



European Commission

Leader+ *Magazine*



Special focus
Improving the quality
of life in rural areas

1 • 2005





Leader+ Magazine

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This European Commission magazine seeks to promote access to information about the Leader+ Community Initiative. Our goal is to provide accurate and up-to-date information. If errors are brought to our attention, we will try to correct them. However, the Commission accepts no responsibility for the information contained in this magazine, especially regarding financial data on the projects described, and in particular on the eligibility of expenditure. Readers should therefore take all necessary precautions before using this data, which they do entirely at their own risk.



In a word ...

José Manuel Silva Rodriguez,
Director-General for Agriculture
and Rural Development,
European Commission

Welcome to this first edition of the *Leader+ Magazine*, which follows in the footsteps of the successful Leader II publication. Like its predecessor, it puts you in contact with the Leader+ initiative by showing how Leader+ projects are making an impact on the daily lives of people living in rural areas. This issue contains plenty of information about what has been happening along the different strategic themes in Leader+ European territories since the initiative was launched. We also look at what Leader+ means for the new Member States and provide you with news about the recently opened Leader+ Observatory *Contact Point*.

Perhaps we can now remind ourselves a little about Leader+ and its predecessors, Leader I and Leader II.

The Leader initiative was born in the context of the first Structural Funds reform (1989–93). The Commission conceived the Community initiatives as a tool to promote measures of special interest to the Community (such as transnational cooperation), to introduce and test new methods, new concepts in the perspective of integrating them into the mainstream programmes.

One of the Community initiatives was Leader I (links between actions for the development of the rural economy). It was launched in 1991 with the aim of improving the development potential of rural areas by calling on local initiative, promoting the acquisition of know-how on local development, and disseminating this know-how in other rural areas.

We should also remember that many national rural development programmes at this time failed to take into account the wider rural interests outside of traditional primary economic sectors, and were mainly administered in a top-down approach.

Thus, Leader began in an experimental way, bringing together, at local level, the various issues, actors and resources (this was known as the integrated development approach). The necessary local focus for development was achieved through local action groups (LAGs) which were created from the public, private and voluntary sectors to oversee the implementation of the local Leader programme.

The year 1991 saw the 'initiation' phase of Leader operating with 217 LAGs in less developed rural areas (Objective 1 and 5b regions). This provided the opportunity for networking and the exchange of ideas and experiences. The total investment for the EU was ECU 417 million which represented about 1 % of the total funds for Community support frameworks during this same period.

By 1994, Leader II had moved to what is regarded as the 'generalisation' phase, with almost 1 000 LAGs within Objective 1, 5b and 6 regions, the latter taking into account the special need of parts of the new Nordic Member States. As a much larger programme, Leader II added cooperation and innovation as extra programme dimensions and, along with networking, the sharing of good practice across territorial and national boundaries was possible. In addition, the pilot action of Leader was established in this period, which saw new ideas being tried out.

Leader+ was established in 2000 as one of four initiatives (together with URBAN, Interreg and EQUAL) financed by the EU Structural Funds and, unlike Leader I and II, is available in all rural areas. It is structured around three main actions and along major strategic themes, and has a strong focus on partnerships and networking in order to exchange experience. This magazine provides insight into what has been happening in Leader+ and the 892 selected LAGs by the 73 programmes at national or regional level, which account for around EUR 5 billion which will be spent over the lifetime of Leader+ (2000–06), the period of eligibility of expenditures closing at the end of 2008. The diversity of the projects' approaches found in the different case studies presented in this magazine show both the variety and creativity of rural development strategies as well as the opportunity to learn and cooperate both at a regional, national and European level.

Rural development in the 10 new Member States represents new challenges and it is encouraging to see that Leader+-type measures have already been adopted by several of these new members. It is also clear that any new rural development policy should embody the Leader method, not least the strengthened bottom-up approach, which gives local authorities and communities more say in designing and implementing programmes to meet local needs.

Leader+ in action

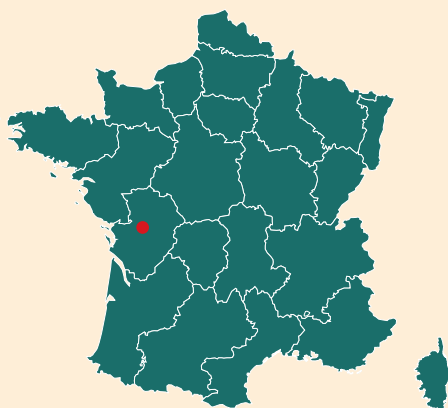
A rally competition involving young people in local life



Member State: France
Region, district: Poitou-Charente (Deux Sèvres)
Name of the LAG: Pays Mellois LAG

Project total cost: EUR 94 000
EU: EUR 47 000
Other public funds: EUR 47 000

In order to get young people to stay in their home area, the Pays Mellois LAG has planned a rally competition to provide them with a living and open image of their area and to involve them in local life. This cultural and sporting meeting, held during the 2004 summer holidays and autumn half-term, attracted more than 120 young people from Pays Mellois and Val d'Adour, an area straddling the regions of Aquitaine and Midi-Pyrénées. What unites these two areas is their youth initiatives. In the Pays Mellois, Leader+ will boost their youth policy by creating youth centres manned by youth workers in cantons presently without one. These centres, at local council or association premises, will allow 6- to 18-year-olds to work on community initiatives throughout the year and outside school time and in particular to prepare the rally competition. The project is financed under Action 2 of the Leader+ programme.



Contact person: Jean-Marc Nadal
E-mail: jm.nadal@paysmellois.org
Website: www.paysmellois.org
Photo provided by the French National Network Unit

A tourist train for Parga



Member State: Greece
Region, district: Epirus
Name of the LAG: Amvrakikos Development Agency SA
Project total cost: EUR 186 328
EU: EUR 93 164
Other public funds: EUR 18 633
Private funds: EUR 74 531

A new activity already in operation is a tourist train trail, which connects tourist sites of Parga with interesting sites in the hinterland. The project is now finished, and tours are organised daily with a special small train (transport capacity: 40 people). The departure point of the train tour is the entry to Parga town and the destination is Anthousa and its castle, giving the opportunity to the visitors to Parga to discover the natural beauties of the little-known mountainous hinterland with all its history. This project has received an enthusiastic welcome from the local community.



Contact person: Mr Tsiberis George
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Website: www.etanam.gr
Photo provided by Lamans

Developing window repair equipment



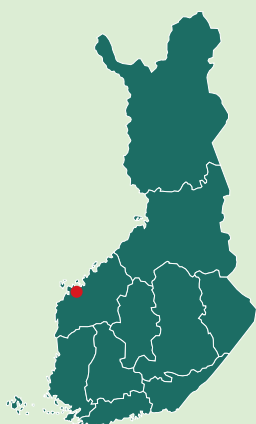
Member State: Finland
Region, district: Ostrobothnia
Name of the LAG: LAG Aisapari

Project total cost: EUR 113 335
EU: EUR 42 500
Other public funds: EUR 42 500
Private funds: EUR 28 335

Log-home owners can at last enjoy proper window shutters. In the past, there was a problem with the logs bending as the shutters settled — this was not only a problem for Finland, since packaged solutions suitable for log-homes are rarely available elsewhere.

When the need for suitable window packages was understood, the Fasadi (Facade) project was subsequently developed in Finland's South Ostrobothnia region. The idea for this project came from local businesses and the Leader group, Aisapari from the Lake District and Härmänmaa area, who also embarked on the project financing.

At last a proper shutter package has appeared on the market! This package is suitable for both new log-based constructions and renovations. Due to the new mounting solution, installation of the window-opening takes only five minutes. The current shutter collection is based on traditional styles and can also be used with brick-built constructions.



Contact person: Fasadi Design Oy
E-mail: ilpo.kakko@aisapari.net
Website: www.aisapari.net
Photo provided by the Finnish National Network Unit

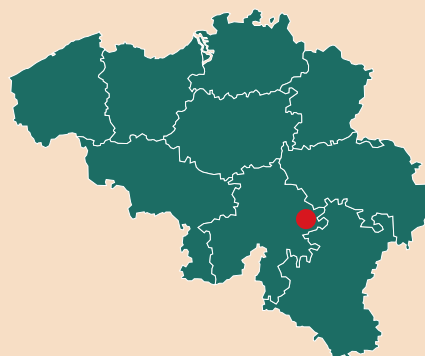
Festival of nature in the 'Ourthe Moyenne'



Member State: Belgium
Region, district: Vallée de L'Ourthe, Wallonie
Name of the LAG: Ourthe Moyenne

Project total cost: EUR 326 305
EU: EUR 146 838
Other public funds: EUR 109 712
Private funds: EUR 69 755

A joint project of a local LAG and the tourist information centres in the Ourthe Moyenne region has resulted in the first 'Festival of Nature'. Entitled 'The splendour and intimacy of the landscapes of Ourthe', it invites visitors to discover and understand how man has tried to overcome and shape this natural landscape in order to make a living. The festival intends to be an ongoing development for making tourists, as well as the local general public, aware of the environment. More than 100 activities have already taken place between June and September, including walking, interactive conferences, courses in painting and an introduction to fishing. An evaluation procedure is under way, and this will help to identify the project needs, in particular what is necessary for communication and promotion, partnership management, and the setting-up of innovative and development practices. In fact, all these points and more will be the subject of further discussion and training in time for the next festival.



Contact person: Catherine Honnay
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Website: www.festivalnature.com
Photo: CAR Leader+ Wallonie



Introducing the Leader+ Observatory

Networking is a priority action under Leader+, just as it was under Leader II, and is now defined as Priority Action 3. Networking means that, within Leader+, there is a priority to exchange information about achievements, experiences and know-how between all the interested parties in the Community. In rural areas, networking encourages people to cooperate between themselves and to draw lessons about rural development in the regions.

The Leader+ Observatory set up by the European Commission is responsible for organising the network at the rural level. As such the Observatory has specific aims which can be summarised as follows.

Informing the rural community about:

- measures which stimulate rural development;
- good practice in local development in rural areas;
- major trends in the rural economy of the community and elsewhere;
- the lessons of Leader+ and the implications for rural policy.

