, youth involvement, and dissemination through social networks, etc.

II. Promoting new forms of funding, parallel to the EAFRD Regulation, would facilitate the paperwork.

- \* Possibly, greater budgetary constraints, in 2013, will compel the various economic and social stakeholders to use other mechanisms and to a better use of existing talent and resources.

- \* Aid should be granted to projects that do have success factors and, especially, to promoters who will carry out the project regardless the support.

12. Promoting projects like Ruraland, that enable local and regional stakeholders to share good ideas and successful experiences, give the territories with resources but lack of initiative, the opportunity to benefit from said ideas and experiences. This can be done because stakeholders are provided with the tools to promote successful projects in territories that may have similar characteristics, despite the differences. The good practices visited contribute to the achievement of the objectives of the EAFRD regulation, of the Rural Development Plan and of the large community strategic guidelines: Lisbon, Gothenburg and the European Strategy 2020.

13. A better monitoring of the funds granted could increase the success factors in the project. Creating a joint action in this regard, such as “Technical Assistance to promoters”, carried out by the private initiative, could be envisaged.



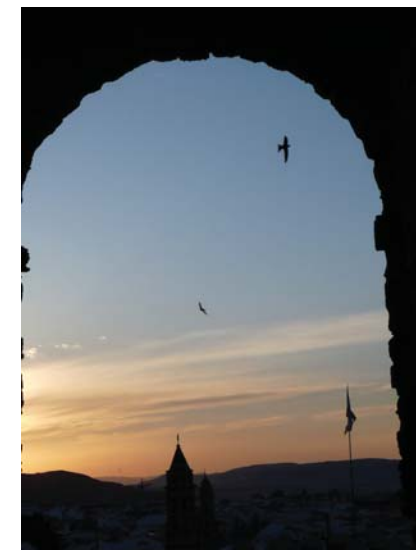
### 3.

#### Main results for Thematic Line 3

The Ruraland transfer process for the TL 3 concluded in 9 delivered Action Plans from which three have turned into Pilot Actions, as described before.

This can be interpreted as the great interest this thematic has raised between a good number of partners. The good and visible results obtained by several of the good practices exchanged in our thematic line has motivated some partners to choose them in order to adapt them and implement them in their territories.

The Andalusia practice called “Valuation of heritage and landscapes associated with employment and traditional uses”, presented as one of its greatest assets the cultural value and the tourism and environmental potential of the heritage placed on the frame of this project.



Antequera

However, some weaknesses have been identified, such as the difficulty of coordination between many types of agents: regional public bodies, cultural organizations, local development agents, craftsmen and private sector involvement. Also there have been some weaknesses in terms of over-reliance on public funds and shortage of tools, techniques of inventory and methodologies for ethnological heritage documentation presented by the local development groups.

The team involved in this good practice has concluded that cultural heritage is an important source of inspiration but it takes certain skills and knowledge for documentation and restoration so it is necessary to train and give skills to local people in the use of these methods and tools. Moreover, the local population has a high degree of awareness of their own cultural heritage and is directly involved in its protection.

Workshop for Policy Recommendations in Wallonia. November 2011

In the case of the “Interactive Andalusia” good practice, the high degree of involvement of the school community is very positive. However it has been detected, such as weakness of the project, the degree of dispersion of the different locations in the territory which has influenced the execution time of the actions and the need to update the tools (games and contests) to continue and maintain the interest of young people in the interactive game.

The analysis concludes that the use of new technologies allows to diversify the forms of learning and teaching methods in rural schools, allowing students to discover the links between the different areas of their territory: history, geography, socio-economic, tangible and intangible cultural heritage.

“Andarural GPS-guided Routes “ (Andalusia), stands out as one of the practices in which the most significant was the high degree of involvement of actors and inhabitants of the territory and their capacity for creativity and innovation. After assessment, it is considered necessary to reinforce projects of this nature. Its greatest achievement has been to involve numerous territories and provide tourist information and heritage presented with a tool to unify it, transfer it and keep it updated in a participatory manner.

“Gastur” (Jämtland) has meant the establishment of a collective and participatory project between producers, improving their skills to the advantages that the cultural and gastronomic tourism can have for their businesses and for the whole region. Within a year, the project has created a method, with the necessary technical support, a structured, efficient and easy to use for farmers and culinary artisans interested in developing tourism as part of their business. The small size of the companies in the territory can be a limiting factor for development if we understand it only from the economic point of view and the ability to respond to increased demand for products in the market. However, it generates a large number of products for sale while respecting the quality. The involvement of all stakeholders in the development of the inventory has been very important and has allowed not to exceed the limits of realization.

“Routes of the Senses” (Odarc) has been an innovative proposal that has helped the community to be aware of their potential and their ability to interact internally and externally. The ability to put together their own skills, techniques and traditional knowledge with economic and symbolic values, together with the visitor's interest by all that's traditional and rural, has converted their farms or workshops in a real pole of attraction and engines of a sustainable rural development. To give continuity and viability of the project, it is necessary to activate an ongoing promotion that depends in part on public funding and to involve and coordinate all the actors involved.

## 4.

### Conclusion for Thematic Line 3

No doubt under Ruraland, the main point of reference for all the good practices is the territory. Experiences have been raised regarding the enjoyment of the cultural heritage by establishing a close relationship with the territory in which they occur.

When assessing the good practices or projects built around the enhancement of cultural heritage in the frame of Ruraland, we must recognize that as a starting point all projects focus on a broad concept of cultural heritage: cultural landscapes, intangible heritage, cultural itineraries.

