

Swedish Rural Gala

2009

2010

2011

2012

2013

2017

2019

Tällberg



Åre



Stockholm



Swedish Rural Gala

General objectives:

- Honouring and encouraging rural entrepreneurs
- Inspiration for others
- Show results of programmes
- Initiate discussion on what is Best Practices
- Receiving useful best practices for NRN dissemination
- Good evening show at Rural network general meeting 😊

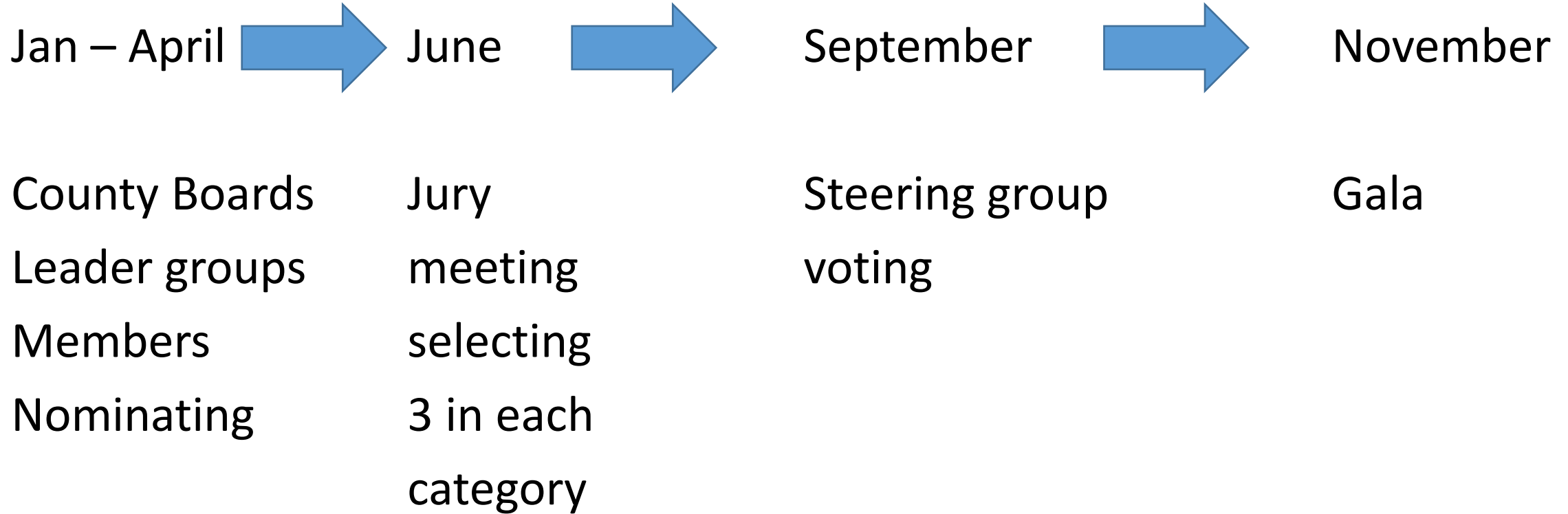


*Ullbagge
"The Wool-ram"*



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Process of nomination:



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Awards in following categories:

Categories 2019:

- Smart villages
- New business opportunities in rural areas
- Youth participation in rural areas
- Social inclusion of migrants in rural areas
- New business opportunities in fishery

Categories from other years:

- Leader project of the year
- Best rural entrepreneur
- Best rural project
- Best environmental project
- Best international cooperation
- Best employment in
 - Agriculture
 - Fishery
 - Rural areas



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Examples of jury guiding criteria is to what extent the nominated entrant is:

- Inspiring and learning for others with similar needs/ideas
- Showing concrete results
- Having long-term results
- Relevant to the program objectives
- Innovative within its area
- Retaining or creating jobs
- Climate and environmentally smart
- Contributing to breaking habitual gender role patterns
- Helping to include young people
- Contributing to the inclusion of migrants

Different jury criteria for different categories.
Points could be given of 1 – 5 or relevant to the category.



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Communicating best practices:

- Presentation videos and articles on each final nominated entrant
- National campaign, synchronized with local campaign on the entrants, the weeks before the rural gala
- **Results:**
 - High interest in local media where nominated entrants are situated
 - Low interest in national media
 - Good results in social media
 - “Wool-ram” award winners often participating in NRN and ENRD events.





Swedish Rural Gala 2019