Providing the community with:

- a meeting point at a European level to help stimulate European cooperation;
- help for national and regional administrations to exchange expertise;
- assistance for the national administrations in their coordinating and cooperation roles;
- reports on the implementation and progress of Leader+.

These tasks are carried out by the Observatory, located in the Directorate-General for Agriculture and Rural Development, Unit F3: 'Consistency of rural development'. In turn, the Observatory has established a *Contact Point* which works in close cooperation on the various tasks outlined above. As the name suggests, the *Contact Point* is the first point of contact for the Leader+ actors.

Specifically, the work of the *Contact Point* is organised along the following lines: dealing with requests for information and the reception of visitors; development of the Leader+ website; production of an electronic newsletter 'Flash News'; planning and organisation of seminars; methodological support for those engaged in Leader+; editing of the Leader+ magazine; providing summaries and analysis of Leader+ programmes and pilot activities at the European level.

For information and enquiries about Leader+:

Leader+ Observatory *Contact Point*:

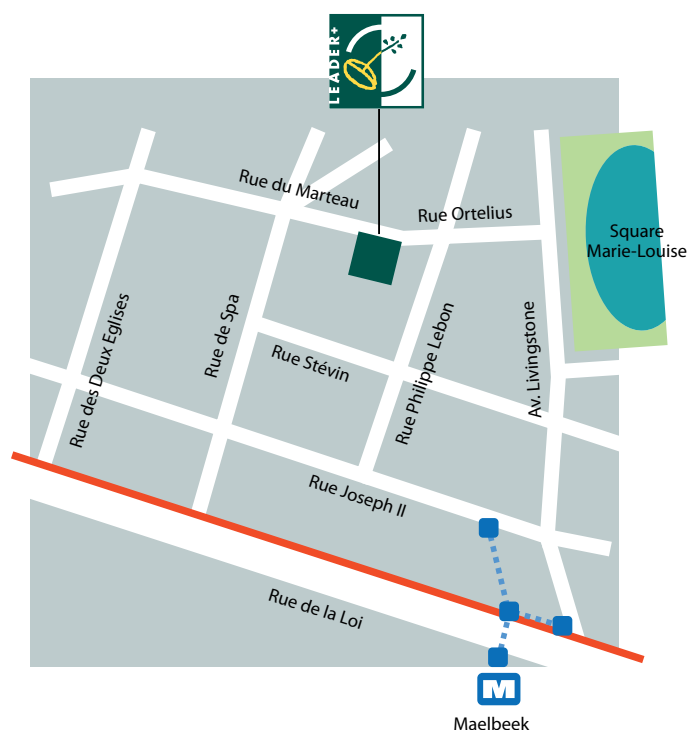
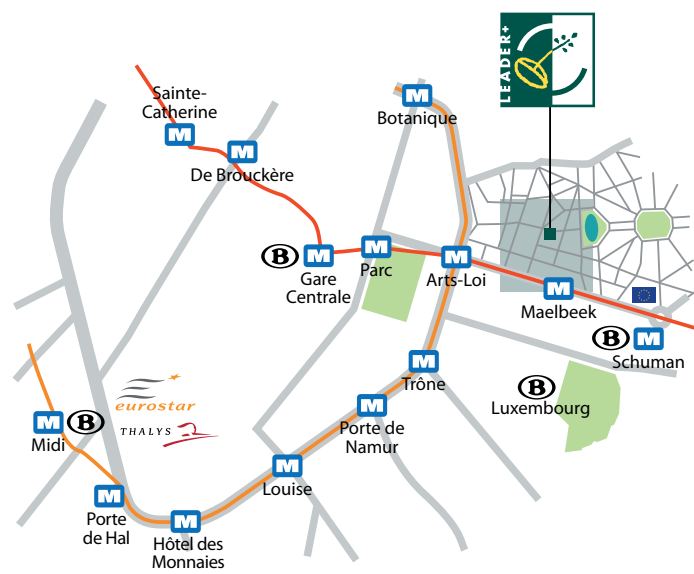
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Leader+ website:

<http://europa.eu.int/comm/leaderplus>





Special focus

IMPROVING THE QUALITY OF LIFE IN RURAL AREAS

Quality of life is an important consideration for everyone, irrespective of culture and country of origin. While improving the quality of life implies an improvement in living standards, these are in fact two different concepts which are not necessarily related. Quality of life is a subjective consideration and says more about how an individual feels about himself, and about where and how he lives. By contrast, living standards tend to be measured by a variety of economic and social indicators and are therefore more related to consumption and income levels. On this basis, it is clear that someone can be considered to have a high living standard but have a poor quality of life, and of course the reverse is true. It is equally true that two people can be considered to have the same living standards, but one will consider that their quality of life is poor, while the other not, and so the debate continues.

European Union

Thus it is the very subjective nature of this theme that provides a challenge for policy-makers. At the European Union level, the improvement of quality of life is a medium-to long-term objective in several areas of European policy, namely, economic, social and environmental. The notion of social quality was first officially introduced through the 1997 Amsterdam Declaration on the Social Quality of Europe. This acknowledged that citizens should 'have access to an acceptable level of economic security and of social inclusion, live in cohesive communities, and be empow-

ered to develop their full economic potential'.

The Commission report to the Laeken meeting of the European Council, December 2001 proposed the development of indicators around 'quality of work'. Similarly, the promotion of the information society strategy since 2000 refers also to the use of information communication technologies (ICT) as a driver or condition of 'future quality of life'. Within the fifth framework programme for research, there are also several themes, covering such areas as health, air and noise pollution, ecology and conservation of natural and cultural resources, which in their different



ways can influence quality of life.

However, perhaps the key policy context is the first EU Strategy for Sustainable Development which was adopted at the Gothenburg Summit in June 2001, and marked the start of EU policy-making in this field, while taking into account other existing policy areas. Apart from social inclusion and ageing (previously established), four environmental priorities were defined: climate change; sustainable transport; public health; managing natural resources. It is worth noting that sustainable development is also a horizontal or cross-cutting theme required under the Leader+ initiative.

Other research carried out in 2002 by the European Foundation for the Improvement of Living and Working Conditions identified 12 domains relevant to people's quality of life. These domains include: economic resources; health and health care, employment and working conditions; knowledge, education and training; families and households, etc. This research concluded that, in rural Europe, quality of life is relatively high, but that, compared to urban Europe, some strategic domains were lagging behind. These were identified as: economic resources; health and healthcare; housing; knowledge, education and e-learning.

The Leader+ contribution

Within the Leader+ programme, many of these strategic domains and issues are addressed by the different programme themes working together, and not only by the quality of life theme. The other themes — making the best use of natural and cultural resources, adding value to local products, the use of new know-how and new technologies — all contribute towards an improvement in the quality

of life in rural areas. For example, it is not enough to have a good environment and job opportunities without a good social life and easy access to public services and new technologies. Nor is it useful to have new technologies if people cannot be gainfully employed because either the enabling infrastructure, such as broadband technology, or the relevant training to use it, is not available. Under Leader+, local action groups (LAGs) can be active in several of these strategic domains. This helps to ensure that rural territories remain competitive, as well as reversing the trend of rural depopulation.

The case studies considered hereafter are just a few examples showing the diversity of quality of life in rural areas in different Member States, and what it means for the people who live there. They also demonstrate the different approaches to it, and how the LAGs can contribute to improving the quality of life in these rural areas under the Leader+ initiative.

Rural life is at the heart of the project.



GERMANY

A village radio service works with Leader+ and opens up new channels of communication to keep its listeners informed, and improve their quality of life

Network 'Open Channel' Working with media in the village

by Anja Schweppe-König

E-mail: Anja.Schweppe-Koenig@medienwerkstatt.org

It makes a real difference whether one just listens or actually contributes to a radio programme. Villagers, associations and interest groups in Germany's Minden-Lübbecke district have the opportunity to report about their activities on a citizen channel. Further training to become a 'village reporter' is also available.

It's Thursday, shortly before 7.00 p.m. About two dozen people in the village community of Niedermehnen/Ostwestfalen (700 inhabitants) have gathered in the central café to listen to the radio. They have been invited by the mayor of the village, together with the majority of existing local associations including representatives of the kindergarten and the church.

At 7.04 p.m., following the world news, everybody in the farmhouse café can hear the voice of the local station: 'Radio Westfalica — The open channel! They are all curious to listen to the outcome of their collaboration with the 'media workshop Minden-Lübbecke', which is 60 minutes of exciting information about the village's daily life and from the Leader project '1 + 1 = 3'.

Introducing 'Radio Leader+'

The melody of the Eurovision hymn tells regular listeners that the leader of the project 'Working with media in the village' is going to present some of the many hidden rural treasures she has learned about while travelling across the

villages of the Minden-Lübbecke district. These include stories, anecdotes and current citizen initiatives.

Many of the projects carried out by the local action group (LAG), Mühlenkreis, with the support of the Community initiative Leader+ have been presented on the radio at monthly intervals over the past few years. Insiders already refer to the programme as Radio Leader+!

Working with the media broadens the horizon

All villages and their projects are unique, distinct and varied, and it was difficult to inform the public about their ideas and initiatives beyond the circulation of local newspapers.

Since the media workshop started to travel across the region, equipped with microphone and recorder, the situation has changed. Networks have come into existence, consisting of associations, congregations, village communities, cultural initiatives, and last but not least, business development and tourist organisations. Thus, a major aim of the project, which is broadening horizons and learning from each other, has been achieved.

This is as important to local actors as it is to the people living within the transmission area of the local radio station, since they get to know their area from a new per-





'Open channel' also provides ongoing training.

spective and identification with their region is deepened. Even though the programme adheres to a single theme, a balanced mixture of music, well-prepared stories from the region, its villages and other sounds, all combine to convey vivid images about times gone by. This helps younger people in particular to understand the culture and history of their own village.

Keeping records of contemporary history

The LAG Mühlenkreis proposed the project 'Network Open Channel — Working with media in the village and folk history' as a media workshop Minden-Lübbecke for Leader+ funding in June 2003, and activities started in July 2003. The funding covers part of the personnel cost (Leader project) and expenditure on materials for radio and video production.

