



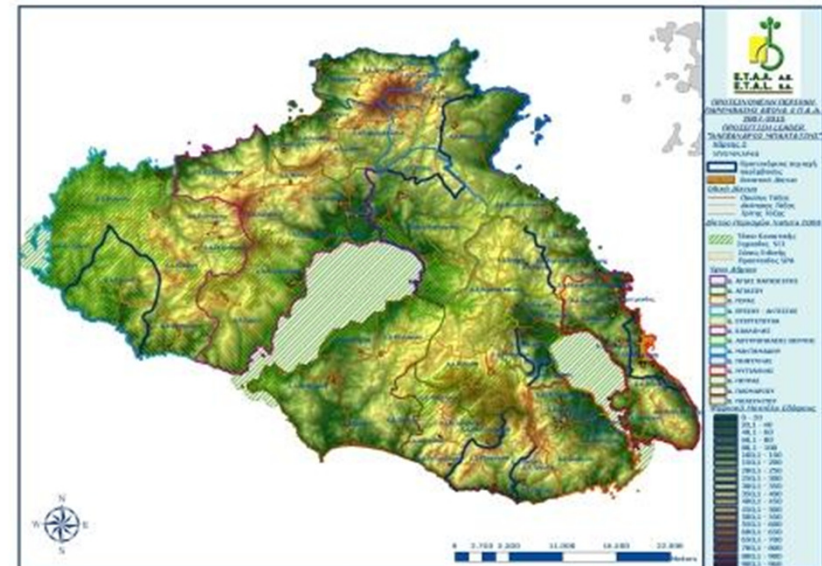
Building the Local Development Strategy

Axis 4, Leader subcommittee – 6th meeting
17th May 2011

BRUSSELS

*LESVOS LOCAL DEVELOPMENT COMPANY S.A. - [ETAL S.A.]
Island of Lesbos – GREECE
Anastasios M. Perimenis – Gen. Manager*

- ▶ Lesvos is the 3rd largest Greek Island, situated in the North East part of the Aegean Sea,
- ▶ It belongs to the Lesvos-Limnos-Ag. Eftratiois Prefecture, part of the “NORTH AEGEAN REGION”, 90.643 inhabitants in 1.632,82 km²
- ▶ A rural Economy, 0.76% of GNP - Ranks 172rd region of the 179 regions of Europe in terms of GNP per capita...(E.U. regional objective 1 area).
- ▶ Characteristics...Insular, remote, rural, unemployment (app. 15%), outmigration, transportation difficulties, not well advanced infrastructure...
- ▶ An island of un-spoilt rural-agricultural environment...
- ▶ An Island of Culture, poets, musicians, artists...
- ▶ An island with the largest olive groove in Greece and excellent quality of olive oil...
- ▶ The origin of world famous OUZOU, and Kalloni sardines...
- ▶ Quite pace in the rhythms of everyday life, emphasis in family, neighbor and community ties...

