



LEADER 2013 event: Building bridges for the future

Brussels, 17-18th April 2013

SHOWCASING LEADER SESSION: IMPROVING STAKEHOLDERS' ENGAGEMENT

SUMMARY



I. Background:

The showcasing session on improving stakeholders' engagement 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 Austria, Sweden, Italy, Germany.

1. "Equal opportunities for women" presented by Mr Luis Fidschuster, *National Rural Network, Austria*
2. "Developing the 8 fjords", presented by Ms Ulrika Holmgren, *Leader Terra et Mare, Sweden*
3. "Minds on Move" presented by Ms Maria Pianezzola, *Valli Gesso Vermenagna Pesio S.C.AR.L., Italy*
4. "Intensified Participation of young people at the level of the LAG" presented by Ms Christiane Sell-Greiser, *LAG Greiser & Partner, Germany*
5. "Youth involvement and engagement through umbrella projects in Swedish LAGs" presented by Ms Josefina Andersson, *LAG Leader Terra et Mare*, and by Ms Karin Back, *Leader Halland, U LAND, Sweden*

II. Key points made from the hosts of the cases

1. "Equal opportunities for women" , Austria

- A movement for equal opportunities for woman in LAG Sauwald was part of the LDS for the area

- The LAG-Management helped a group of women to legalize an association with the name “Impulsfrauen” and created the website www.impulsfrauen.at
- Based on lots of meetings and workshops under the facilitation of the LAG Management, an “Implementation Concept” was written and presented to the responsible ministry;
- To implement initiatives for “Equal opportunities” is a hard and stony way
- It needs high motivated local actors and the full support of the LAG-Management and – of course – the LAG-board behind
- The local actors have to find the right wording to explain the value of such processes
- Giving women a voice and self-confidence to motivate them designing their life on the countryside is one of the most important measures for rural development.
- For more information and contacts see http://enrd.ec.europa.eu/app_templates/enrd_assets/pdf/leader-event-2013/leader-event-showcasing/1_AT_Equal_opportunities_for_women_lag_sauwald.pdf

2. “Developing the 8 fjords”, Sweden

- The project aimed to improve sea environment in a Swedish region located on the west coast, in order to allow new businesses to develop and attract tourists.
- The project was assessed to be successful because it created a shared approach, bringing together **various participants who cooperated in order to devise a new management of the resources in the area**. This led to the development of a new “model” that could be transferred to other communities as a way to prevent conflict and to reach an agreement in relation **to the balance between environmental protection and local business development**.

3. “Minds on Move”, Italy

- The main scope of the project was to involve young people in local activities and to raise their awareness about local culture.

- As a first activity of the project, a preparatory study was conducted (Measure 321 Action 2a), using informal and innovative tools – such as direct meeting, social networks, student survey on the school bus, etc. - to identify suitable strategies to improve services either in the cultural and entertainment field. 500 young people were reached and interviewed.
- After the identification of the main needs, a call (Measure 321 Action 2b) was prepared and opened to collect the proposals for the implementation of the activities.
- The aim was to start lab activities for "A SCHOOL SPREAD WITH CULTURE AND ART" focused on young people and promoted by the Municipalities and the Regional Parks with local private cultural associations.
- The organisation of informal meetings and the collaboration of schools was a key element to get in contact with young people, particularly kids, and awake their interest. The success of the labs organised convinced other municipalities, outside the LAG territory, to start organising similar activities for youth.
- For more information [http://enrd.ec.europa.eu/app_templates/enrd_assets/pdf/leader-event-2013/leader-event-showcasing/3 IT Minds on the move.pdf](http://enrd.ec.europa.eu/app_templates/enrd_assets/pdf/leader-event-2013/leader-event-showcasing/3_IT_Minds_on_the_move.pdf)

4. "Intensified Participation of young people at the level of the LAG" , Germany

- The project started from the tentative to find a solution for demographic changes that are affecting rural areas, in particular in terms of presence of young people.
- The main activities organised within the projects were: organisation of meeting and workshops with experts in order to get the opinion of young people about different issues; changing the use of some buildings in the village, in order to have meeting place that can be used not only by young people but also by other inhabitants, creating the basis for more

fruitful exchanges between different generations. These activities led to an intensified participation of young people within the activities of the LAG.

5. “Youth involvement and engagement through umbrella projects in Swedish LAGs”, Sweden

- It is essential that opportunities are created for young people themselves to pursue their own projects and feel responsible of their own present and future to develop rural areas.
- A key tool was the **umbrella** projects where young people can apply for a small amount of money to fund their subprojects. The young people themselves are always responsible and operate the projects with support from a youth coach employed by the LAG.
- The projects achieved great results both for the society and for the young people who have been active in the projects
- For more information, contact Karin Back, karin.back@hylte.se