In addition to the production of the monthly radio transmissions (14 have so far been produced during the period July 2003 to July 2004) the project comprises a further component: the sub-project Folk History aims to keep a record of the experience of older generations, by documenting statements of contemporary witnesses. The programme aims, in particular, to demonstrate aspects of life and work in a village to younger generations.

Training of media professionals to ensure sustainability

The 'media workshop Minden-Lübbecke' also offers, to those active in the different village initiatives and associations, a comprehensive training programme 'Village Reporter'. The training goes beyond practical aspects of working with radio stations. Trainees will become qualified users of the whole range of available media tools, such as preparation of Power-Point presentations, design of post-

ers and brochures, various aspects of working with the press such as writing vivid texts, elaboration of their own website and production of videos.

The 'Village Reporter' training programme aims to establish a network of initiators who will continue the work after the project funding has phased out. Participants are expected to continue to cooperate with the media workshop when preparing and transmitting future radio and video productions covering regional and rural development. Thus, sustainability is ensured after the end of the project's lifetime.

Meanwhile, the people who have come to the café in the village of Niedermehnen have become quite relaxed. They consider the radio programme as a true success, 'It was great'. They have started to discuss the different contributions to the programme. These include a walk through the LandArt Nature Park, where various pieces of art have been placed; a virtual brunch at the farmer's café; a match of the local Radball-Bundesliga-Team; and the music selected by children and young people to accompany the different programme contributions. They laugh about a couple of jokes in the programme about which only the people living in the village have a clue.

And what's more, already during the evening they plan what the next radio programme from Niedermehnen on the Open Channel will be about!

Citizen radio — the facts

'Netzwerk Offener Kanal — Medienarbeit im Dorf und Erzählte Geschichte' is a project of the Media Workshop Minden-Lübbecke and of the Rural Area of Mühlenkreis Association. A provision in the media law of North Rhine-Westfalia (*Landesmediengesetz*), gives groups the opportunity to transmit their own programme contributions



Network 'Open Channel' Working with the media

Member State: Germany
Region, district: Minden-Lübbecke (North Rhine-Westfalia)
Name of the LAG: LAG Mühlenkreis

Surface area: 880 km²
Population: 966 612

Project total cost: EUR 73 500
EU: EUR 33 000
Other public funds: EUR 33 500
Private funds: EUR 7 000

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Photos provided by LAG Mühlenkreis

on the radio within a programme scheme which is agreed beforehand with the local radio station. All local radio stations are obliged to offer up to 50 minutes of their daily local programming to contributions to complete the Open Channel programme.

Contributions to the 'Open Channel' are normally prepared in a citizen radio production unit approved by the media authority of North Rhine-Westfalia. The production of one programme normally takes four weeks. The media workshop plans the contents of the programme contributions together with the local groups. The project leader is responsible for the final production and presentation of the programme on the radio. The programme reaches an average audience of 4 600 listeners.

SPAIN

Leader funds help disabled people cultivate a gardening service for the local community

Tailored work for the disabled



Maintaining the grounds of the Ripoll monastery.

The region of Ripollés is made up of 19 municipalities and structured around the high valley of the river Ter. The capital, Ripoll, is where most of the region's industrial activities are located.

The MAP foundation is a private non-profit organisation devoted to welfare, and comprises professionals, parents and relatives of disabled people as well as persons who have an interest in the social work of the Foundation. It was founded in 1994 and is based in Ripoll. It is the only institution in the region carrying out activities that meet the special needs of the disabled.

One of the priority goals of the MAP Foundation is to achieve, where possible, the social and professional integration of disabled people. With this in mind, the MAP 'Special Centre for Employment' was established. The aim of this centre is two-fold. Firstly, to inform and instruct disabled people so that they may join the labour market. Secondly, to keep those whose disabilities prevent them from working in (ordinary) companies occupied. The centre concentrates its activities in two main areas: gardening and manufactured goods. It has also been given a specialised technical support staff, which includes psychologists, social assistants and guides.

Gardening is one of the most suitable activities for disabled people of the centre because it strengthens their contact with nature as well as developing their mobility.

The project is co-financed by the Leader+ programme and is now in its development phase. The project is managed by the LAG 'Consorci Ripollés Desenvolupament'. It consists of the physical separation of the gardening services from the other activities, as a result of the increase of work contracts coming from city councils, companies and, to a lesser extent, private individuals.

The services provided to municipalities include gardening work in parks and public spaces and special work in forests and rivers. For private companies, the work involves the maintenance of headquarters' grounds, and basic maintenance work for individuals.

Due to the increase in demand for gardening services, the equipment of the centre became insufficient and a new warehouse with appropriate machinery was planned in order to offer more mechanisation and specialisation of work.



The social interest of the project has been a determining factor in obtaining the support of the Ripoll city council (which has allocated land for where the installations are being constructed) as well as the government of Catalonia and the Leader+ programme.

The funds allocated to complete this project are up to EUR 304 870 and include the construction of the new warehouse, and the purchase of specialised gardening machinery such as lawn mowers and mechanical saws as well as work clothes and safety equipment. These new facilities became operational towards the end of 2003 and provide facilities for 10 disabled people.

In addition to the clear social benefit of the project, the investment has allowed a wider range of gardening activities and has removed the very labour-intensive aspects. There has also been an improvement in the quality of disabled people's training and improved security of working conditions, and this in turn has provided more opportunities for eventual integration into the labour markets.



A new warehouse which provides facilities for motivated disabled people.

Tailored work for the disabled

Member State: Spain
Region, district: Catalonia
Name of the LAG: LAG Consorci Ripollés Desenvolupament

Surface area: 959 km²
Population: 26 377

Project total cost: EUR 304 870
EU: EUR 38 193
Other public funds: EUR 266 677

Contact person: LAG Consorci Ripollés
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Photos provided by LAG Consorci Ripollés Desenvolupament



Kiltimagh's market square is transformed .

IRELAND

Against the tide: a community in Ireland turns back years of decline to give itself a new focus

A community in decline turns back the tide

Integrated Resource Development (IRD) Kiltimagh Ltd was formed in 1989 in direct response to the high level of out-migration from the Kiltimagh area. This region in East Mayo is renowned for its extraordinarily high levels of sustained emigration over many decades and the relative absence of employment. A 1988 survey showed that 75 % of the 17–25 age group were forced to emigrate in order to find work. The area had lost its productive and economic population, most with no hope of ever returning. The problem was also evident in the town and its hinterland. Whole rural communities had been wiped out. The decaying, derelict houses and farmyards were clearly visible in the countryside. Over 40 % of the town buildings were derelict to the point of being appropriate for demolition. The other 60 % were not far behind. What's more, no new businesses had been established for many years, and often a local business closed. The outlook was bleak.

IRD Kiltimagh and Leader

An office was established and a full-time manager and secretary were employed in February 1990. This paved the way for IRD Kiltimagh Ltd to apply successfully for funding under Leader 1. The company is currently managing Leader+ funds under the umbrella of the Western Rural Development Company.

The principle theme selected by the Western Rural Development Company was 'improving quality of life in rural areas'.

Arts, culture and heritage projects in Kiltimagh

IRD Kiltimagh Ltd has a policy of integrated developmental programming, believing that all aspects of the local area should be developed in parallel. Projects that tend to cost money, and which do not have an obvious return on investment, tend to be ignored. In IRD Kiltimagh Ltd, the arts, culture and heritage sector is seen as being a critical factor in encouraging community development by ensuring a fulfilling quality of life for rural dwellers.

The goods store of the railway station, now restored to its former glory, operates as the Kiltimagh town museum. IRD also transformed the stationmaster's house and ticket office into an arts exhibition centre used regularly for exhibitions from local, national and international artists. The building hosts an artists' retreat where an artist looking to do some work in a quiet but stimulating location can come to stay for a short period and for a nominal sum. The restoration of these buildings is of significant sentimental value to the Kiltimagh community as so many of each successive generation would have left Kiltimagh from the platform, many never to return.



Local drama and justice meet

In 2001, the local dramatic society approached IRD Kiltimagh Ltd to take over the 'town hall', which this group had used as a theatre for the previous 20 years. IRD carried out a major refurbishment of the building and converted it into a truly multi-purpose building. It is now not only a theatre but also a conference centre, cinema, courthouse and meeting hall. A number of national conferences have already taken place here. Interestingly, as IRD was starting to refurbish the building, the district court was about to leave Kiltimagh due to the inadequacy of the facilities available to it. IRD was able to incorporate the requirements of the court into the refurbishment works and so keep this activity in town. The theatre is used regularly to host performances of drama and music.

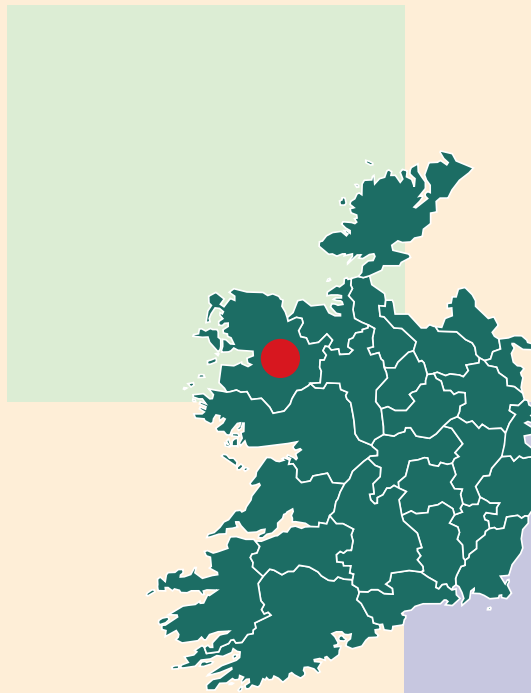
The impact of the approach

These two initiatives demonstrate the type of work undertaken. They are part of an overall plan that includes specific activities aimed at enhancing economic, environmental and social development in the area. They also build confidence and morale among the local community by valuing local culture and providing quality outlets for its expression and development. Integration, which happens by combining the efforts and ambitions of the community, State and business sectors, is a significant element in the success of the programme.