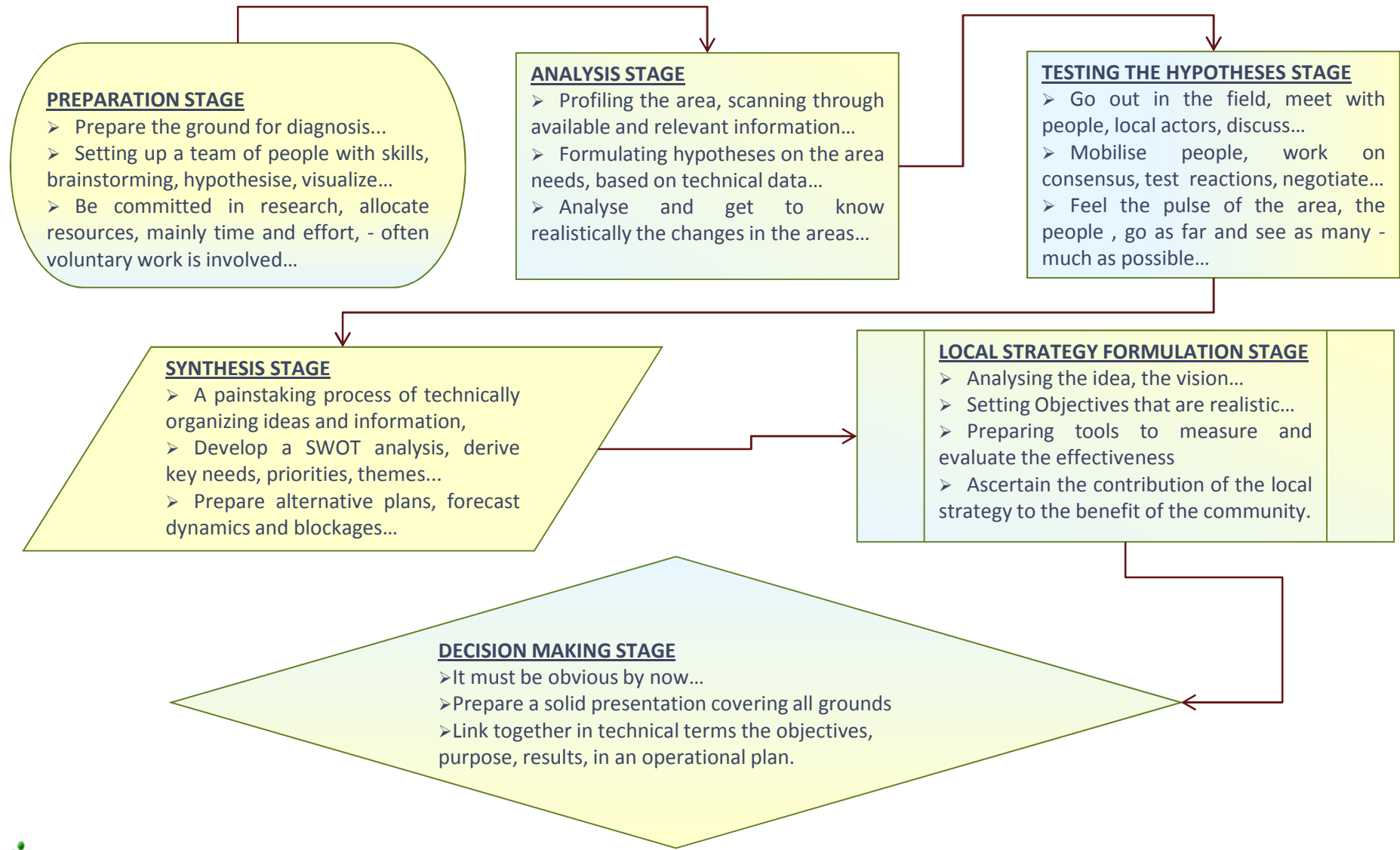


Lesvos Local Development Company – ETAL S.A.

- ▶ Is a Local Action Group, established in 1992. The trigger element was the implementation of E.U.I “LEADER I”...
- ✓ **The Partnership :**
 - ↗ The Union of Municipalities of Lesvos,
 - ↗ The Union of Agricultural Associations of Lesvos,
 - ↗ The Chamber of Commerce of Lesvos,
 - ↗ The Cooperative Bank of Lesvos-Limnos.
- ✓ **The organization :** employing 9 people, a board of directors, a LAG since 1992 (Leader I, II, +). We completed diverse programmes, a turnover of app. 60 million Euros (49 million since 2002).
- ✓ **Key words :** Partnership, “Bottom-Up”, Synergy, Endogenous forces, local capacity, public and private sector cooperation and networking, mentoring...



DEVELOPING LOCAL STRATEGY IS A STRUCTURED PROCESS...



