



## Speaker: Thomas Müller

- Nationality: Austrian
- Volunteer in LEADER since 1999 (LAG "Hausruck")
- LAG-Manager since 2003 (LAG "Sauwald")
- Project-Examples:
  - Local: Tree-Top-Walking ([www.baumkronenweg.at](http://www.baumkronenweg.at))
  - Interregional: 6-LAG's web-marketing (<http://maps.innviertel-hausruck.at>)
  - Transnational LEADER+: Adding value to potato products
  - Transnational LEADER 07-13: European Ox-Trails ([www.oxenweg.net](http://www.oxenweg.net))





## Project-based TNC

- Good project-idea is looking for cooperation-partners
  - Local inside the LAG (ex. Developing a local food or tourism product)
  - Within some neighbour LAG's (ex. Web platform for tourism marketing)
  - Neighbour states LAG's (ex. Crossing boarder projects, nature and enviroment, culture, manpower...)
  - LAG's somewher in Europe (ex. Learning from each other, benchmarking, getting/creating new ideas, creativity...)
- Advantage:
  - Better market, solutions, creativity
- Disadvantage:
  - Increasing complexity and costs





## AREA-based TNC:

- A region is looking for cooperation partners
- ..not mandatory depending on further projects

### Character building process of a LAG:

- Actors and staff are thinking global
- Cosmopolitan approach – you can't learn it!
- Own regional identity becomes important part of European identity



*Connecting Rural Europe*



## Technical assistance PROJECTS-based TNC:

1. Create a clear concept (not too long, description WHO is running the project, what do you expect from partners, costs, name address, contacts, languages spoken, end of registration...)
2. Spread the document via network-boards and contact-point to all LAG's of Europe
3. Wait for answers, research about potential partners, direct-mailings
4. Letter of intent –creating and signing
5. Applying for LEADER funding – waiting for confirmation
6. Let's start!





## Technical assistance AREA-based TNC:

1. Research official partner-search-tools
2. Create a nice description about your LAG, topics, goals, spread it via network-boards and contact-point
3. If LAG's are responding, start with an enquiry what you/they think about different themes.
4. After analysis of the enquiry create a letter of intent and project-description
5. Continue with steps one sheet before