Projects created around cultural resources (food, gastronomy, agribusiness crafts...) connecting production and food consumption and creating short marketing channels are the projects with the greatest potential for a truly sustainable rural development.

Certainly, to the extent that heritage management is done from the very territories in which it is generated, the chances for its conservation and handling are greater. The involvement in its management and use by the local population, depository and direct inheritor of their legacy, will ensure its viability (school community, food producers, craftsmen, ...).

However, mechanisms should be created for coordinated intervention in cultural

heritage with other regional or provincial public bodies able to guide and train local people with the skills and tools needed and in order not to have unnecessary duplication in the work or expenses. In many of the good practices the need to coordinate different policies has been raised in order to act together to achieve a long-term sustainable development (culture, environment, agriculture and fisheries, ...).

On the other hand, as a very positive aspect, the use value and the symbolic value that local people give to their cultural heritage, limit the economic value imposed by the market in an exclusive and exclusionary way. Fortunately, the development model built around cultural heritage, is not based solely on economic growth. Therefore, good practices raised in the thematic line 3 of Ruraland are focused on a cultural heritage management assumed locally, causing a type of development that is not based solely on economic growth, but in the creativity, in decisions independently taken and created from the territory, improving quality of life while respecting their economy, society, culture and environment.

To conclude, we can resume the conclusions of this thematic line 3 in the following points:

\* In general, it was found that good practices exchanged all have in com-

mon the creation of a local identity, and consequently they all need modern tools for their implementation, since they come from very traditional activities or fields.

\* It is necessary to involve local actors (entrepreneurs, population, etc.) in the projects, but it is equally important to ensure the success and continuity, getting institutional support from regional policy makers.

\* Related to the timing of the action plans within the framework of Ruraland: we recommend to include in elaboration of the action plans the possibility of establishing some kind of protocol, agreement, joint actions between exporters and importers, so that, beyond the completion of Ruraland in December 2012 both regions continue to work together. We also recommend performing at least one visit to the exporting region by the importing region.

\* In good practices dealing with tourism-related projects, the importance of the promotion and marketing of the project has been confirmed.

\* We have also encountered some difficulties related to the current economic crisis: it is very difficult to obtain at present funding for the implementation of the action plans already drawn up (for the implementation of the plans in the short and medium term).

\* Also, in regions that don't have a structure with Rural Development Group, more difficulty to implement certain projects has been detected. In that case, this absence has to be solved

with other entities (the case of GPS guided routes and Heritage in Salaj).

\* The complementarity between several good practices has been demonstrated: Gastur + Routes of the Senses + GPS Guided routes + Heritage. This leads us to reflect on the possibility of developing a project proposal for the future around these themes: intangible heritage and tourism.



Jämtland

Thematic Line

# 04

## Promoting new employment, services to population and use of ICTs

CONTENT:

1. Description of the thematic line
2. Main products of the project
  - 2.1. Action Plans
  - 2.2. Strategic Recommendations
3. Main results for the TL 4
4. Conclusion for TL 4

### 1.

#### Description of the thematic line 4: Promoting new employment, services to population and use of ICTs.

Thematic Line 4 (TL 4) entitled as “Promoting new employment, services to population and use of ICTs” comprises 5 good practices developed in altogether 4 partner regions in the RURALAND project. The Joint Authority of Kainuu region was designated as the lead partner for this fourth thematic line.



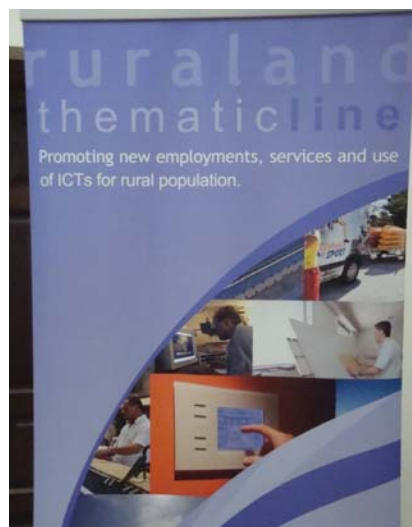
In the following chapters of this thematic report, we illustrate the main activities and success factors for the Thematic Line 4 in relation to the transfer of good practices. Subsequently, we review the main results achieved in the implementation of these good practices. To conclude, the main lessons learned in relation with successful transfer process are identified.

In relation to the good practices specific for the TL4, there was not finally any Pilot Actions implemented. Pilot Actions represent 4 pilot experiments specific for the Ruraland project with extra financial support in order to better consolidate the implementation of the Action Plans. Joint Authority of Kainuu Region is one of the four Pilot Action partner regions. In the course of the Ruraland project, Kainuu region decided to choose the good practice as its pilot experiment from the TL3 as more responsive to region's development needs.

Rural people are in the centre of the TL 4 and its good practices. Quality of life and equal living opportunities for rural and urban residents are fundamental concerns reflecting the TL 4. The key issue is therefore to maintain rural areas inhabited. Without rural people there are neither rural areas. However, there is a call for debate in terms of how the elementary public services can be provided effectively also in the future to the extent that rural areas can attract new residents and employment. With respect to this, new ICT solutions should be seen as enablers for the functional rural areas.

Each of the good practices in the TL 4 can be characterized with a remarkable emphasis on the social inclusion and empowerment dimensions of the European rural civil societies. Both of the good practices Seniorpolis (Kainuu FI) and LCSD - Local Contract for Social Development «+Inclusion» (Odiaia PT) for instance pay attention to the rural elderly safeguarding the accessibility as well as availability of basic social and health services in the rural setting.