The tide has turned due to the implementation of the original and subsequent plans in Kiltimagh. Confidence has been restored and people believe in the area enough to justify investment in business and property. Most importantly, attitudes have changed.

The key of choice

With the support of the State agencies and private sector businesses, this programme has laid the foundations for the Kiltimagh community, for its survival and future development. Most importantly, it holds the key of choice. The choice of living and working at home, the choice to be close to family members as they grow older, and the choice to depict one's native area with the immense pride it deserves, for children and grandchildren alike. IRD Kiltimagh Ltd is owned and driven by the people of Kiltimagh.



A community in decline turns back the tide

Member State: Ireland
Region, district: Kiltimagh, East Mayo
Name of the LAG: Western Rural Development Company

Surface area: 2 100 km²
Population: 50 000

Project total cost: EUR 4 430 000
EU: EUR 460 000
Other public funds: EUR 3 970 000

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Photos provided by IRD Kiltimagh

PORTUGAL

Putting the community back into the heart of the village was the key to improving the quality of life for a community in the north of Portugal

The Gandra Leisure Centre



The Gandra Leisure Centre is located in the village primary school (Pre-execution phase, right side and back elevation).

Many rural areas in the Minho Valley border region are characterised by problems related to low levels of economic activity, ageing populations and depopulation. Under Leader+, the Adriminho association proposed a project to improve the quality of life in the small village of Gandra. By providing a leisure centre based within the existing village school, this offers a highly needed focus in the community for social and cultural events. The Gandra Leisure Centre offers an interesting insight into the strategy and selection process of a project whose aims and expectations will improve the quality of life, not only for the village youth but for the community at large. It opened its

doors in September 2004, one year after work started.

The Adriminho organisation and region

Adriminho (Rural Integrated Development of the Minho Valley Association) is a non-profit-making association formed out of a partnership set up in 1994 in order to provide a platform to establish a common development strategy for the region. Within the Adriminho partnership, are 19 organisations representing a variety of interests, such as farming, forestry, youth, tourism, leisure, culture, wine producers and banks.

Geographically (see map), Adriminho is a territory that borders Spain and is made up of six municipalities that bring together the Minho and Lima Valleys.

Employment characteristics of the project area

Gandra village is one of 16 villages in the Municipality of Valença located in the Viana de Castelo district and has a population of around 1 200. More than half of Gandra's population is employed in the tertiary sector, largely due to the influence of a commercial centre based on domestic furniture and textiles. This compares with 4.6 % in the primary sector. The unemployment rate, particularly amongst females, is higher than the regional average. Nearly 10 % of the population can be considered to be illiterate and only 4 % of the population has had more than the compulsory level of education.

Relevance and goals of the project for the community

Gandra is not only typical of the region in terms of its population structure and low levels of education and academic achievement, but also in relation to some serious social and family problems, namely alcoholism and ill-treatment of children. These factors are also made worse by the poor educational and sports facilities available to school age groups.

In fact the main social problems arise from the low levels of education leading to poorly paid jobs or even unemployment, and consequently low levels of motivation and self-esteem. The existence of socially isolated families with no access to community resources has also reinforced the inability of families to give the necessary support to their children.

The underlying project goals are to



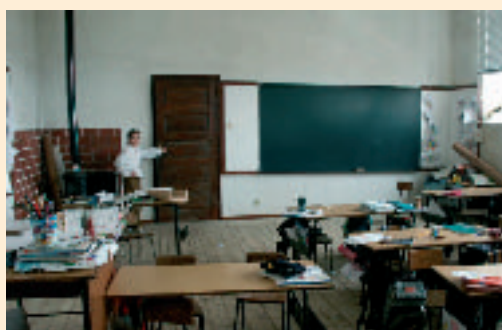
Map of the Adriminho intervention area.



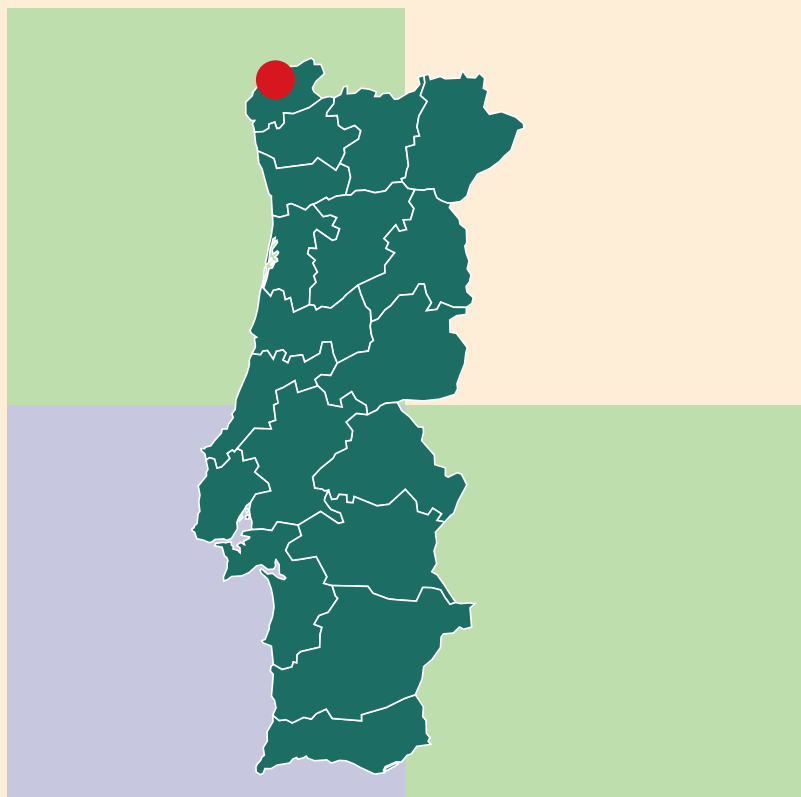
bring together the various leisure activities, integrate education into everyday life and provide a feeling of community. To achieve this, the parents are encouraged to take part in school activities and get closer to the education of their children. The project therefore contributes directly to the quality of life of the population because not only does it provide the necessary physical resources, but it also changes attitudes and allows people to consider different lifestyles.

The Gandra Leisure Centre is located in the Escola Básica do 1º ciclo (primary school) and provides workshop space for leisure activities, as well as two classrooms, a kitchen and other additional workshop and activities areas, besides improved sanitary facilities for handicapped children. The leisure centre will host a variety of educational and cultural activities including exhibition of short films, discussion groups involving the children's parents, displays of children's work connected with Gandra and the municipality, dance and music activities and the celebration of specific events.

A successful outcome of the project will be judged by several indicators, namely school performance, the number of meetings taking place with parents, the number of sociocultural activities taking place and the participation of the different institutions (Adriminho, Town Hall of Valença, Social Security and the Parents Association) in the different ongoing activities.



Classroom
(Pre-execution phase).



The Gandra Leisure Centre

Member State: Portugal
Region, district: Minho Valley
Name of the LAG: Adriminho

Surface area: 951 km²
Population: 79 632

Project total cost: EUR 120 803
EU: EUR 60 000
Private funds: EUR 60 803

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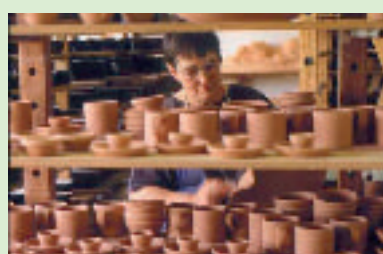
Photos provided by the Portuguese National Network Unit



ADDING VALUE TO LOCAL PRODUCTS

While this theme has much in common with ‘making best use of natural and cultural resources’, it has perhaps a more specific target group. Compared to Leader II, whose equivalent measure concerned the exploitation of agriculture and forestry products, this Leader+ theme can also apply to a wider range of local sectors, such as arts, crafts and cultural production. This means that both traditional and modern activities can be considered, such as youth and immigrant cultures, niche tourism and new media.

Within Leader+ projects are many examples of local development and support actions. Raising awareness to promote local products to local people through a variety of local financial and technical support structures is a common example, as is facilitating the networking of local producers and their eventual integration with village and/or community-owned shops. Likewise, providing a database about niche products, publication of websites and directories to help with processing of products, their marketing and distribution are also common aspects. These, and other types of development and support actions under Leader+, are presented in the following case studies.





SWEDEN

An innovative marketing strategy feeds an appetite for local food

A new approach to county food

'Irrational thinking when choosing where to market our products and changing the mentality of the producers are two of the main strategies for our success', says Peter Drotz, project leader of Leader+ project '7-Häradsmat' in the Swedish Leader+ area Sjuhärad. 'We have got so much publicity at almost no cost by starting to sponsor the matches of the regional football team with our gift boxes', he explains.

Five gift boxes are given to the best players in every team and three to the public by means of a lottery ticket. Trying to find unusual arenas where you are not supposed to be is the key. Changing mentality has been another. From being bulk producers of food, protected by price subsidies, the producers now have to face competition in the market. To get everyone to really change his or her way of thinking and to have a degree of responsibility has been a main priority. Now it is natural for the project members to think about how their product fits the market, to decide if the demand is there, as well as the expected quality.

An innovative approach?

The project, Sjuhäradsmat, focuses on local food produced on a small scale. It might not sound so innovative, since developing food production and food processing for rural businesses in a Leader area, and in this way contributing to sustainable development economically, socially and ecologically, is nothing new.

However, in the Swedish Leader area Sjuhärad, it has never been done like this before, nor with such a concentrated effort. Peter Drotz, who has been running a big grocery store, is now working as the project leader, and is connecting such different areas as networking, marketing, training, environment and quality, consumer activities and logistics. By connecting small- and medium-sized enterprises with different kinds of food production, offering training, launching a specific brand, improving transport and other logistics, the project is creating a platform for cooperation and raising the potential market for local food products.

Funding a success story

The project developed in several phases before Leader+ has now, through the funding of Leader+, taken the step to be a commercially functioning chain of producers and other related companies.

At this moment there are about 50 members in the network of producers and processing companies, some of them very small. The project plan initially foresaw at least 40. Other indicators are 10 new businesses, at least two new employees in old companies, 10 new channels for dis-

tribution and commerce, three new products and 10 training seminars with a total of 100 participants. Economically, the aim is to increase the yearly turnover to SEK 1 million (EUR 109 000).

