

A stylized graphic of a cable-stayed bridge with a white tower and cables, set against a teal background with radiating lines.

LEADER 2013 event: Building bridges for the future

Brussels, 17-18th April 2013

SHOWCASING LEADER SESSION: Territorial development

SUMMARY



Funded by the



I. Background:

The showcasing session on Territorial development was conducted during Day 1 from 17:30 to 18:30, April, 17th at the LEADER event 2013. It was built upon examples and cases proposed by participants and prepared prior to the event on the theme. The information presented here is based on the information prepared and presented from participants.

The session comprised of five case studies from Slovakia, Estonia, Sweden and Lithuania

1. "Implementation of regional branding of products in rural areas of Nitra" **presented by Ms Ingrida Baková - LAG Regional association Dolná Nitra c.a., Slovakia**
2. "Local Food Networks", **presented by Ms Reve Lambur, National Rural Network, Estonia**
3. "MittSkane on the map, " **presented by Ms Katarina Borgstrand , LAG LEADER MittSkåne, Sweden**
4. "The renewal and development of beaches in Vepriai, Lithuania" , **presented by Ms Jonė Raugalaitė - Centre for LEADER Programme and Agricultural Training Methodology, Lithuania**
5. "Romantic Coastline", **presented by Ms Mercedes Merimaa , LAG Pärnu Bay Partnership, Estonia**

II. Key points made from the hosts of the cases

1. **Implementation of regional branding of products in rural areas of Nitra, Slovakia**
 - The project aimed to support the local economy and economic activities in production and service providing in rural areas of Nitra

- It focused on coordination and support for inter-sectoral and inter-regional cooperation creating a database of potential regional brand users, preservation of the cultural heritage and in the addressed area, promotion and presentation of products and services involved in the regional branding system, creating a working regional branding system as a tool for the implementation of products and services from the countryside, support for marketing activities and creation of sale networks of products and services involved in the regional brand.
- Main lesson learnt was that for area branding and promotion, better cooperation with entrepreneurs and craftsmen in the area, networking, deeper knowledge of the territory are needed
- For more information contact manager@radosinka.sk

2. “Local Food Networks”, Estonia

- The project worked on publication of collections of different LEADER projects about local food that have received support from the Estonian Rural Development Plan 2007-2013 and proved that local people are very interested to promote local food.
- **For more information contact** reve@maainfo.ee and more details at http://www.maainfo.ee/data/trykis/Local_Food_2012_Estonia_54_pages_eng_distr.pdf

3. “MittSkane on the map, Sweden

- The aim of the project is to refine and innovate and diversify the touristic offer in Mittskåne by educating companies / associations in the tourist industry in Mittskåne of topics related to tourism industry development. The goal has been to create meeting places where the

companies can meet and exchange experiences and knowledge with each other. The secondary objective is to promote the area.

- It proved that in Mittskåne and its vicinity there is an existing potential sufficient for future profitable and sustainable tourism development in the foreseeable future - if it is utilized and operated commercially. It requires capacity to make tourism work on local level in line with national possibilities making Sweden's tourist industry one of largest export industries.
- For more information , contact pernilla.colhag@mittskane.se

4. The renewal and development of beaches in Vepriai, Lithuania

- Renewed 1 beach in Vepriai, 3 new recreation sites and beaches were set up
- Its main objectives were development of rural tourism, encouraging children and youth activity, improving people health and improving environmental conditions
- It stimulated and attracted voluntary work
- It combined human and environmental resources to create space and assets for the community well being activities that also contribute to tourism and add value to the area
- For more information please see http://enrd.ec.europa.eu/app_templates/enrd_assets/pdf/leader-event-2013/leader-event-showcasing/4_LT_Renewal_of_beaches.pdf

5. "Romantic Coastline", Estonia

- **A series of connected projects for integrated development including** Mapping enterprises and services maps, developing routes and promotional materials, organising trainings about local food and local production (bakery, vegetables, honey, berries, fishery products, meat

products, packaging), event-organising, developing and implementing marketing activities, organizing study tours about local food

- For more information, contact mercedes@plp.ee or plpparnu@gmail.com
- More details at <http://www.rannatee.ee/vacation-on-romantic-coastline>