Good practices such as the Village (Kainuu FI), Welcome Local Area (Limousin FR) and Gender Policy (Andalusia ES) aim at facilitating the involvement of rural inhabitants as active members as well



Thematic line 4 banner



Good Practice of LCSD, mobile health services on review in Odiana

as developers of rural communities. The Gender good practice seeks gender equality especially underlining the importance of women in the development of rural societies. For instance, it seems that often young women are more likely to move away from rural areas than young men. With this regard, gender issue can be extremely important in designing and delivering new welcome policies for the attraction of rural residents.

## 2.

### Main products of the project

In Ruraland project, the key development concerns for European rural areas were crystallized under 4 thematic lines. The rural development debate was initiated in two Launching Seminars for the Ruraland project in relation to the thematic lines 1-4. The Launching seminar in Antequera, Andalusia (ES) regarding the topics for the thematic lines 3 and 4 entitled as "Natural and cultural heritage" and "New employment, services to population and use of ICT" was organized in May 26th-27th 2010.

These opening seminars during the first semester (January-June 2010) of the project were organized as calls for discussions and debate in order to review the state of progress and actual development needs for rural areas with regards to the thematic specific issues.

In Antequera (ES), the discussions regarding the thematic line 4 raised following notices. First of all, project partners and involved experts pointed out how holistic and diverse this thematic line was in relation to the rest of the three thematic lines. From the regional development perspective it was therefore highlighted that the TL4 is horizontally interlinked and to certain extent its development is determined by the other thematic lines and their contents (e.g. bio-energy issues and multi-functional farming in TL2). In addition, it was claimed how on one hand this thematic line comprises business development and start-up schemes to access the open private markets and on the other hand the delivery of basic services is dealt under the responsibility of public authorities (at least in the Nordic countries).



RURALAND partners in Antequera Launching Seminar

Secondly, the role of new information and communication technologies was highlighted as means to increase the competitiveness of businesses or to promote the efficiency of service production and provision. New ICT solutions can have therefore a remarkable instrumental potential in the development of often sparsely populated rural areas.

One of the central questions however raised from the very beginning of the Ruraland project and as a launch of the TL4 was that what kind of concrete solutions specific for the TL4 can be developed and learned as a result of this project. As a response of this learning process, it has been crystallised how important is to build unexpected partnerships and networks that cross cut conventional sectoral policies. Therefore innovation policy and rural renewal is in the centre of this TL4.

Most concretely, Ruraland project is the mutual learning process between the exporting and importing regions in relation to the selected good practices. This has been first and foremost an inter-regional knowledge transfer process that has culminated in the transfer good practices.

The aim is therefore that the both importing and exporting regions continue the knowledge transfer after the closure of Ruraland project and both contribute to the improvement of the selected good practice. The Capitalisation Seminar for the TL 3 and 4 in Kainuu (FI) allowed this transfer process, when the experts from importing and exporting regions met again after the site visits in the good practice areas in May 2012 to discuss in depth the prospects in relation to the implementation of the elaborated Action Plans, and the possibilities of future collaboration between importers and exporters.

The transfer process of the good practices between the importing and exporting regions culminated in the study visits when the transfer teams from the importing region visited the good practice in the exporting region (See table 1).

Pentti Malinen and Suvi Jousmäki (Kainuu partners) Launching Seminar for TL4, Antequera 2010



TABLE 1: SITE VISITS SCHEDULE FOR THEMATIC LINE 4

Good practice and Exporting Region	Importing Regions	Date
GENDER POLICY (Andalucia)	Limousin and Kainuu	10-11 of November 2010
WELCOME (Limousin)	Jämtland, Andalucia and Sicily	10-11 of March 2011
LOCAL CONTRACT FOR SOCIAL DEVELOPMENT (Algarve)	Limousin, Corsica and Kainuu	16-17 of February 2011
VILLAGE (Kainuu)	Andalucia, Jämtland, Wallonia and Sicily	12-14 of October 2010
SENIORPOLIS (Kainuu)	Limousin, Wallonia and Pazardzhik	12-14 of October 2010

Finally, the 5 good practices for the TL 4 were visited by 15 times if we take into account all the 8 regions originally interested in the importation of the good practices specific for the TL 4. As a result of the visits, four project partners for the TL 4 decided to continue the transfer process to the delivery and design of an Action Plan accounting five in total at the end (see table 2). Each of the 5 Action Plans and their key measures are briefly described in the following pages.

TABLE 2: FINAL SELECTION OF GOOD PRACTICES TO BE TRANSFERRED

Good practice TL4	Exporting Regions	Importing regions									
		ANDALUCÍA	LIMOUSIN	SICILY	ODIANA	ODARC	KAINUU	SALAJ	WALLONIA	JÄMTLAND	PAZARDZHİK
VILLAGE	Kainuu										
WELCOME LOCAL AREA	Limousin										
INCLUSION (LCSD)	Odiana										
SENIORPOLIS	Kainuu										
GENDER POLICY	Andalusia										
	Confirmed	0	1	2	0	0	0	0	0	1	1
	Cancelled	2	2	0	0	1	2	0	2	1	0

=5

=10

## 2.1. Action Plans

### VILLAGE DEVELOPMENT WORK IN THE KAINUU REGION (KAINUU)



Site Visit for the Village Development good practice in Kainuu, October 2010

Voluntary based activities have taken place in the villages of the Kainuu region for years dating back to the 1970s. The common objectives of the Village Action programme is

to improve the vitality of rural areas and the welfare of people in the region, notably by improving conditions of entrepreneurship, creating positive atmosphere in development work by education, arranging of services: traffic, education and leisure, nature and environment conservation and care.