The target group is, firstly, the primary producer and the processing enterprise and, secondly, the beneficiaries: the grocery store, distribution system or the consumer. One declaration in the project plans proudly announces 'The project will raise knowledge and awareness about the connections between food and the environment for all the links in the food processing chain from producer to consumer.'



Annika Andersson demonstrating a hands-on approach to county food.

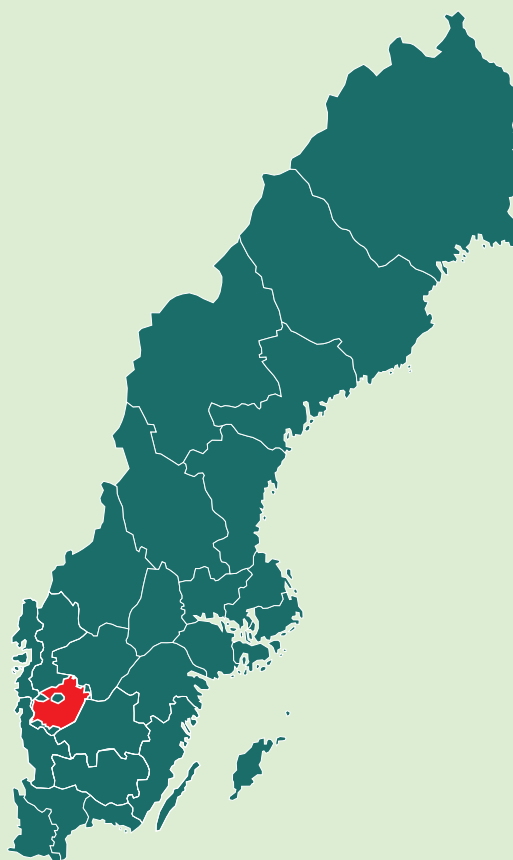
Marketing as a key strategy

Through a very detailed communication and marketing plan, the logo and brand has become widely known in the whole area. The training has not just been about product quality. The use of market branding is also included in the courses. Marketing has been done through a series of activities, including the production of TV commercials. Local papers have also written lots of articles and the different products and producers have been presented. One of the new products has been the gift hamper with a collection of the different products.

The name of the Leader area, Sjuhärad, means the 'Seven hundreds (or subdivisions of counties)' so the brand was naturally Sjuhäradsmat, that is, 'food from the seven hundreds'. It is a lot easier in Swedish since new words are created by combining several others. Of course then the logo had to be a big seven.

'The biggest impact of the project is the local brand', says the Leader area manager Annika Andersson. 'It has become so well known that the yearly Christmas exhibition at the museum in our administrative city, Borås, has Sjuhäradsmat as its only theme this year. Our food is now high culture.' This is another example of an unexpected arena for local food products.

The results declare the project a success. From a small start, and after several phases, the concept has now matured into a company which will bring together several regional local food organisations where Sjuhäradsmat is one of them. This measure will guarantee the possibility to offer even larger quantities of produce during the year. The company is working with a network of 200 local food producers and will have its own shops in some of the bigger cities. The turnover is calculated to exceed SEK 100 million (EUR 12 million) within five years. From a small-scale project to a commercial company is really a success story.



A new approach to county food

Member State: Sweden
Region, district: Västra Götaland
Name of the LAG: Leader+ Sjuhärad

Surface area: 5 000 km²
Population: 87 600

Project total cost: EUR 587 870
EU: EUR 153 180
Other public funds: EUR 229 770
Private funds: EUR 204 910

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Photo provided by the Swedish National Network Unit



FRANCE

Exploiting the potential of Chambaran's sweet chestnut trees

A new use for old wood

by French National Network Unit



One of many chestnut groves to be found in Chambaran.

The Chambaran area, which lies between Drôme and Isère, has a huge tract of sweet chestnut trees which the LAG is currently seeking to exploit.

In days gone by, every farmer in the Chambaran area owned a chestnut grove which they exploited for their own benefit. Nowadays, farming has become specialised, and the sweet chestnut tree no longer brings in cash. There are only some dozen or so producers of fence stakes and vine canes still left, one of the region's specialities. 'The chestnut forest tract is underexploited', regretted François Brun-Buisson, an expert at the Rhône-Alpes regional forest estate centre (CRPF). 'We own 80 000 hectares of sweet chestnut trees, but 65 % of the growth is not felled. Silviculture is non-existent and the forest is ageing. Since we have no processing enterprises in the area, we export the timber to Italy, and then the Italians sell the furniture back to us.'

The Chambaran LAG, which works to promote local products (especially those associated with tourism and heritage) has been endeavouring to find new outlets for the chestnut wood sector since 2001.

A local identity

'We asked the design section of Grenoble architectural college to create prototypes of chestnut wood furniture', explained Gwenaëlle Cayet, project officer for the Chambaran LAG, 'and we support a group of craftspeople who are developing a range of urban furniture made from chestnut wood. A domestic wood-energy campaign is also planned in 106 neighbouring communes.'

During 2003 and 2004, designers from Grenoble's architectural college have discovered the many facets of chestnut wood, including some of the wood's natural qualities. Chestnut is a durable wood suitable for outdoor use, such as in public structures, garden furniture and fencing. In this respect, an exhibition 'Chestnut attitudes' offers different ways of seeing the Chambaran chestnut as a local product.

The traditional sector has not been forgotten either. Producers of stakes for fences and canes to support vines have been contacted, as well as the last remaining coopers still working with local wood.

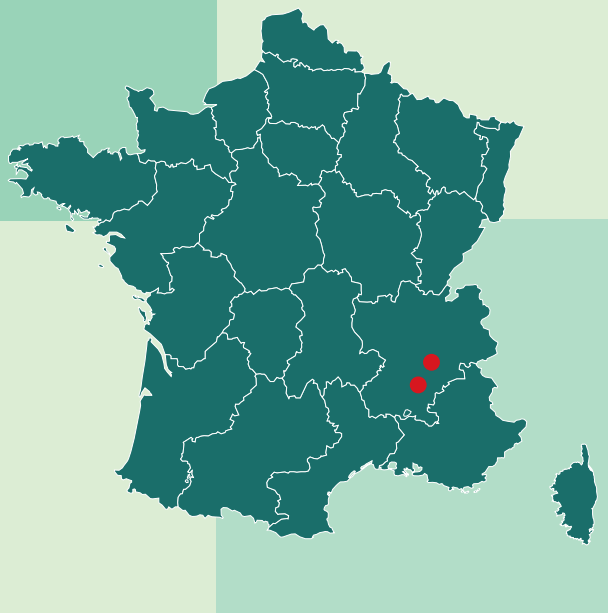


The forest is of course attracting a great deal of attention. A GPS reconnaissance campaign was launched to identify the private chestnut estates. As often happens in France, Chambaran's forest stand is divided into small units, with an average of 0.72 hectares per owner. Treated and thinned experimental plots are being set up, in collaboration with the Rhône-Alpes regional forest estate centre and the national forestry office, to encourage the logging of chestnut trees once more.

An educational kit is being prepared to promote the Chambaran countryside, and hiking routes have now been developed. All these initiatives are designed to restore the identity of this little-known rural area.



Wooden stakes are just one of the available products.



A new use for old wood

Member State: France

Region, district:

région Rhône Alpes — Isère and Drôme

Name of the LAG: Chambaran LAG

Surface area: 1 300 km²

Population: 77 900

Project total cost: EUR 640 303

EU: EUR 232 815

Other public funds: EUR 145 689

Private funds: EUR 261 799

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Photos provided by the French National Network Unit



USE OF KNOW-HOW AND NEW TECHNOLOGIES

In rural areas, new innovative ways of using existing knowledge as well as new technology play an important role in making products and services more competitive. This is especially so in Leader+ areas where there is a need to help the more remote and underdeveloped regions catch up, or at least not fall behind the urban centres. This theme also has an important horizontal impact since it often works with projects in the other Leader themes: improving the quality of life, adding value to local products and the best use of natural and cultural resources.

We also need to consider that the way existing knowledge or 'know-how' is used can be just as effective as any new technology, and that finding the appropriate level of technology is also a key issue. Under Leader+, there are many different ways that 'know-how' and new technology have been integrated into a project and have had a positive impact on the work and lives of those living there. The case studies described below show both the innovation and variety of approaches to this theme within Leader+ across Europe.

THE NETHERLANDS

A pragmatic approach shows how Leader+ combines nature with new technology

Geographic information system (GIS) for agricultural nature management

On the island of Texel, some 150 farmers have indicated their intention to preserve and restore nature and landscape values. Their contribution consists of applying sustainable agriculture and horticulture, on the condition that it remains an economically viable business activity. These farmers come together under an association called De Lieuw, which provides various packages for landscape management. There are three types of packages available:

- protection of meadow birds;
- promotion of botanical development and fauna management;
- preservation of the different landscape elements.

The farmers receive reasonable compensation for their efforts and for achieving good results. However, a process that satisfies certain conditions needs to be implemented.

De Lieuw acts as central coordinator of the requests for government subsidies by putting together the final package. However, this means that De Lieuw has also become the government's contact with such consequences as providing figures about the results achieved, and keeping the property data of the subsidised packages up to date. Until now, the administration was done manually, but this is no longer possible. The administration needed to be automated, so a geographic information system (GIS) has been developed for agricultural nature management using current technology.

The people behind this project are Vereniging De Lieuw voor Agrarisch Natuur- en Landschapsbeheer (De Lieuw Association for Agricultural Nature and Landscape Management) on the island of Texel, in cooperation with the In Natura umbrella organisation.

The geographic information system (GIS) has not only automated the De Lieuw association but it has also made it more professional. This means that De Lieuw has a better chance of increasing its membership numbers within a short period. This is a positive development, since agricultural nature management is important for the sustainability of the island. It will also be interesting for the farmers since this additional service will generate extra income. The test phase is taking place on Texel, after which the system can be implemented elsewhere in the country.



Texel is home to a new system of landscape management.



