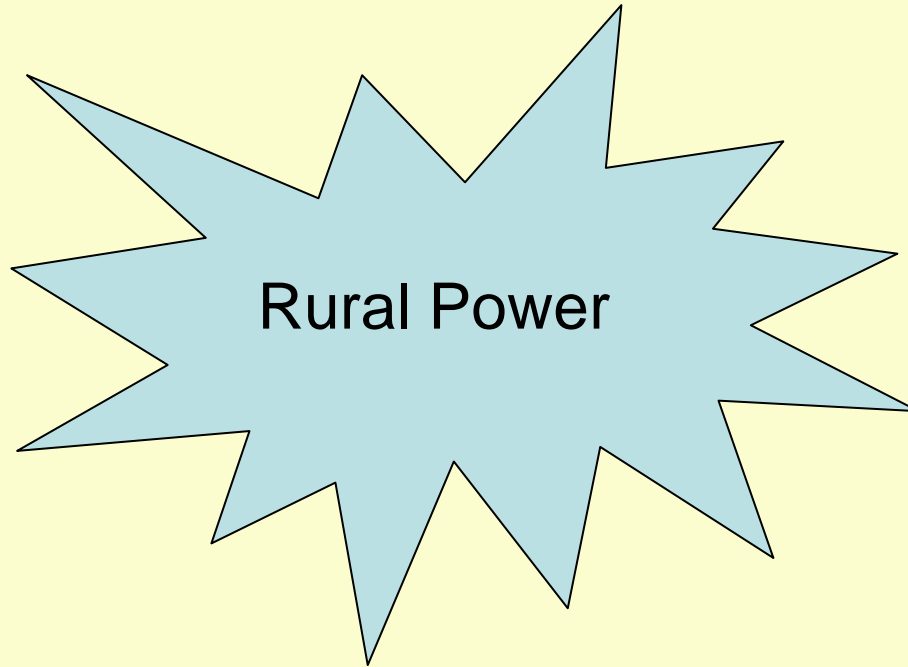




# VITAL RURAL AREA



REGIONAL DEVELOPMENT SEMINAR  
20-21 JANUARY 2008 LEEUWARDEN

**The Interreg IVB  
North Sea Region  
Programme**

Vital Rural Area





# Project Vital Rural Area

Aim: social economic improvement of rural regions

Three work packages:

- Empowerment of SMEs
- Branding the region
- Social services and facilities

Leitmotif: Cooperative Agreement Approach (CAA)

Project deliverable to disseminate: Rural Power Pack (RPP)

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## Partners:

- Streekplatform+Meetjesland
- Norfolk County Council
- Province of Fryslân
- Stadt Langenhagen
- Wirtschaftsakademie Schleswig Holstein
- Vejen Kommune
- Municipality of Sluis
- Rogaland Fylkeskommune
- Finnoy Kommune
- Friese Poort  
Bedrijfsopleidingen
- Intercommunale Leiedal
- Province of West Flanders
- NOFA-municipalities





# Project development

- June 2006 : Launch of project idea Aviemore
- Spring 2007 : Partner meeting in Värmland
- 20-22 June 2007 : Annual conference Brunnsted
- 5-6 September 2007 : Partner meeting Dokkum
- December 2007 : Partner meeting Kortrijk
- 28-29 January 2008 : Pre-assessment Hamburg
- 11 February 2008 : Chair meeting Meetjesland
- 8-9 April 2008 : Partner meeting Husum
- 11-12 September 2008 : Partner meeting Vejen



## Questions and recommendations to strengthen the project

- which problem are you trying to solve
- why this partnership
- what are the tangible results/ the leap ahead /value for money
- what's transnational in your approach
- what's new and innovative in your approach
- what's the link between rationale, main goals and activities
- what's the link to European and national policy
- how will the results be disseminated



## Co-operative Agreement Approach (CAA)

- co-operation on horizontal level
- co-operation on vertical level
- co-operation with related projects



## Project content and focus

- rationale leads to aim leads to objectives leads to activities (a solid and coherent logic tree-construction)
- clear overview of deliverables on all levels
- three-pack approach and stakeholder-involvement is needed to build up the power that can really make the difference (leap ahead)