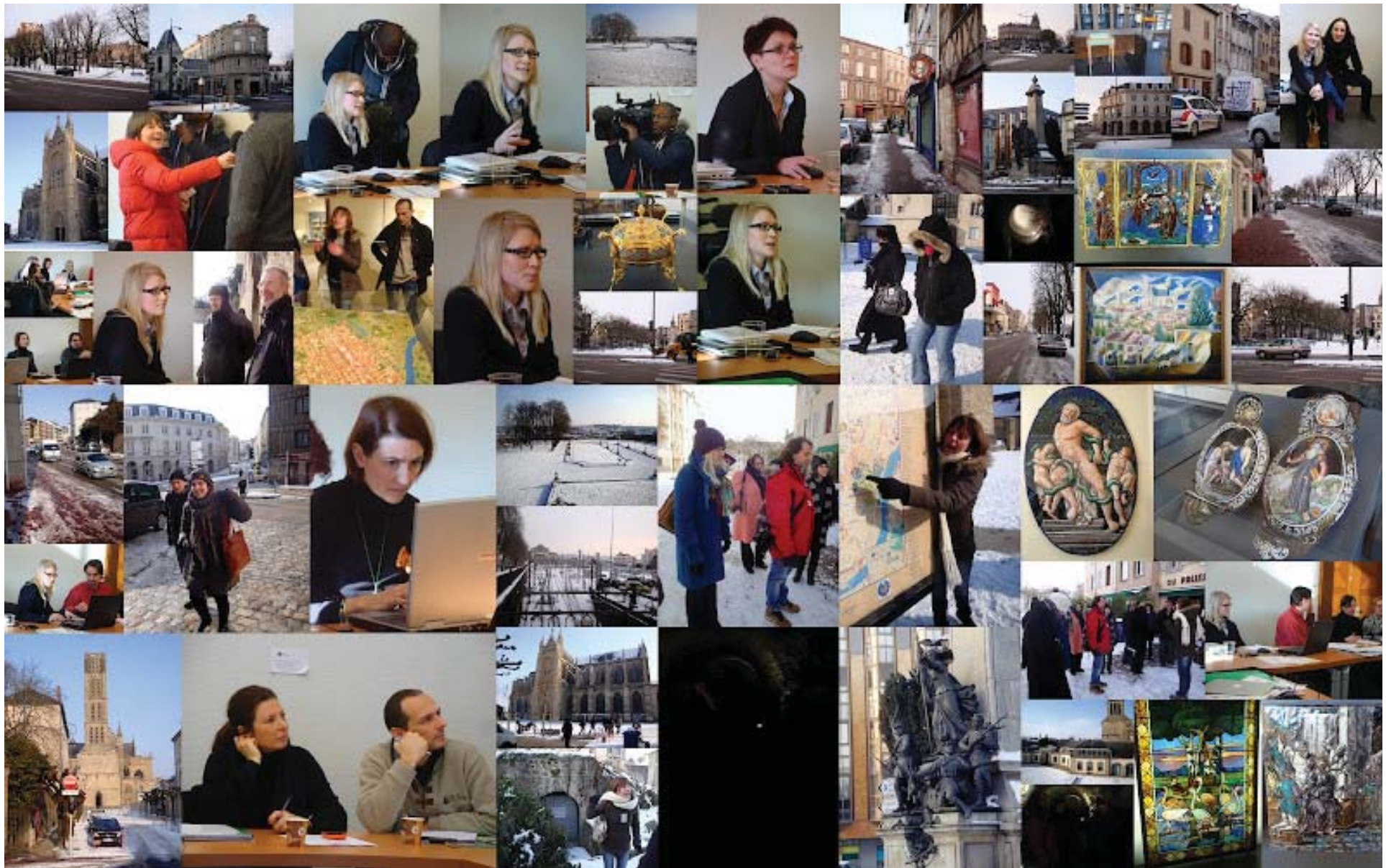
The village work gathers different rural players and stakeholders: private, public and third sector to holistically think the rural futures. Among the Ruraland partner regions, Sicily went forwards with this Village good practice as an importing region (See Table 3: actions in the Action Plan).

### \* ACTION PLAN VILLAGE DEVELOPMENT BY SICILY

TABLE 3: VILLAGE ACTION PLAN FOR SICILY REGION

ACTIONS	VILLAGE Sicily 170,000 EUR 2 years (2012 to 2013)
ACTION 1	Identification and involvement of local partnerships, public and private sectors (20,000 €)
ACTION 2	To involve the people of the villages for the construction of the association of villages (20,000 €)
ACTION 3	To make operational the Association of Villages and implement a development plan (60,000 €)
ACTION 4	Realization of a website, Training for members of the Association of European villages on funding opportunities (50,000 €)
ACTION 5	To communicate the village development plan (20,000€)





Ruraland partners in inter-regional work



#### WELCOME LOCAL AREA (LIMOUSIN)

The aim of this project is to attract new residents into rural depopulated areas and to develop new economic activities. It aims at promoting the region beyond its borders and attracting new residents. This fact implies the creation of structures for the reception of such residents

and their families. The innovative part of this project is that people are the centre of the policy instead of the project in particular so that, people receive personal and professional advice. Both Jämtland and Sicily got interested in this good practice (See table 4).