GIS for agricultural nature management

Member State: The Netherlands

Region, district: Province North Holland- Texel

Name of the LAG: Top of North Holland and Texel

Surface area: 463 km²

Population: 13 737

Project total cost: EUR 23 500

EU: EUR 7 800

Other public funds: EUR 7 900

Private funds: EUR 7 800

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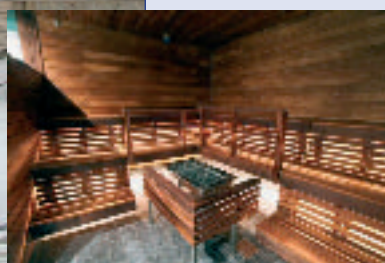
Photo provided by the Dutch National Network Unit



FINLAND

Looking for that special finish results in a cooperation project for two regions

Thermal wood treatment for Irish Sitka spruce



Thermal treatment of the wood also produces a thermal treatment for people!

For both Suupohja in Finland's south Ostrobothnia region, and the region of Wicklow in Ireland, wood has great importance as a source of livelihood. In Wicklow in particular, Sitka spruce is an important species of wood, not least because it represents a relatively large part of Ireland's entire forest area. Since Sitka is plentiful, the Irish also need to increase its use.

People from Suupohja visited Wicklow in the summer of 2001 and discussed the idea of cooperation with people in the wood sector. The Suupohja group already had many years of experience in the thermal treatment of wood. Indeed, they considered that their region's wood and furniture firms could help Wicklow's businesses in increasing the use of Sitka spruce, as the people from Suupohja believed that the thermal treatment method would be suitable for Sitka.

Collaboration became a reality when the Finns and the Irish began a preliminary survey project looking at this topic in 2001. The survey results showed that thermal treatment was appropriate for the Sitka spruce.

Cooperation survey

After the preliminary survey, cooperation between Suupo-

hja and Wicklow continued, since it has been necessary to keep testing the thermal treatment on Sitka spruce. It has also been important to show how the people of Suupohja could support the Irish in the initial implementation of the thermal treatment method and its future use.

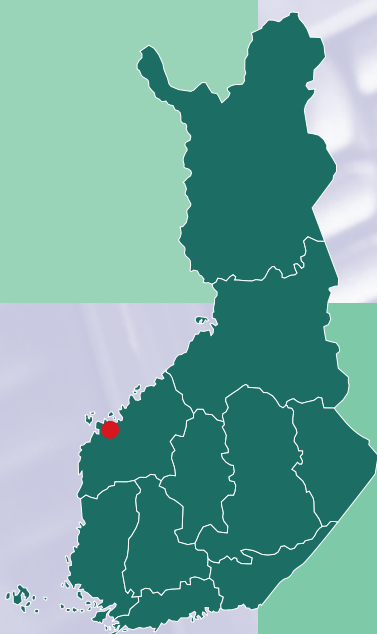


Already at this stage, Wicklow's companies are highly satisfied with the thermal heating method. The companies, which have found the method to be useful, have made, among other things, various products that suit the local market.

If, with wider collaboration, the thermal treatment method proves to be a success, it is planned to establish a special thermal treatment plant in Ireland. The people from Suupohja shall, of course, continue to be involved with the initial operations.

What is even better is that, alongside the cooperation outlined above, product exchange between Wicklow and the Suupohja areas has been successfully initiated.

The cooperation between Suupohja and Wicklow was realised as a result of the Suupohja Development Association's Leader+ project 'International wood and furniture field cooperation pilot'. Finland is a pioneer in the field of thermal wood treatment.



Thermal wood treatment for Irish Sitka spruce

Member State: Finland
Region, district: Ostrobothnia
Name of the LAG:
Suupohja Development Association

Surface area: 3 126 km²
Population: 33 000

Project total cost: EUR 62 000
EU: EUR 26 350
Other public funds: 26 350
Private funds: EUR 9 300

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Photos provided by the Finnish National Network Unit



The project also requires a visual understanding of the area.

AUSTRIA

An Austrian border region is using state-of-the-art technology to share knowledge about regional development

Regional knowledge management system in the Styrian volcano land

The Styrian volcano land is a Leader+ association of 67 communities in the south-east of Styria in Austria. It is a mostly agricultural area with around 90 000 inhabitants. Before EU enlargement, the Styrian volcano land was an economically weak region bordering Hungary and Slovenia. In order to benefit from EU enlargement and get the economic problems under control, the regional development programme of the Styrian volcano land was created. Sustainable regional development activities are supported and improved. A regional knowledge management system with a permanent evaluation of the regional development process has been developed, which supports and constantly improves the sustainable regional development activities.

Components of the system

In order to support the regional development activities, the following systems need to be in place:

- documenting development activities;
- generating necessary knowledge;
- involving citizens in regional development;
- further developing required knowledge;
- distributing relevant information and knowledge.

The regional knowledge management system has a technological part in the form of an Internet portal (Internet and intranet through a multi-dimensional user control system) with constantly growing content, and an awareness-creating part, which aims to build up a knowledge-sharing culture within the community of regional players.

This Internet portal is built on a multi-dimensional database comprising different modules in order to meet the demands of the system. Some of the modules are described as follows.

Module 'The Styrian volcano land'. This module comprises the history of the region, the vision for regional development in the Styrian volcano land as well as photo material of this very special region. The news part of this module (including a newsletter) disseminates actual information from communities and institutions throughout the volcano land.

Module 'Knowledge caldera'. In this area the user gets information about all projects of the region. The user has the possibility to interact and this in itself creates further knowledge in different projects. In order to create new ideas for projects, an idea-generating tool stores all the interesting project ideas of citizens and thus fosters innovation. Online communities allow users to discuss, send e-mails, and upload documents for sharing knowledge and getting together for developing new regional projects.

Module 'Future workshops'. Future workshops are physical meeting points for regional players in order to discuss and develop new projects and share their knowledge in regional development. In the technological part of the regional knowledge management system, the process of these future workshops is documented. Protocols, project descriptions and project knowledge in the differ-



ent areas of discussion are documented and made accessible to the public through the Internet portal. This means that everyone knows what is going on in the region, and for interested regional players it is very much easier to get the necessary information and participate in regional development.

Module 'Vulkanoid (www.vulkanoid.at) game of the region'. An Internet quiz with many questions about the Styrian volcano land allows people a chance to learn much about the region in an informal way. In cooperation with regional firms, the best players every month win vouchers to spend with these companies. This allows important regional knowledge to be disseminated in a very innovative way and the publicity of regional firms is also increased.

Future prospects

The regional knowledge management system is planned to be the platform for all knowledge-based processes in the region. In the future an intranet (in combination with Funk-WAN) will handle the information transfer and make it a lot cheaper. The knowledge base built up in the regional knowledge management system makes further innovative projects possible. Finally, the system will work together with other systems of the new member countries of the European Union (especially Slovenia and Hungary) to form a 'networked region'.

Future steps to become a 'networked region'

- creation of inter-regional connectivity (communities, public authorities, schools, universities, Internet portal on the volcano land as a starting point);
- creation of homogeneous databases (news, events, companies, associations, etc.) for easy knowledge sharing;
- cooperation with other regions and developing further knowledge-based projects.

Regional knowledge management system in the Styrian volcano land

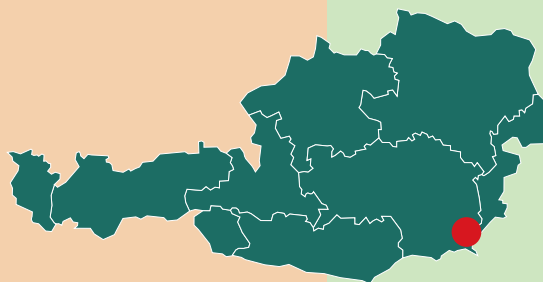
Member State: Austria
Region, district: Styrian volcano land
Name of the LAG: LAG Steirisches Vulkanland

Surface area: 969 km²
Population: 90 000

Project total cost: EUR 305 554
EU: EUR 152 777
Other public funds: EUR 152 777

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Photos provided by the Austrian national Network Unit



The Styrian volcano region is mostly agricultural.



MAKING THE BEST USE OF NATURAL AND CULTURAL RESOURCES

One way that Leader+ aims to promote sustainable rural development is through the best use of natural and cultural resources. This in itself requires a good understanding of 'best use'. For example, we want to use natural resources wisely and in an efficient manner which also considers the long term, especially in the case of scarce resources. This naturally leads us to think about the use of new technologies and know-how, and finding ways of using resources which have more than one impact, for example, economic, social and environmental ones. This is clearly shown in the Leader+ projects considered hereafter.



FRANCE

Leader+ helps to record the history and culture of a small French town

Diderot's heirs take the digital revolution on board

by French National Network Unit



The Pôle Diderot is an ambitious economic project combining two Leader+ themes: 'Making the best use of natural and cultural resources' and 'The use of know-how and new technologies'. The project is steered by the town of Langres. It is collaborating on the encyclopaedia of the Pays de Langres initiated with Leader+.

Imagine a small town set amid a profoundly rural region with a population density, which is still falling, of no more than 15 inhabitants per square kilometre. Imagine also a handful of locally elected representatives and stakeholders who defy fate and decide to create a centre of 21st century technology for their local area. This sums up the ambitions of the Pôle Diderot, a project which aims to spread the name and fame of the Pays de Langres in the world of the knowledge economy. Appropriately, where the prolific Diderot is concerned, this will be a high-output production, but also for once, of digital content.

The spirit of Denis Diderot

The history of the project goes back to 2001, with the pre-sentation of a study of the image of the Pays de Langres, commissioned in connection with Leader II. The proposals sketched out a cultural and heritage project based on a famous local figure: Denis Diderot. There was talk of creating a portal site about the author, developing training courses in multimedia design and so on. Starting from this basis, the new municipal team which took up office at Langres seized upon the Pôle Diderot and revised the plans, turning them into an economic development project based on the creation of cultural digital content.

In April 2003, with the organisation of an international symposium on knowledge mapping, part-financed by Leader+, the town of Langres laid the first stone in the project and validated it at the same time. The project is structured around four complementary areas: the development of digital industries, the attraction of research and development activity to the area, training and higher education, and finally, local identity.