# Rural Power Pack (RPP)

- description of the general working standard
- manual with good practices, recommendations and scientific articles
- documentary web video
- active dissemination and marketing strategy presented by mobile publicity team





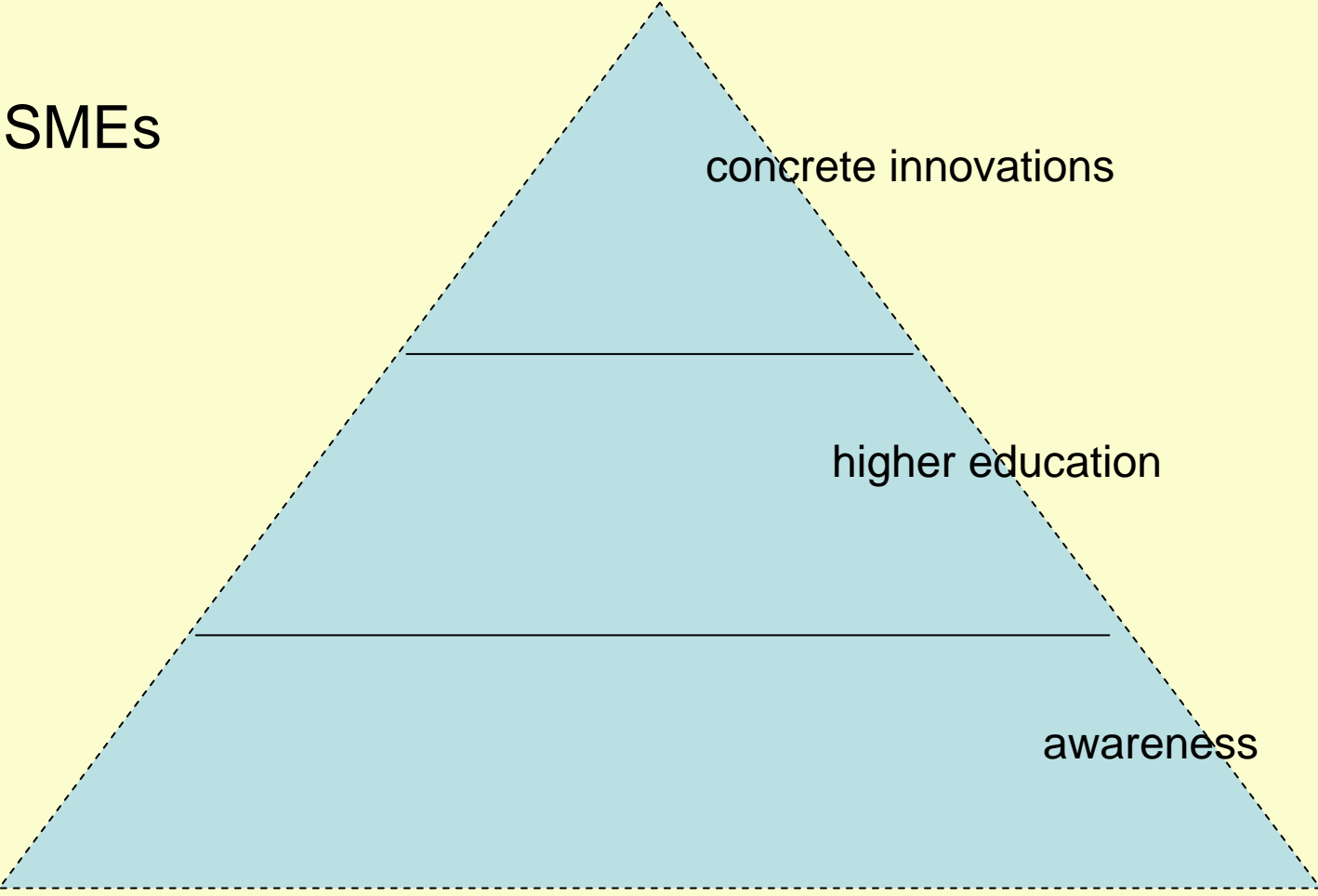
## work packages:

- Empowerment of SMEs
- Branding of the region
- Social services and facilities

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SMEs





## Tips and tricks

- The basic idea has to be good
- Build with project partnership on the project idea
- Build on the project partnership
- Use support of national contact points and secretariat
  
- Keep it simple
- Have fun