TABLE 4: WELCOME LOCAL AREA ACTION PLANS FOR JÄMTLAND AND SICILY

ACTIONS	WELCOME LOCAL AREA Jämtland: 410,000 EUR 3 years (2012 to 2015)	WELCOME LOCAL AREA Sicily: 145,000 EUR 2,5 years (2012 to 2014)
ACTION 1	Strong political commitment on a regional level (65,000 €)	Individuation of the territories where to intervene with the project (15,000 €)
ACTION 2	Living on incoming area, trial period (40,000 €)	Creation of the Steering Committee and Sensitization of Local Actors (20,000 €)
ACTION 3	Financial support for business development (50,000 €)	Training of the principle actor: Agent of Rural Repopulation (40,000 €)
ACTION 4	Education of youth (50,000 €)	Development of regional tool to welcome new residents (20,000 €)
ACTION 5	Common marketing of the region (60,000 €)	Construction of the offer of activities: To build the "catalog" for the offer of reception (20,000 €)
ACTION 6	Marketing through different media channels (20,000 €) (1,000,000 €)	Promotion, communication (30,000 €)
ACTION 7	Common learning platform (60,000 €)	
ACTION 8	Portal/Database (55,000 €)	

#### SENIORPOLIS: A FINNISH DESIGN FOR SENIORS (KAINUU)

The Seniorpolis expertise centre in Kainuu region develops business operations that promote well-being and lifestyle opportunities for senior citizens. Seniorpolis, in cooperation with universities, research institutes and technical high schools promotes know-how and business concepts within different senior

citizen services. Seniorpolis counts Ristijärvi municipality as a pilot area to test new technology and different products to be offered to senior citizens. Pazardzhik Region aims at implementing an Action Plan in relation to the Seniorpolis (See table 5: actions of the Action Plan).

TABLE 5: SENIORPOLIS ACTION PLAN FOR PAZARDZHİK REGION

ACTIONS	SENIORPOLIS Pazardzhik 37,000 EUR 01.01.2012 – 31.03.2013
ACTION 1	Appointment of a central group and of local working groups (5,000 €)
ACTION 2	Development of coordination model and of a cooperation mechanism at the local level in Velingrad, Pazardzhik and Peshtera municipalities (5,000 €)
ACTION 3	Elaborated action plan for the possibility of regional planning of relevant services for seniors in the Pazardzhik region (7,000 €)
ACTION 4	Establishment of Center for independent living in three pilot municipalities (15,000 €)
ACTION 5	Development and possible submission of a proposal for a legislative change for the provision of social services for this group of people (5,000 €)



Gender site visit in Andalusia. November 2012

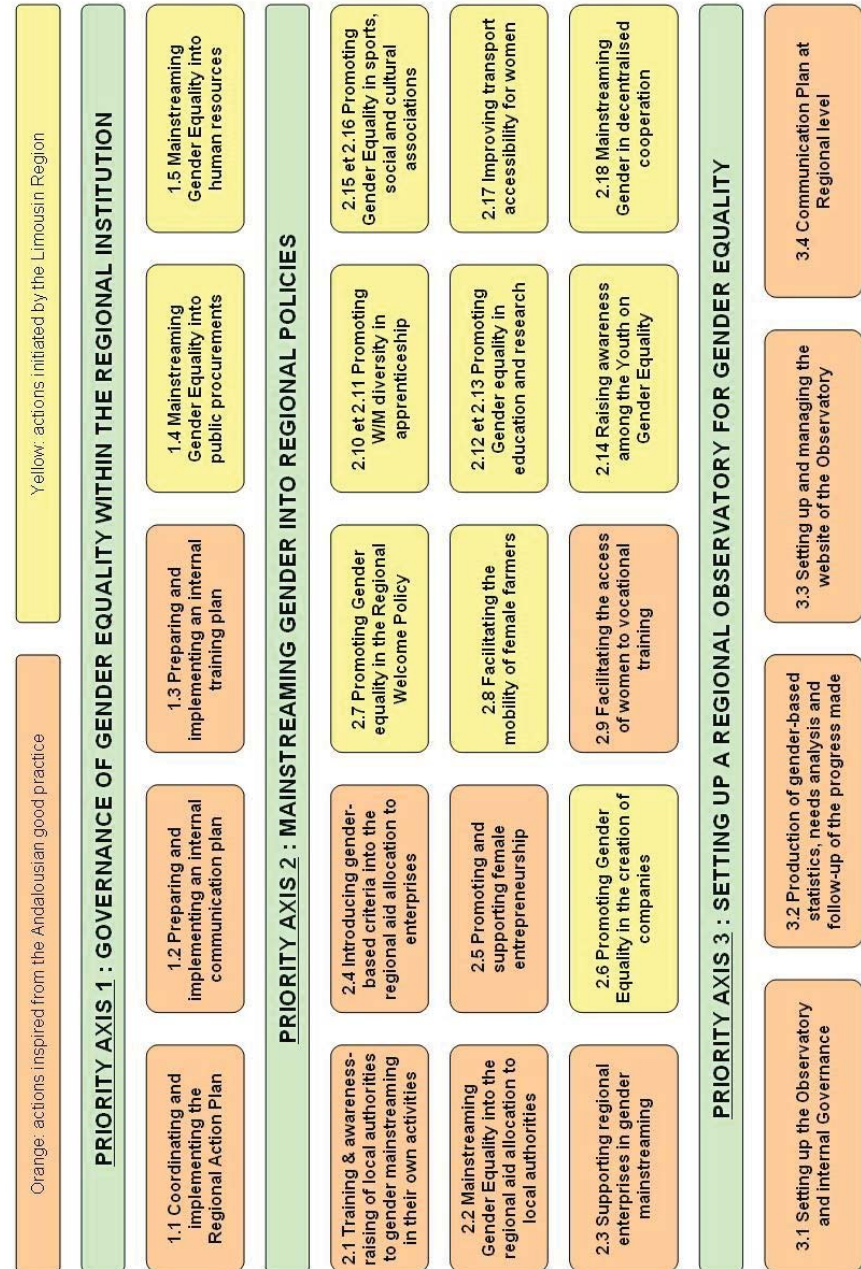
### THE PRINCIPLE OF GENDER MAINSTREAMING IN RURAL DEVELOPMENT POLICIES (ANDALUSIA)

The objective of this good practice is the full incorporation of women into the economic and social life of the rural world and to this end created a line of aid, to be applied for annually, for the mainstreaming of the gender perspective in all actions taken in the field of rural development. This project wants to go a step forward in rural gender equality policies and in the elimination of inequalities.

