



EU – Rural Cooperation Fair, 23 -24 September 2010, Edinburgh LAG PROFILE

LAG name

Joutsenten Reitti LAG

LAG contact details

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LAG area

Joutsenten Reitti LAG in South-West Finland is a rural area surrounded by the major Finnish cities of Tampere, Pori, Turku and Helsinki within one hour's drive. The name of the LAG translated in English is the Route of Swans, as the Finnish national birds Whooper Swans follow the region's waterways on their migratory journeys. The mosaic of lakes, rivers, forests and cultivated lands together with long history and cultural richness also make the region well-known in touristic terms. The LAG strategy's focus points are creativity and internationalisation. These are most often harnessed for the generation of new jobs in the area. The LAG wants to attract new people living and working in the big territory of only 50 000 inhabitants - the figure has remained steady over the past decades. Hundreds of implemented LEADER projects can show what kind of opportunities both for living and entrepreneurship the area may offer. Care services (Green Care) and processing industries (food, wood, metal) are particularly strong in the area. Rural immigrant integration and Slow Food branding are the two transnational LEADER initiatives that the LAG promotes in 2007-13, apart from other international projects like youth exchange projects and LEADER dissemination in Mozambique from other funding sources.

LAG Cooperation interests

Please select **max. three Cooperation themes** which could help addressing your LAG Strategy:

Economic development	X	Social issues	X	Culture	X
Environment		Tourism		Community development	

Countries in which you are looking for partners: Sweden, Germany, Italy

Languages you speak: English

LAG Cooperation activity

Existing cooperation partnership offers of your LAG:

Project title: Slow food thinking for the food chain

Cooperation theme: Economic development

Potential partners and countries interested to date: Piedmont area, Italy

Project title: Immigrant integration net

Cooperation theme: Social issues

Potential partners and countries interested to date: France, Italy

Cooperation budget for 2007-2013

Total transnational cooperation budget: EUR 459,000

Budget available for participation in transnational cooperation meetings: EUR 14,000