

# The First Nordic-Baltic Leader Cooperation Award – attention to the results of cooperation in the Baltic Sea Region

**Ave Bremse**

Estonian NRN

04. March 2014



## LEADER Transnational Cooperation

- LEADER cooperation projects aim are tightening contacts between all parts of rural Europe.
- Transnational cooperation helps LAGs to improve local activities, add value to resources and find new perspectives and ideas.
- It is not just about sharing experiences, but cooperation has to include a concrete joint project.
- In the period 2007-2013:
  - about **380 LEADER TNCs** identified in the LEADER Axis (2007-2013)
  - and there are around **180 projects**, where at least one LAG from the **Baltic-Nordic region is a partner.**



## Award idea

- In the beginning of 2013, the seven Rural Network Support Units from the Nordic-Baltic Region - **Denmark, Estonia, Finland, Latvia, Lithuania, Poland and Sweden** - initiated the Nordic-Baltic LEADER Transnational Cooperation (TNC) Awards.

The aim of the competition is to:

- highlight the importance
- promote existing LEADER TNC “success stories”
- Inspire LAG-s to continue during the new programming period
- reinforce the role of LEADER in supporting implementation of the EU Strategy for the Baltic Sea Region.



## Award criteria

Criteria for participating:

- project has to involve at least one Nordic-Baltic Local Action Group as a partner
- have been notified to the European Commission.
- can be in process
- can be submitted by Local Action Groups, Rural Network Units, or any other organisation.



## Award 5 categories:

- **YOUTH**
- **TOURISM**
- **CULTURE**
- **LOCAL AREA DEVELOPMENT**
- **LOCAL RESOURCES AND ENVIRONMENT**



## General information

- **Qualified** 60 LEADER TNC projects ( from 1. April to 20.May 2013)
- **Applications submitted:** Finland (39), Estonia (9), Sweden (4), Lithuania (4), Poland (3), Latvia (1).
- **Partners in projects:** Finland (47), Eesti (20), Sweden (17), Lithuania (10), Poland (7), Latvia (5), Denmark (2).
- **Categories submitted** - Youth (18), Culture (16),
- Local resources and environment (10), Tourism (8) Local area development (8)
- **21 finalists was selceted** in Roskilde in 6th June 2013:  
4+4+4+4+5 (Local resources and environment )
- **Final jury meeting** in 27th August 2013 in Helsinki



- **Conference** – 26. September
- **Gala** – 26. September
- **Study tour** – 27. September – 2 routes
- **AWARD booklet** – ENG and later in EE
- Background information
- list of all submitted projects
- 21 finalists introduced in more detail.



**Participating countries:** Austria (1), Denmark (2), EC + CP (2), Estonia (70), Finland (31), France (2), Germany (3), Latvia (7), Lithuania (6), Poland (10), Portugal (1), Sweden (10), UK (2) – all together 150

Venue: Tallinn University

Plenary + 3 WG (15 finalists case studies):

- **Leader TNC – Enhancing local value** – Learn from partners and to get feedback to your actions.
- **Leader TNC – Encouraging local creativity** – innovative and new thinking, development together with partners
- **Leader TNC – Greening local issues** – importance of our environment, valuing local resources.





# Conference

**Case session C – Leader TNC –  
Greening local issues**

**Summaries from case sessions.  
Panel discussion with moderator,  
rapporteurus and group moderators.**



# Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.

**Gala** – 26. September 19.00-00.00

Venue: Lillepaviljon (Pavillion of flowers) – **130 guests**

*Music - "Jepokryddona" (Finland)*

**Moderators Enno Selirand (Estonia)  
and Liisa Häme (Finland)**



# Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.

The best Leader **Youth** TNC project - **Wind for Youth**

Lead partner: Aktiivinen Pohjois-Satakunta ry (Finland)

Partner: LAG Linz Land (Austria)

Project locations: Ikaalinen (Finland), St.Marien (Austria)

Award presented by Sanita Vanaga **Latvian** Ministry of Agriculture

- **Winners**



- **Finalists**



# Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.