TABLE 6: GENDER POLICY ACTION PLAN FOR LIMOUSIN

ACTIONS	GENDER POLICY Limousin 121,600 EUR 3 years (2012-2014)
ACTION 1	Governance of gender equality within the regional Institution
ACTION 2	Mainstreaming gender into regional policies
ACTION 3	Setting up a regional observatory for gender equality

## REGIONAL ACTION PLAN FOR EQUALITY OF WOMEN AND MEN



## 2.2. Strategic Recommendations

Besides the emphasis on the innovation policy as an horizontal linkage between the TL4 and other thematic lines, place-based development and territorial policy approach were also pointed strongly out in the Ruraland launching seminar in Antequera, May 2010. These policy approaches were well crystallised in the Eduardo Moyano's presentation with reference to the IESA REPORT (2009) entitled as "From Rural Development to Territorial Development: Reflection departing of the Spanish experience".

This report gives meanings for four important policy approaches which were recognised also focal for the TL4 as follows:

- \* multi-level governance,
- \* territorial specificity and,
- \* integrated as well as multi-functional approach.

Pentti Malinen from Kainuu, presenting the Policy Recommendations for the TL4, October 2011



As a result of the launching seminar and thematic line report giving policy recommendations specific to the TL4, four key theme-specific policy orientations were identified and further elaborated:

1. From a sector to a territorial policy approach:
  - a. coordination and
  - b. integration of various sector policies at local and regional level
2. Increased use of partnerships between public, private and 3rd sector (voluntary) actors:
  - a. joint drafting and
  - b. joint implementing of local and regional policies and measures
3. A focus on local specificities as means of generating new competitive advantages, such as:
  - a. amenities of an environmental or cultural nature
  - b. traditional or labelled local products

To conclude the discussions related to the launch of the Ruraland project and thematic emphasis of the project, two more pragmatic notices were concretized in relation to the development of rural innovation policy as follows:

- \* DUI (doing, using, innovating) Concept recommended: practical, customer oriented, end-users - living lab (Instead or in addition to research/ university based innovation pattern)
- \* The transfer of good practices is a big bottleneck – the wheel has been invented many times and in many different regions. Could the Rur@ct methodology be an answer to this?

## 3.

### Main results for Thematic Line 4

The Ruraland transfer process for the TL 4 concluded in 5 delivered Action Plans from which four have been estimated to show green light towards finding EU or national co-financing opportunities (See table 7). Yet it has to be remembered that the succeeding in the transfer process demands in-depth analysis on the potentiality and required adaptations for the circumstances of the importing region.

The transfer process shared itself by all of the Ruraland project partners and the Capitalization Seminar for TL 3 and 4 have enriched the developmental views of all part-taking experts. With regards to the good practice of LCSD - INCLUSION for instance, the expertise on mobile health services can represent an added-value when



the region of Pazardzhik begins to implement Seniorpolis, bearing in mind the experiences from Odiana Region.

Nonetheless, the LCSD (Local Contract for Social Development) was not eventually

TABLE 7: FINANCING OF GOOD PRACTICES TO BE TRANSFERRED

FINAL SELECTION OF GOOD PRACTICES TO BE TRANSFERRED											
Good practice TL4	Exporting Regions	Importing regions									
		ANDALUCÍA	LIMOUSIN	SICILY	ODIANA	ODARC	KAINUU	SALAJ	WALLONIA	JÄMTLAND	PAZARDZHİK
VILLAGE	Kainuu										
WELCOME LOCAL AREA	Limousin										
INCLUSION (LGSD)	Odiana										
SENIORPOLIS	Kainuu										
GENDER POLICY	Andalusia										
STRONG OPPORTUNITY FOR CO-FUNDING		0	1	2	0	0	0	0	0	0	1
UNCERTAIN CO-FUNDING		0	0	0	0	0	0	0	0	1	0

=4

=1

delivered into the Action Plans with reference to the importing regions (Limousin, Corsica and Kainuu). In the first Capitalisation Seminar (Kainuu May 2012) it was agreed how this good practice has contributed to the overall understanding of providing mobile health care services. For instance, Pazardzhik Region while importing Seniorpolis pointed out how mobile health service solutions from Odiana might contribute to the organisation of health care centres for the elderly.

LCSD project is developed in an aged and dispersed territory. The activities contribute to reduce social isolation of older people who live in rural areas and in small villages far from others. The different activities are: development of social, parental and civic competences; creation of mobile units for social intervention in the rural areas; promoting and sensitizing for oral health, deafness of older people and leisure travels for seniors.

With reference to the discussions in the Capitalisation Seminar for the TL 3 and 4 and to detailed Action Plans established by the four importing regions related to the

5 good practices following imperatives for the success of the transfer process can be identified:

- \* time and long-term development perspective
- \* joint regional commitment
- \* adaptation for the regional specific context
- \* available sources for co-financing

In general regions that aim at implementing the adapted good practices Sicily, Jämtland, Limousin and Pazardzhik pointed out how only the successful transfer process between the exporting and importing regions requires a long-term development approach. Especially the importing regions stressed with regards to the transfer process how the time is needed to fully investigate the regional development contexts and find suitable project teams around the development initiatives.