ORAMA, the Greek word for VISION

"...sharing a common thought or concept, formed by an inner need or an expectation..."

Setting and sharing a "VISION" for our island...

- ▶ Identifying local needs and problems, setting objectives and targets,
- ▶ Being relevant, being able to move forward, break deadlocks, create consensus in problem solutions
- ▶ Finding new solutions to local problems
- ▶ Being realistic and have credibility...
- ▶ Being pragmatic, generating tangible, viable, and quick results
- ▶ Being flexible and adaptive to change
- ▶ Being able to express the common feeling and formulate whatever vague ideas exist into actions.

...and creating an operational programme with objectives and measures upon it

A view on AXIS 4...

our vision in simple words...

“Improving the attractiveness of our island, Lesvos, and work on making it a prime destination for rural activities such as trekking and hiking in the years to come...”

The objectives and priorities of our strategy

- ✓ Emphasis on the Environment, applying principles of green economy and rationalized use of our natural resources, protection of the environment and the local culture...
- ✓ Focus on the improvement of the attractiveness of the area, become more extrovert, working especially on the aspects of our insular identity...
- ✓ Assist the diversification of the production of goods and services, aiming to improve the quality of the products, the productivity methodology, becoming so more competitive.
- ✓ Improvement of the quality of life, development of services that make life for people better on the island...
- ✓ Applying measures that lead to the development of the dexterities of the inhabitants, such as training and seminars that help employability therefore resulting to improved social cohesion...

MEASURES
FOR
THE
ATTRACTIVENESS
OF THE AREA
AND QUALITY OF
LIFE

MEASURES
OF 'VALUE
ADDED' AND
EMPLOYMENT,
WITH THE
SECONDARY
AND
TERTIARY
SECTORS

MESURING THE OBJECTIVES...

“...In order to measure the objectives there are several methods mostly quantitative, but how easy is it to measure accurately a process that has long term impact and the actual results come at a later time?...”

FORCAST FOR AXIS 4, LEADER				
Eligible measures = 22, total programme = 6.250.000 €	number of Measures that support the objective	%of Public expenditure to the total	Number of Projects that support the objective	% of number of projects that support the objectives
O.1 Emphasis on the Environment, applying principles of green economy and rationalized use of our natural resources, protection of the environment and the local culture...	20	83,20%	18	35,29%
O.2 Focus on the improvement of the attractiveness of the area, become more extrovert, working especially on the aspects of our insular identity...	19	79,04%	11	21,57%
O.3 Assist the diversification of the production of goods and services, aiming to improve the quality of the products, the productivity methodology, becoming so more competitive.	16	66,56%	23	45,10%
O.4 Improvement of the quality of life, development of services that make life for people better on the island...	12	49,92%	7	13,73%
O.5 Applying measures that lead to the development of the dexterities of the inhabitants, such as training and seminars that help employability therefore resulting to improved social cohesion...	9	37,44%	6	11,76%

EVALUATION OF LEADER + RESULTS				
Eligible measures = 18, total programme = 4.800.000 €	number of Measures that support the objective	%of Public expenditure to the total	Number of Projects that support the objective	% of number of projects that support the objectives
O.1 Emphasis on the Environment, applying principles of green economy and rationalized use of our natural resources, protection of the environment and the local culture...	15	81,25%	29	48,33%
O.2 Focus on the improvement of the attractiveness of the area, become more extrovert, working especially on the aspects of our insular identity...				
O.3 Assist the diversification of the production of goods and services, aiming to improve the quality of the products, the productivity methodology, becoming so more competitive.	12	65,12%	23	38,33%
O.4 Improvement of the quality of life, development of services that make life for people better on the island...	7	37,91%	7	11,67%
O.5 Applying measures that lead to the development of the dexterities of the inhabitants, such as training and seminars that help employability therefore resulting to improved social cohesion...	5	27,08%	6	10,00%

it takes two to tango... In this case it takes many-many more...