The digitalised heritage

As part of this final area of focus, the Pays de Langres LAG has entrusted the Pôle Diderot with the mission of taking care of the technical development of the portal site. This will put the local area's living encyclopaedia, which forms the true backbone of the Leader+ programme, on display. The purpose of this project is to enable anyone to digitalise and publicise local natural and cultural resources. Thus, it will be possible to discover the local heritage associated with the growing and processing of the hop, basket-making skills and the details of natural sites run by local contributors who have already benefited from Leader+. Equally, an inhabitant of the Pays de Langres keen on the local heritage will also be able to contribute to the encyclopaedia. Likewise, an amateur choral singer will be able to provide graphic or sound documents online to introduce others to another example of local wealth. The Pays de Langres thus expects to combine a new, clean, silent economy with its wide-open spaces and its heritage.

Cooperative tools for rethinking the world

'Denis Diderot was born here. We are not seeking to reproduce his thought: rather, we claim a certain affiliation in terms of free thinking, universal access to knowledge and openness to the nations of the world. The Pays de Langres is and always will be small. But we are determined and we refuse to give in. The Pôle Diderot is a unifying project around which complementary actions are gravitating. We hope to develop the use of cooperative tools, to practise participatory democracy, which goes beyond mere words, and to give numerous local people the chance to produce digital content. We also want to be able to identify the human richness in our territory, thanks to new geographical information systems,' stresses Richard Pierre, Deputy Mayor of Langres.

Diderot's heirs take the digital revolution on board

Member State: France

Region, district:

Pays de Langres, Department Haute-Marne

Name of the LAG: Pays de langres

Surface area: 2 194 km²

Population: 47 700

Project total cost: EUR 789 000

EU: EUR 394 000

Other public funds: EUR 395 000

Contact person: Richard Pierre

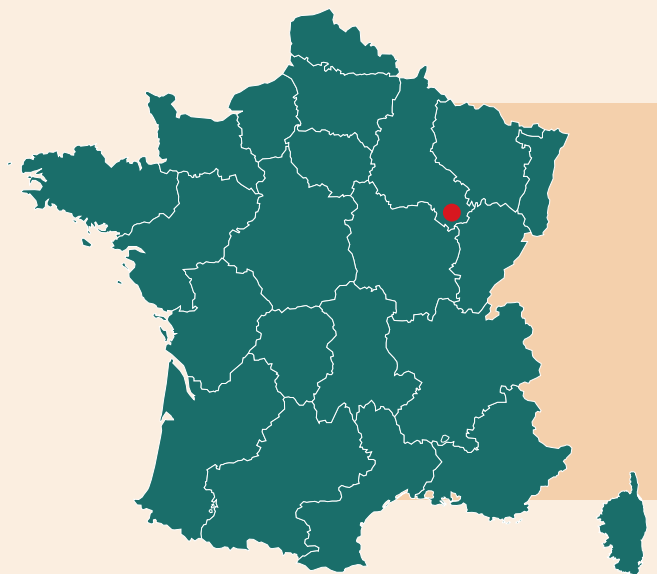
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Website: www.pole-diderot.com



GREECE

A modern approach to ancient Greece provides a new look for the Olympics and a local wine producer

Revival of the ancient Nemea Games



Nemea in the Peloponnese, the site of the first task of Hercules, is also one of the four places in Greece where the ancient Pan-Hellenic Games took place. The ancient Nemea Games took place every two years, and were considered as a religious, athletic and cultural event of significant importance.

When excavations revealed the ancient stadium of Nemea, the local residents formed the Association for the revival of the ancient Nemea Games. This association numbers more than 1 200 members from 45 countries and, respecting the ancient rituals, organises the performance of the modern games every four years.

Citizens from all over the world can participate in the games, independently of sex, age, religion and origin. Their reward is the joy of taking part, and in the satisfaction of coming together with other people who embrace the greatness of the 'ancient athletic ideal and peaceful coexistence'. These games do not register records nor are there any advertising sponsors.

In 2004, the third revival of the ancient Nemea Games took place. This was supported by the local programme of Leader+ in the northern Peloponnese with a subsidy of EUR 18 750. These third games had 700 participants from 47 countries, with an age range from the youngest of five years old to the oldest of 97!

Besides the athletic content, the two-day event included:

- musical events;
- a theatrical performance with activities related to the mythical version of the foundation of the ancient games;
- tours in the adjacent archaeological park where there is the restored ancient temple of Nemea's Zeus, the ancient baths and the modern museum;
- tours along the paths of Nemea's famous local vineyards organised by the local wine factories.

At the closing ceremony, which attracted more than 5 000 visitors, local wine and traditional food (prepared and given for free by the residents) was offered in the centre of the village of ancient Nemea.

As this event has become established over the last few years, so the number of visitors to the region has increased. This has contributed not only to the international promotion of Nemea but also to the awareness of its local wine.

Based on an idea of the second Nemeadas, in the year 2000, the association 'Aethlios' organised an important long-distance game of 187 kilometres. The course starts from the ancient stadium of Nemea and ends in the ancient stadium of Olympia, and crosses all of the central Peloponnese which includes areas of outstanding natural beauty, archaeological sites and traditional settlements. With support from Leader+, the second long-distance game took place in 2004. In total, 84 athletes took part from 14 countries, which was more than double that of 2000.



Running for the games' revival.

Revival of the ancient Nemea Games + Aethlios Association

Member State: Greece
Region, district: Peloponnese
Name of the LAG: North Peloponnese Development Agency SA

Surface area: 4 398 km²
Population: 79 356

Nemea Games
Project total cost: EUR 25 001
EU: EUR 14 063
Other public funds: EUR 4 688
Private funds: EUR 6 250

Aethlios Association
Project total cost: EUR 6 726
EU: EUR 3 783
Other public funds: EUR 1 261
Private funds: EUR 1 682

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Photo provided by the Greek National Network Unit



GREECE

A cultural appreciation of regional wine

In the 'heart' of the Peloponnese region and within the wine-producing area of Nemea lies the ancient village of Kleones of Korinthia, known to visitors for its quality vineyards. In a prime location in the village, there is a family-run winemaking business, which has three generations of business experience. It specialises in the production of traditional red wine using the local grape variety 'agiorgitiko'.

The company is active not only in the Greek market but also in exports of its wine. With the encouragement and the support of the local Leader+ programme for the northern Peloponnese, the company has drawn up an investment project where the total budget is EUR 151 355 and which carries a subsidy of EUR 111 057. Through the project, the company has attempted to match its wine production with the rising interest in 'wine' tourism in the region, as well as increasing the value of its local wine by promoting its mythological and historical origins.

The project consists of a well-laid-out multi-purpose visitors' centre covering 200 square metres. Here, visitors can get acquainted with the local wine and its wider origins, not only in tastings with or without food, but also with audiovisual presentations showing typical examples of local cultures and traditions. To promote local gastronomy there will also be a place where visitors can enjoy local food. The target of the project is to make the wine factory a point of local 'wine culture' and a centre of events related to the product's development over time. In the adjacent wine factory, visitors can also see the traditional wine-making process.

The company also works with wine cellars in Athens and tourist enterprises of Argolida. This also promotes the areas around archaeological places (Temple of Hercules, archaeological park of Nemea where there is also the restored Temple of Zeus, the ancient stadium and the

The old wine cellars provide a perfect place for tasting.





A focus for the local wine culture.

museum, the Mycenae cemetery museum of Aidonia and the Adrianeio aqueduct).

In the recent pilot operation of the project, there was an increasing number of visitors and, in particular, a satisfactory level of repeat visits.

A cultural appreciation of regional wine

Member State: Greece

Region, district: Peloponnese

Name of the LAG: North Peloponnese Development Agency S.A.

Surface area: 4 398 km²

Population: 79 356

Project total cost: EUR 169 928

EU: EUR 89 174

Other public funds: EUR 21 884

Private funds: EUR 58 870

Contact person: Mr Kostouros George

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Photos provided by the Greek National Network Unit





COOPERATION IN RURAL DEVELOPMENT

In Leader+, cooperation is supported by Action 2, and has two dimensions: within the same Member State (inter-territorial cooperation), and between several Member States (transnational cooperation). Behind both forms of cooperation is the idea that there is an added value to be derived, either to become large enough to make the project viable and/or to encourage the work to be continued, since cooperation brings together knowledge and resources, both in human and financial terms. A cooperation project always needs to be considered as a joint project and where possible supported by a common structure.

Whether the project is at the national or transnational level, in addition to territories selected under Leader+, cooperation may also be opened up to areas selected under Leader I and II or to other rural areas organised according to the Leader approach and recognised by the Member States.

In the case of transnational cooperation, local action groups (LAGs) from at least two Member States have to take part in the cooperation project. Only operations involving territories selected under Leader+ are eligible for Community part-financing. However, expenditure on animation is eligible in all the areas concerned. Where a territory selected under Leader+ enters into a cooperation project under the terms of this action with an area outside the Community organised according to the Leader approach, associated expenditure relating to the Leader+ area is eligible.

In this context, one of the main roles of the European Observatory for rural territories and its Leader+ contact point is to help stimulate European cooperation, notably through an assistance to the national administrations in their coordinating and supporting roles.

The following case study from Scandinavia provides a good reference for transnational cooperation. It clearly shows the understanding and need for a coherent action plan and project coordination.



Hardwood provides a way to travel.

DENMARK / SWEDEN

As a model for cooperation, this project gives insight into the practical aspects of implementing Action 2 under Leader+ between different Member States

Opportunities with hardwood

Background to the project

Hardwood is used extensively for furniture, floor coverings, kitchens, cupboards, the lining and facing of buildings, doors, windows, etc. In the regions covered by the Småland and Limfjord Groups, there are many companies working in the wood and furniture industry.

Nationally, the project has already presented an opportunity to strengthen both the furniture sector and development in both region and rural districts. Cooperation became a possibility when each party realised that there was much ongoing development in their respective wood-related sectors. The existence of a regional Hardwood Centre in Sweden, and, in the Danish region, the National Development Centre for Furniture and Wood, gave cooperation an added interest. Thus, the two groups would promote development in their own regions as well as share knowledge and experience to the benefit of other rural districts with similar profiles.