Yet the question of time seems especially crucial in order to build long-term commitment and a project team with the right regional and local stakeholders and other interest parties for the implementation of the good practices. This requires a good knowledge of existing regional networks for different development players in order to connect the new initiatives to the already existing development work at the regional level.

For instance the French partners from the Region Council of Limousin, importing the Gender policy from Andalusia, pay special attention to the mainstream gender issues to the existing structures of decision-making. This is done by means of nominating the heads of the Regional Councils for each department as “referees” for the gender equality issues. These nominated civil servants act therefore as pioneers for diffusing the public message about the gender equality issues within the Regional Council.

On the other hand, in the Regional Council of Limousin they have acknowledged a long-term development need to tackle gender issues even before the launch of Ruraland project. The Regional Council of Limousin has signed a charter for the promotion of equality between men and women even before showing any interest towards the good practice of Gender policy from Andalusia region. The good practice of Gender policy responded therefore to the regional development needs of Limousin region. For this reason, the partners from the Limousin Region showed from the beginning a strong regional commitment for the implementation of a new regional policy for the equity between men and women.

As a part of the inter-regional cooperation of the Ruraland project, the importing regions stressed how important is to build and consolidate regional networks and forums of discussions for the implementation of the good practices at the regional level. Often characterised top-down transfer process via the activities brought by the





Ruraland project and Rur@ct methodology allows and requires simultaneous regional bottom-up approach in order to closely involve regional and local stakeholders to the transfer process.

Each of the partners who delivered the Action Plans emphasized therefore the importance of regional and local collaboration, identification and involvement of broad interest parties to the development work. As well as a common developmental mindset was illustrated as key features for successful transfer of the good practices. For instance the project-partners in Jämtland Region, implementing the Welcome Local Area from Limousin France, organised two regional workshops in order to build regional cooperative platform around future development work. These workshops were aimed at increasing the regional legitimacy for the whole transfer process. These workshops were initiated by the Regional Council of Jämtland which aims finally also implementing the new welcoming policy in collaboration with all municipal jurisdictions in Jämtland.

Ruraland project-partner Sicily, also importing Welcome Local Area, plans similarly to establish a steering committee in order to invite local public organization, trade associations, chambers of commerce and local authorities around the same table of discussion. After all, in all of the Action Plans there are defined objectives to establish regional bodies of different forms for the cooperation to embed well the good practices to the existing regional and local structures of governance such as:

- \* Jämtland – thematic platform
- \* Sicily – steering groups and association for villages
- \* Pazardzhik – regional/municipal working groups and
- \* Limousin – equality advisory committee and local female entrepreneur associations and e-platform for civil servants

The transfer processes for the Gender policy imported by the Limousin Region raised critical concerns with regards to the distinct socio-economic structures between the importing and exporting regions requiring careful inspection of the regional adaptations. As a difference to the French Action Plan for Gender policy, in Andalusia the success of the good practice relied on the strong presence of many women's associations and local NGOs. The Limousin region, instead, lacked at that stage these associations centred to gender issues. As a response to this, Limousin Region aims at establishing and mobilizing for instance new associations for women's entrepreneurship in their equality policy at the local levels.

TL 3 & 4, 1st Capitalization Seminar in Kainuu, presentations of the Action Plans  
Exporting experts of GENDER and VILLAGE giving comments on the Action Plans, Kainuu May 2012

With regards to each of the Action Plans under the TL 4, in all it was emphasized the necessity to adapt good practices into the regional-specific territorial and socio-economic conditions. Yet this is acknowledged as a challenging and complex process. In these inter-regional transfers of good practices the development contexts from region to another often differ importantly. Jämtland and Sicilian Regions stressed in particular how the transfer of good practices must be seen as process to bring new insights and added-value for the long-term continuum of regional development work.

Pazardzhik Region regarding the good practice of Seniorpolis also pointed out how the methodology and mechanisms to establish integrated system for health and social care proposed by the exporting region of Kainuu has to be subject to critical review and adaptation to the local conditions. One example of this is that instead of involving the elderly as an only target group for the Seniorpolis clientele, the Centres for Independent Living in Pazardzhik have planned to invite also other target groups as disabled persons under this service concept.

Furthermore, the transfer teams of the Limousin Region faced conceptual challenges with reference to their initiatives for gender mainstreaming policy. In Limousin Region, it was stressed how the notion of “gender mainstreaming” is often publicly misunderstood in the French context and therefore the notion of “equality between men and women” is utilised instead.

As a contrast to the region-specific adaptations, the importing region also stressed various methods, pragmatic mechanisms and new ways of thinking as good examples for inter-regional transfers. With regards to Seniorpolis, the importing partners emphasised for instance the new mindset for considering elderly as an opportunity for the regional development instead of treating them always as a challenge.

At the same time both partners from Sicily and Jämtland, emphasised how new statistical reviews for specific target groups are interesting in planning new welcoming policies. Or, when designing new policy for men and women equality, the Andalusia experience had proven how important it is for the Regional Council of Limousin as an importing partner to adopt an internal training plan for civil servants to launch the discussion as a pioneering institution.

From the financial perspective furthermore the current timing was found challenging. On one hand, Sicily as a project-partner importing the Village Development and Seniorpolis both from Kainuu Region emphasised how in Italy the financial crisis affects the low activity for public co-financing. On the other hand, Sicilian partners pointed out in relation to the Village Development work that similar measures

for co-financing were not necessarily available in the Regional Rural Programme of the EAFRD in Sicily compared to Kainuu.

