

Connecting Rural Europe

Learning from the past preparing for the future

WS 3: an enlarged role for networking in cooperation and LEADER



THE EUROPEAN TOURIST NETWORK IN RURAL AREAS





Introduction

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Context : focus on the project



THE EUROPEAN TOURIST NETWORK IN RURAL AREAS



ITALY PORTUGAL
TRANSNATIONAL COOPERATION PROJECT
INITIATIVE PROGRAM LEADER

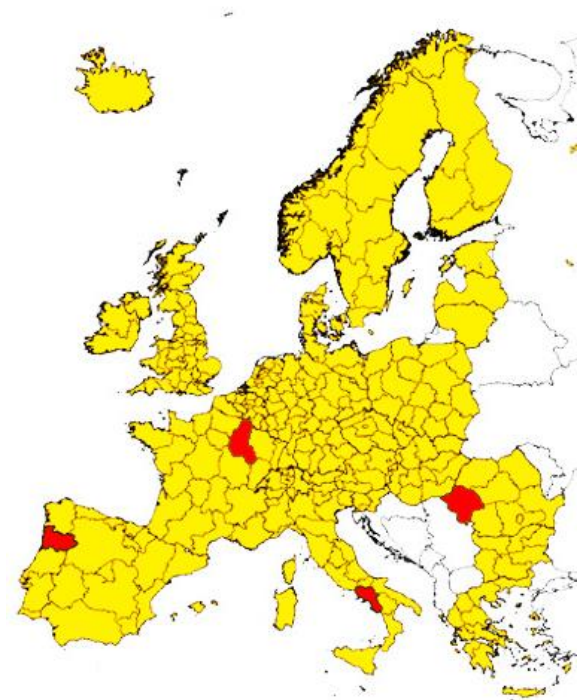
Context : focus on the project

Objectives

- ❖ Promotion and valorisation of urban centres inserted in rural context with an important heritage value and characteristics
- ❖ Creation of a villages network with tourism offer (accommodation, food, animation, recreation...)
- ❖ Increase of tourism attractiveness

Actions

- ❖ Common classification/criteria for villages integrated in the network
- ❖ Common marketing plan
- ❖ Common tourist packages



‘why cooperation?/ networking?’ transnationally is important for LAGs

❖ Why TNC projects ?

- To extend and strengthen local development strategies
- To increase the value of your local productions
- To strengthen your cohesion, identity and image
- To go to meet each other, discover ways to think and act differently

Why networking ?

- To learn methods for cooperation
- To identify ideas of projects and to find a partner
- To develop openness and European awareness of your rural area

The added Value of networks in cooperation projects

European and national networks

❖ **The beginning of this cooperation project: the European LAG event in 2012**

The French rural network selected a French delegation of 25 participants and help the Lags to draft their cooperation offers

The LAG Othe et Armance was looking for partners around the topic: ICT and tourism

A first cooperation “rendez-vous” between the Italian and the French LAG with the support of French NSU



European LAG events: an opportunity to meet some European LAGs... a trigger for TNC!

The added Value of networks in cooperation projects

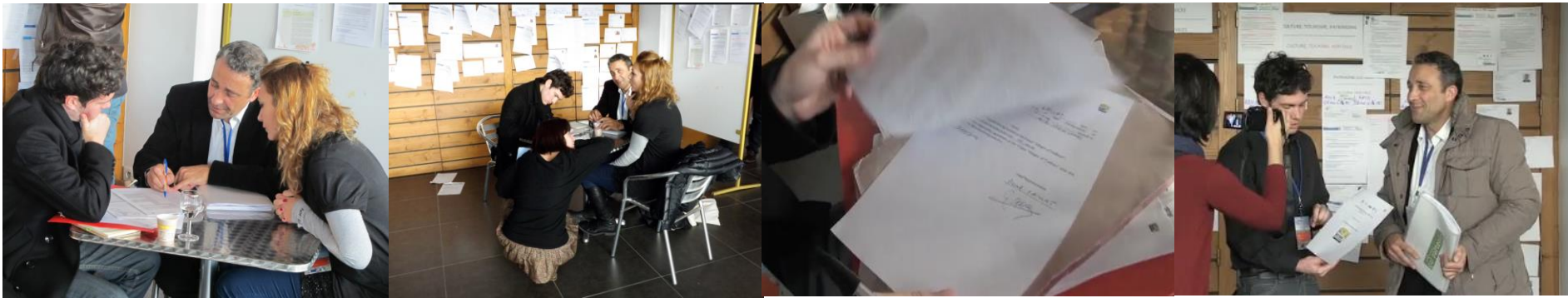
European and national networks

❖ **An other key step : the national Cooperation event (Montbrison- nov 2012) organised by the French rural network**

An other meeting for the French and Italian partners with the support of Italian and French NSUs

An other working session to go deeper in the project

The opportunity to sign the cooperation agreement !



Conclusions...

❖ **At the network level (regional, national and European):**

- to organise LAGs events – To help them to build cooperation projects and to stimulate exchanges between LAGs
- to create process to gather examples of good practices
- to provide a tool for partners' searching and to disseminate regularly transnational cooperation offers
- to provide technical assistance to LAGs (individual support)
- to create promotion tools for cooperation: videos are the most efficient tool to convince quickly and concretely local actors and elected representatives on the benefit and the opportunities offered by cooperation
- to disseminate and to promote the European dimension of the programme, beyond funds (educational role)



Recommendations for the next programming period

- to disseminate the results of cooperation projects of the period 2007-2014 (evaluation/capitalisation study?)
- to promote specifically 3 or 4 good demonstration cooperation projects
- to draft a short guideline to disseminate “the good methods” for cooperation
- to prepare quickly a presentation of the different cooperation rules in each member state
- to organise at the beginning of the new programming period a cooperation event (LAGs need time to implement cooperation projects)