- ✓ The aim of consultation is the “production” and “utilisation” of ideas, the use of consultation is a tool for the creation of a coherent approach to local development.
- ✓ We emphasise on animation and mentoring, of exhausting discussions and expression of view points in issues that have various interpretations, on mobilization of the public.

We divided our approach in 3 different stages

The first stage refers to “work in the office”, that is consultation with authorities, agencies, representatives of sectors etc...

1. The Local Authorities, such as Governmental Authorities, the Ministry of rural development, the regional authorities, the prefecture authorities the municipalities
2. The representing bodies of the local economic activities, i.e. Chamber of commerce, association of hotelier, Agricultural Associations, and various sectoral associations.
3. Non-Governmental organizations and agencies, i.e. women associations, local cultural agencies, local activity groups...



The second stage refers to the actual “work on the Field”

1. Going out and meet the inhabitants of the area, listen to what they have to say. We utilised a valuable informal team of “16 local animators”, that is a support system we created in the municipalities with an EQUAL project in 2005 used in order to promote the idea of entrepreneurship in the rural part of the island.
2. Extensive visits in the villages of the area. We organized a schedule of visits both for the preparation of the strategy, in 2008, and we repeated the visits recently before and during the call for proposals in the summer of 2010.

The third stage refers to the use of mass media and tools of communication.

There is a plethora of tools available for the diffusion of information, local mass media, internet, conferences and meetings, but to what we have seen, the best approach is really “proximity”, keeping in touch with people ...

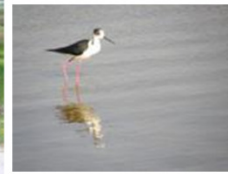
Some data...within 6 months...

- ✓ 38 meetings with local authorities with more than 400 participants...
- ✓ 19 visits in villages and informal discussions...
- ✓ 24 events in the local mass media, articles, interviews, presentations etc... A memorable “road trip”



...walking through the nature of LESVOS...

Διακρατική συνεργασία - Δίκτυο Ευρωπαϊκών Γεωπάρκων
Transnational Cooperation - European Geoparks Network



Μια μοναδική καινοτομία στην Ελλάδα και ίσως στον κόσμο... Ένας ψηφιακός Λέσβος

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ΕΤΑΙΡΕΙΑ ΤΟΠΙΚΗΣ ΑΝΑΠΤΥΞΗΣ ΛΕΣΒΟΥ - ΕΤΑΛ Α.Ε.
LESVOS LOCAL DEVELOPMENT COMPANY - ETAL S.A.

Λέσβος, «ο κόσμος μας» σε ανάπτυξη
Lesvos, «our world» in development




ΤΟΠΙΚΟ ΠΡΟΓΡΑΜΜΑ LEADER + 2002-2006
LOCAL PROGRAMME LEADER + 2002-2006

Last but not least...

Maybe it sounds romantic, maybe it is idealistic, but we have come to believe that the whole case is a matter of **trust**, results make people trust, trust the process, trust us, results make people more open to what we have to suggest and propose, and trust makes it easier for us to formulate and implement our strategy in our area.

It is so important to create strong links within the communities and expanding them, including more partners, more communities, networking locally or with other LAGs, exchanging ideas,

adding value upon value.

The way I see it, being part of LEADER is not just being part of a programme, it is being part of a rare opportunity to take responsible steps in a process, using tools in order to set up and implement successfully a solid local development strategy.

But also lets bear in mind that...

“If you want to make people construct ships, do not try to gather them, assign them tasks and make them cut wood in the forests. The only think you need to make them, is to long for the splendor and the immensity of the sea....”

“...people get united only when they set up common goals, because the ideal is what exalts the meanings...”

Citadelle, Antoine de Saint-Exupery

THANK YOU FOR YOUR PATIENT ATTENTION...

Anastasios M. Perimenis, - ETAL S.A.

www.etal-sa.gr