In addition, the Village Development work encompasses various developmental sectors at the same time and thus would require various measures utilised simultaneously



Capitalization Seminar TL4, Giovanni Guccione presenting VILLAGE Action Plan, Kainuu May 2012

while realised in Sicily. This dimension for the need multi-measure mechanisms, may also illustrate the nature of this good practice that has been actually developed as a result of long-term project-based development continuum. Therefore with regards to the Village Development in Kainuu must it have been a long-term process which cannot be necessarily established via one single development project.



## 4.

## Conclusion for Thematic Line 4



It's all about cooperation, all project partners in Corsica, October 2011

With regards to the transfer of good practices as a 3-years-long process of inter-regional cooperation with 10 part-taking regions of the Ruraland project a few most important lessons can be reviewed specific for the TL4. However, this process for exchanging good practices has not only resulted in the delivered Action Plans, but in mutual and in-depth learning process of inter-regional exchanges.

First of all, it is too early to fully assess and predict the results of these inter-regional knowledge transfers. The transfer process of good practices itself without even foreseen the implementation phase of the Action Plans, requires a long-term approach on regional development. The

implementations of the Action Plans in relation with good practices have been just started and the first stakeholder meetings have been held simultaneously that the Ruraland project is about to come to an end. The evidence of these inter-regional exchanges will most certainly bear fruit in coming years. This has to be taken into account when the future prospects and follow-up is taken into consideration with regards to the Ruraland project.

It seems that now after the exchange of experience phase of the Ruraland project the biggest challenges might be expected. Subsequent of the Ruraland project, the implementation of the good practices be-

gins in reality in the contexts of the new importing regions. For the successful transfer process, it seems therefore extremely important that the regional and local development players from the different developmental sectors have been from the very beginning of the project and continue to feel committed to implement new good practices. Besides that after the Ruraland project, it will be tested in the future wheatear the established inter-regional expert relations will be maintained in order to continue the long-term process for exchange of experiences.

Both inter-regional as well as regional territorial scales seem to play therefore important roles in the complexity of this top-down as well as bottom-up inter-regional project activity. Both inter-regional as well as regional relations have been stimulated through the Ruraland project and more precisely through good practice

exchanges. On one hand, the key issue for the future success of these development initiatives seems to be therefore the local and regional commitment. Currently, in the TL4 this commitment process has been launched in establishing various forms of cooperation bodies around the implementation of Action Plans.

On the other hand the project partners in this transfer process have emphasised how crucial is that the new initiatives are well anchored to the on-going and already existing development work in the importing regions. It seems important that the transferred good practice supports the strategic priorities for regional development. This is the synergy and complementarity with the regional development work in which the transfer process of good practices can definitely proven as an added value.





LCSD site visit, visitors getting to know with the mobile movie-buss, February 2011







	FACT SHEET NO. 1 DESCRIPTION OF GOOD PRACTICE	
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#### ORIGIN OF BEST PRACTICE

COUNTRY	Spain	REGION	Andalusia
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#### TITLE OF THE PROJECT

#### RUR@CT EVALUATION

Degree of innovation	***	Regional dimension	***
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#### RUR@CT DOMAIN / KEY WORDS

#### SUMMARY PRESENTATION OF THE ACTION

#### PRESENTATION OF THE TERRITORY, CONTEXT OF THE OPERATION

#### OBJECTIVES OF THE OPERATION

Strategic programming framework

Objectives

#### DETAILED DESCRIPTION AND METHOD FOR IMPLEMENTATION

Best practice project leader, objectives, resources

Period and main phases in the implementation of the best practice

Best practice governance: organisations, partnership and operational method

Description of best practice operational method



#### RESULTS & PROSPECTS

Achievements (employment, access to housing, service accessibility ...)

Strengths of the good practice

Difficulties encountered and solutions implemented

Possible improvements



	FACT SHEET NO. 1 DESCRIPTION OF GOOD PRACTICE	
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#### FINANCING PLAN

Period covered by the budget: <DATES/ YEARS ?>

Expenditure	Amounts in €
By types of spending <IF POSSIBLE>	
Income	Amounts in €
<ul style="list-style-type: none"> <li>• EU funding (European Social Fund)</li> <li>• Regional funding (Andalusia) Local funding (Cordoba County Council)</li> <li>• Private funding:</li> </ul>	
TOTAL :	

DATE COMPLETED: April 2010

	FACT SHEET N°2 EVALUATION OF TRANSFERABILITY	
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**ORIGIN OF THE GOOD PRACTICE**

COUNTRY	Spain	REGION	Andalusia
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**TITLE OF THE PROJECT**

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**RUR@CT EVALUATION**

Transferability degree	***	Potential for results	**
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**FACTORS FOR THE SUCCESS OF THE BEST PRACTICE**

Technical conditions (know-how, competencies, human resources, equipment, ...);

Project governance (steering bodies, partnership, animation, communication, participation, ...)

Regulatory and legal framework

Other factors for success (strong political support, prior experimentation approach, ...)

Expenditure item that should not be forgotten or under-estimated for the success of the best practice

**KEY FACTORS ASSOCIATED WITH THE LOCAL CONTEXT**

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**POINTS TO BE MONITORED**

Within what period will the best practice produce all of its effects

What are the unwanted effects that may occur as a result of the implementation of the best practice



**CONDITIONS OF COLLABORATION FOR TRANSFER**

Requirement and wishes of the exporting Region

Services proposed to the importing Regions

**CONTACT**

Structure  
Name:  
Address:  
Telephone:

	FACT SHEET N°2 EVALUATION OF TRANSFERABILITY	
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E-mail ::  
Internet site or page of the project:

DATE OF THE UPDATE:

