



Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin.

Landepaku [Country Van] brings the countryside to you



June–September 2011

Background

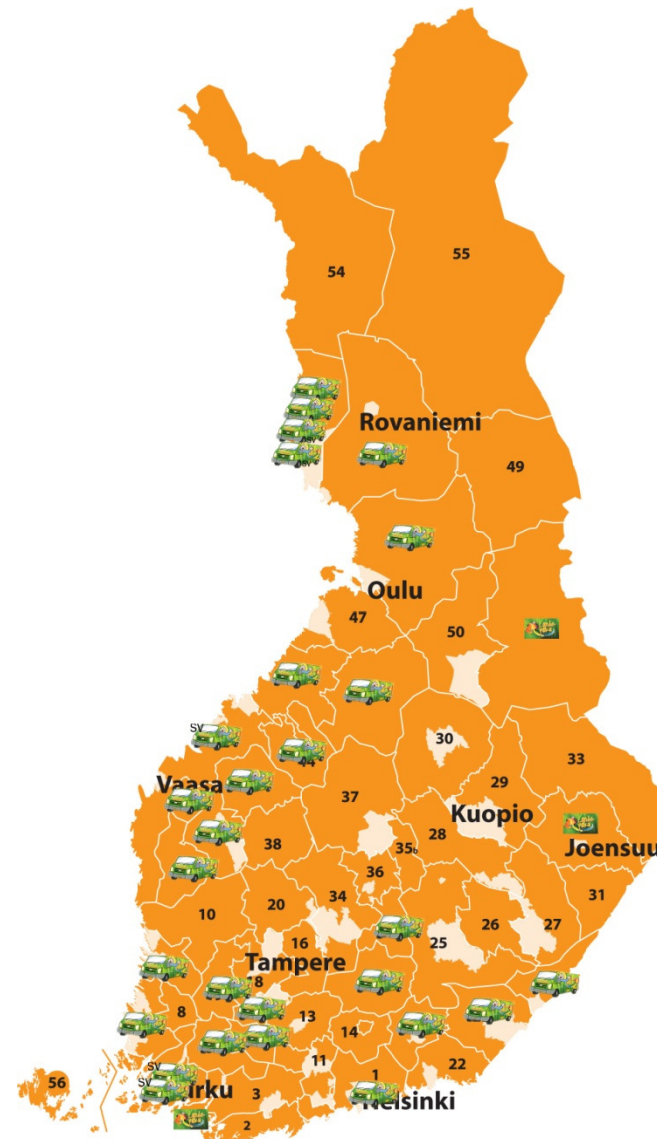
- the tour started in Tampere on 6 June and will end in Närpiö on 17 September
- the aim is to publicise the potential of rural areas and the Rural Development Programme, with a local angle
- the stops were organised by Local Action Groups and one Centre for Economic Development, Transport and the Environment
- refreshments provided were compensated from Rural Network funds on an actual-cost basis (max. EUR 200 per stop)



Where were the stops?

- the itinerary was determined on the basis of requests from local actors
- not all requests could be fulfilled because of overlapping events
- most of the stops were in western Finland
 - Lapland Action Groups joined forces for a rural fair in Pello
 - two Swedish-speaking events

(The absence of stops in central Finland, Savo and Karelia is probably explained by the concurrent organising of the Amaze Me Leader event.)



What did we do?



1. stops were made at large public events
 - regional or national (e.g. Pori Jazz, Herkkujen Suomi food fair, Wilderness Fair)
2. or, all municipalities of a Local Action Group were visited
 - stops at venues where people meet (market places, supermarket forecourts, schools, playgrounds, dance pavilions, pesäpallo games, etc.)
 - examples: Aisapari, Pirkan Helmi, Päijänne-Leader
 - the van also made stops at 'expert events' such as the international seminar in Sastamala and the Kuntamarkkinat (municipal fair), in September



What did we achieve?

- direct impacts:
 - new project and business grant applications
 - number of applications to be specified during autumn 2011
 - visibility for the Mainland Finland Rural Development Programme
 - e.g. press (Ilta-Sanomat, Maaseudun Tulevaisuus, Suomenmaa), YLE regional radio stations, regional press and local press without exception
 - the appearance of the van in itself attracted members of the public
 - reaching out to the public at large in rural areas, particularly young adults
- indirect:
 - new contacts that will probably translate into new grant applications in the future



How many followers?

- Progress of the Landepaku tour and the 2011 theme year has been followed in the social media

Profile (Aug2011)	Fans	Users per month	Tab views per month	Publication views total
Maaseutu - Tilaa elämälle	439	433	403 (wall)	24 368
Landepaku	146	315	982 (wall)	32 116



Spreading the message

- the material generated in the course of the tour promotes the Mainland Finland Rural Development Programme
 - CASE Intoilua! (produced by Aisapari)
- the Estonia Network Unit is coming to the Kuntamarkkinat in September to see the Landepaku
- social media profiles have followers abroad
- concepts and contents of the theme year have been included for instance in
 - the action plan of a local authority in North Karelia
 - the implementation of the regional Best Practices competition



Further information



- <http://www.maaseutu.fi/fi/index/maalla.html>
- <http://www.facebook.com/#!/pages/LandePaku/174165635970877>
- <http://www.facebook.com/#!/pages/Maaseutu-Tilaa-el%C3%A4m%C3%A4lle/196442727049296>