## The best Leader **Tourism** TNC project - **Nature Tourism Project**

**Lead partner:** LAG Karhuseutu ry (Finland), **Partners:** LAG Abaúj Leader Egyesület (Hungary), LAG Outer Hebrides LEADER;(Scotland), LAG Pays Boulonnais (France), LAG Coast, Wolds, Wetlands & Waterways (England), LAG Adirn (Portugal), Ami Ribeirão (Cape Verde)

*Award by Jolanta Vaičiūnienė **Lithuanian** Ministry of Agriculture*

- **Winners**



- **Finalists**



# Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.

The best Leader **Culture** TNC project - **Medieval Festivals**

Lead partner: LAG Pärnu Bay Partnership (Estonia)

Partners: LAG Karhuseutu (Finland), LAG "Darīsim paši!" (Latvia), LAG Pays  
Ruthénois (France), LAG ADRITEM (Portugal), LAG ADIRN (Portugal)

Award presented by *Dr Przemysław Litwiniuk, The director of the **Polish** Foundation  
of Assistance Programmes for Agriculture (FAPA)*

- **Winners**



- **Finalists**



# Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.

The best Leader **Local Area Development** TNC project - **Cross-border  
Entrepreneurs Blekinge / Warmia-Mazury**

**Lead partner:** Leader Blekinge (Sweden) **Partners:** Brama Mazurskiej Krainy  
(Poland), Warminski Zakątek (Poland)

*Award presented by Päivi Kujala and Pekka Tahvanainen Finnish NRN*

- **Winners**



- **Finalists**



# Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.

The best **Leader Local Recourses and Environment** TNC project

- **Growing Gastronomists**

**Lead partner:** LAG Pays Vallee du Loir (France), **Partners:** Shropshire Hills AONB Partnership (England), Central Warwickshire Villages LAG (England), Hiiumaa Cooperation Network (Estonia), West Estonian Islands LAG (Estonia)  
*Award presented by Peter Melin, **Swedish** Rural Network Steering Group*

- **Winners**



- **Finalists**



# Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.

## Special AWARDS

### People's Choice Awards – Handicraft (Finland, Estonia, Latvia)

- Award presented by the European Network for Rural Development  
Contact Point - Ms Virginie Viaene

### The Estonian Special Prize - Youth for Youth (Lithuania, Estonia, Latvia)

- Award presented by Krista Kõiv ja Ave Bremse , Estonian Rural Network Unit





# Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.

## Group photo in the end of GALA



## Study tour – 1. Rapla and Järva counties Leader TNC projects **CULTrips** and **ECOLAND**

### Sillaotsa Farm-Museum



### Toosikannu holiday centre



## Study tour – 2 Hiiumaa Island

### LEADER TNC project Growing Gastronomauts and Traditional Sailing and Maritime Heritage

Suuresadama. LEADER TNC project  
Traditional sailing and maritime heritage -  
Building site of Halulaev, the traditional  
sailing ship

#### Port Orjaku



# Booklet

- 5 award categories – 4 finalists projects + 1 extra from Local Recourses and Environment – 10 pg with data, info & photos.
- Language ENG. Edit and design by Estonian NRN
- All interested countries can have PRINTING FILE in ENG to print it in your country.
  
- All interested countries can translate it into your language. Contact with our designer and lay out maker – Ms Koidu Pilve.



# Some conclusions

- LEADER people were very enthusiastic and thankful. They needed this kind of recognition/award
- Interest was bigger than expected
- 120 seats for GALA was not enough!
- Indeed, some partners from could not participate for finance reasons.



# Media

Reflections in the media:

- EE nationwide newspapers (rural newspaper) and on-line news focused on general information
- local newspapers focused to regional winners.
- Reflections in websites (MA, PA, LAG-s)
  
- EU level – in all participating partners countries websites.
- Information found also in websites: Italy, Austria, UK ...

Examples: Garden Organic News (12.11.2013) - „The Central Warwickshire Villages LEADER programme, based at Garden Organic, is celebrating after its international cooperation project, Growing Gastronomats, won a major European award.“

Austria – Bezirks Rund Schau. Nachrichten aus Sankt Marien und der Region –  
“EU-LEADER Award für Jugendarbeit geht an INO-Orchestra und MV JSTM”



# The future

## Lets keep

- Different countries award different categories.
- Conference + Gala + Booklet

## BUT -

- When? Where? Categories?



- Thanks for listening
- Look updated information
- [www.maainfo.ee/LeaderTNC](http://www.maainfo.ee/LeaderTNC)

