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Focus on the Netherlands

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Life and Culture

EU-US Relations

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Sides of the Atlantic

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Editor
Sir Graham Watson MEP
editor@governmentgazette.co.uk

020 3137 8651

Managing Editor
Simon Gillon
simon.gillon@governmentgazette.co.uk

020 3137 8651

Communications Manager
Steve Hayter
steve.hayter@governmentgazette.co.uk

020 3137 8653

Design & Production
Natalie Pomier
editor@governmentgazette.co.uk

020 3137 8651

Managing Director
Jonathan Lloyd
jonathan.lloyd@governmentgazette.co.uk

020 3137 8612

Publisher
Matt Gokhool
matt.gokhool@governmentgazette.co.uk

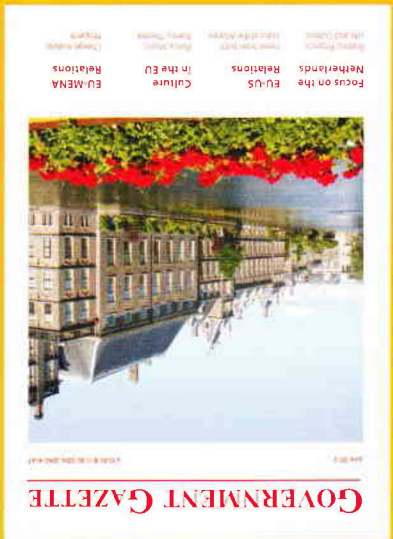
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Subscriptions
subscriptions@governmentgazette.co.uk

020 7878 1008

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13 Regions from six North Sea countries cooperate in a project called Vital Rural Area, a European Cooperation Project, running from 2009-2014, co-financed by the European Regional Development Fund ERDF (Interreg IVB North Sea Region Programme).

The main goal of the project is directed towards the reinforcement and empowerment of rural areas, focussing on three main themes, the so called work packages (WP):

- 1) empowerment of small and medium-sized enterprises towards new economical prospects and innovations
- 2) branding of the region, towards a professional exposure of regions
- 3) optimizing services, towards more and better accessible services and amenities

All case studies performed start with an analysis of the region according to a specifically developed methodology. Together with an EU broad 'best practices' literature study in the three work package themes by a scientific team consisting of experts from different Universities, the development of a general working method for sustainable regional development, called the Rural Power Pack, is built. This Rural Power Pack, that is to be delivered in 2013, forms the basis for the dissemination and practical use throughout the EU by finding transferable strategies to fortify and empower rural regions. Ultimately the RPP consists of an interactive box, containing practical instruments (a toolbox), a large number of innovative best practice cases from the three WP-themes and a working method to deal with specific regional policy issues.

Rationale of a Rural Power Pack

Case studies executed in one of the VRA Regions (partners) + literature review of best practices (Scientific team)

A methodology for tackling rural problems based on one of three work packages themes

Applying the methodology in other regions throughout Europe

Experiences lead to an approved methodology to be used in different situations within the EU27; network formation of both scientific experts and regional partners

To enable a sustainable implementation of the project cases the Co-operative Agreement Approach (CAA) is developed. This method, based on a) an involvement of all stakeholders in the region, b) an integrative approach and c) on a 'push-and-pull' strategy of bottom up and top-down project development forms the basis for investing in the future by working together for a sustainable and competitive region, with the promise to find new innovative rural alliances.

Rural Power Pack: Overview



The Interreg IVB
North Sea Region
Programme

Investing in the future by working together
for a sustainable and competitive region



Web: www.vitalruralarea.eu

Twitter: @VitalRA

Contact information at the program management

Mr. Wietse W. Hermanns

Project manager Vital Rural Area

hermanns@vitalruralarea.eu

phone +31 653 489 938, Skype: wietse.hermanns

Dr. Peter E.J. Laan

Project manager Rural Power Pack

laan@vitalruralarea.eu

phone +31 642 288 961