The development within the wood and furniture sector can be characterised as follows: continuous requirement for new products; use of more varieties like birch, maple and others, which traditionally have not been used so much; development of new ways of using wood as a raw material; and a greater need for sector development and renewal, since pine and chipboard products are under financial pressure.

There is considered to be both a great need and good opportunity for strengthening and developing cooperation networks within the wood-related sector regarding product development, production, sales, etc. This would also improve the economy, employment and settlement in the areas of the Småland and Limfjord Groups, as well as in rural areas in general.

As project initiator, the Småland Group draws up the





Hardwood provides a place to sit.

joint project description, as well as being the leading project partner in terms of the cooperation regulations required under the Leader+ programme. The participating groups' shares of the overall project are carried out independently. Similarly they are responsible for their own financial shares, which include obtaining national public co-financing, application for EU grants, submission of accounts, etc.

Joint project goals

- Strengthening of international and national cooperation concerning development of uses for hardwood, development of new products and production methods, increasing sales, etc.
- Creation of new opportunities for using hardwood, for further development of existing products and the development of new ones, the strengthening of sales and marketing, giving inspiration to developing educational opportunities within the wood sector, for design development, development of innovative environments, etc.
- Increase the use of hardwood by making a greater use of more recent aspects, such as sustainability, origin, etc. as well as in production and marketing; develop 'natural quality' as new trademark for products in hardwood.
- Generally promote development within the wood-related sector, thus improving the economy, employment, settlement, etc. in rural districts.

Steps and project activities

1. A comparison for the two groups, where the best development and operational opportunities in the wood-related sector in the areas can be found. Among these, the opportunities for joint product development, marketing, sales, use of each other's sales channels, etc. to be evalu-

ated. The development opportunities to be described are grouped according to the areas of initiative such as wood production, product development, production, sales, etc.

As part of this clarification, the players in the areas of the groups will visit each other in order to get an overview on the joint development areas, etc.

The project leader for this part in Denmark is the Development Centre for Furniture and Wood or one of the business centres and in Sweden is the regional Hardwood Centre, together with different enterprises.

2. Based on this clarification, specific proposals for development projects will be drawn up, and work given to the different group players for implementation.

Project leader as above.

3. The cooperation partners in the Danish part of the project will select up to three development projects and implement them as case studies.

Possible areas of cooperation include the development of new quality trade marks with clear and environmentally acceptable origins such as: 'Salling furniture', 'Morsø staircases', 'Thy wood cladding', etc; establishing concepts for cooperation on sales, etc; development of prototypes of a new product, such as new external doors, 'Himmerland doors' in hardwood or similar.

Project leader: As above or a company involved with the development of prototypes and similar specific company activities.

The Swedish idea deals with special hardwood products such as small houses produced in hardwood. They are called 'the small garden house' and *Gazebo*. Furnishing and equipment in hardwood will be a complement in these houses. One of the houses has to circulate in the area of Småland as an exhibition for showing the use of hardwood in new ways. Another house, probably the *Gazebo*, will be used in trade fairs.

In Sweden, the Hardwood Centre takes a leading role, together with the enterprises which are involved, and the University of Växjö.

4. Organising exhibitions, which also motivates the group, strengthens cooperation between the players, gives an indication as to the consumers' needs in terms of products, etc. The participants of the project will visit the relevant exhibitions in the other countries, which are participating in the project in order to develop cooperation networks, etc.

Project leader: Business centre or consultancy firm and the Swedish regional Hardwood Centre.

5. Reporting of the project, accounts, etc. by the Småland and Limfjord Groups.

The expected project completion date is autumn 2006.



Project organisation and participation

The Småland Group and the Hardwood Centre are project leaders for the overall project, and the Limfjord Group is project leader for the Danish part of the project. The organisation of the participants from these two countries is as follows:

For the Swedish part of the project

Träcentrum / Lövträ

Box 174, 571 22 Nässjö

Project leader: Susanne Johansson

Träcentrum / Lövträ

Box 174, 571 22 Nässjö

Project leader: Bengt-Elis Pettersson

The University of Växjö

351 95 Växjö

University lecturer: Harald Säll

BIARO

Kopparfly 111, Örsjö

Enterpriser: Björn Aronsson

Iversen Industriservice

Järnvägsgatan 8, 360 73 Lenhovda

Enterpriser: Ola Iversen

Mittpunkt Högsby

Storgatan 21, 579 30 Högsby

Project leader: Bengt-Åke Lundin

MH Design

Kalmar

Architect: Hans Mårtensson

Jan Ekström

Magasinsgatan 35, 574 38 Vetlanda

Enterpriser: Jan Ekström

Smålandsgruppen

Lindehult 415, 382 94 Nybro

Entrepreneur and member of the LAG:

Lennart Gustavsson

Smålandsgruppen

Storgatan 21, 579 30 Högsby

Manager: Ewa Engdahl

For the Danish part of the project

Salling Development Council

Nørregade 16 A, Balling, 7860 Spøttrup

Director: Morten Østergaard

Morsø Business Development Council

Nørregade 3, 7900 Nykøbing Mors

Business Centre Manager: Jens Peter Jensen

Business Consultant Otto Lægaard Jensen

Margrethevej 11

7770 Vestervig

As above

The Development Centre for Furniture and Wood

Kongsvingervej 13, Egeris, 7800 Skive

Director: Ove Andersen

The Danish Forest Association

Forester: Klaus Lindhardtzen

Sydthy Business Association

Kirkevej 9, 7760 Hurup

Business Centre Manager: Torben Alstrup Nielsen

GNE Company

Næssundvej 423 A, 7960 Karby

Director: Finn Borg

Damkjær Wood-industry Company

Furvej 2, 7900 Nykøbing

Director: Tage Odgaard Nielsen

City and Building Architects

Rådhusstorvet 2, 7900 Nykøbing

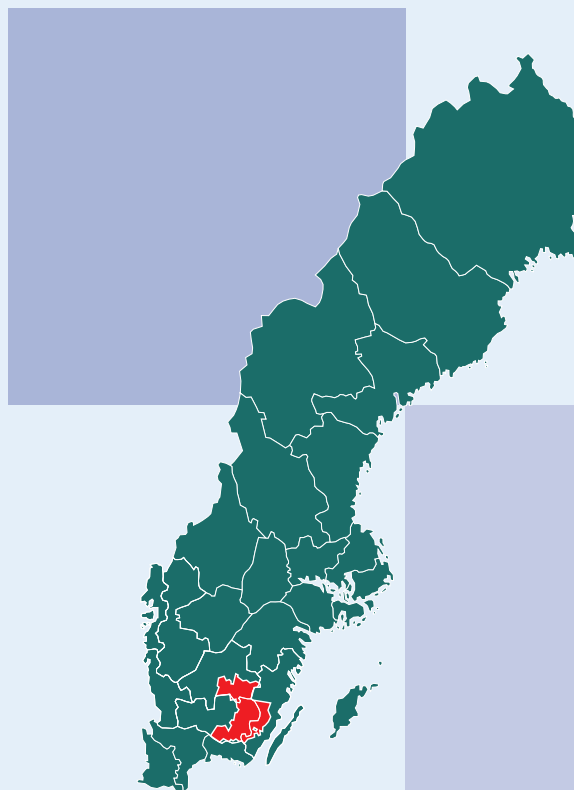
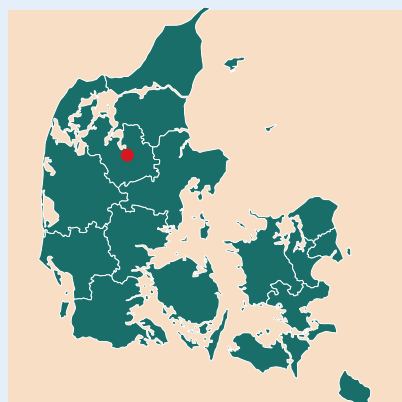
Director: Bjarke Sørensen



Coming together, Denmark and Sweden review the production process.

Financing of the complete project

| Budget and financing plan for the Swedish part | |
|---|----------------|
| Budget | EUR |
| 1. Project leading and accounting | 86 470 |
| 2. External services, trade mark, fairs/exhibitions | 24 118 |
| 3. Costs for premises | 5 294 |
| 4. Investments, prototypes | 17 059 |
| 5. Transports, branding, documentation | 57 059 |
| 6. Public direct funding, working hours | 27 059 |
| 7. Private direct funding, working hours and material | 217 059 |
| Expenses in total | 434 118 |
| | |
| Financing | |
| EU financing | 86 824 |
| Other public funds | 130 235 |
| Business centres, companies, etc. | 217 059 |
| Project total | 434 118 |
| | |
| Budget and financing plan for the Danish part | |
| Budget | EUR |
| 1. Clarification of development and cooperation opportunities | 14 000 |
| 2. Proposals for specific development projects | 14 000 |
| 3. Implementation of example projects | 46 000 |
| 4. Exhibition and visits to the exhibitions of the other partners | 35 000 |
| 5. Planning, reporting, accounts, etc. | 13 000 |
| Expenses in total | 122 000 |
| | |
| Financing | |
| The Directorate for Food, Fisheries and Agri-business | 31 000 |
| EU financing | 31 000 |
| Business centres, companies, etc. | 60 000 |
| Project total | 122 000 |
| | |



Opportunities with hardwood

For DENMARK:

Region, district: Viborg (Denmark)

Name of the LAG: Leader+ Limfjord Group

Surface area: 1 800 km²

Population: 80 000

Project total cost: EUR 122 000

EU: EUR 31 000

Other public funds: EUR 31 000

Private funds: EUR 60 000

Contact person: Magnus Jørgensen

Address:

Leader+ The Limfjord Group, Viborg Amt
Skottenborg 26, 8800 Viborg, Denmark

Tel. (45) 87 27 17 00

E-mail: ViborgAmt@vibamt.dk

Website: www.viborgamt.dk

For SWEDEN:

Region, district:

Kalmar, Kronoberg and Jönköping

Name of the LAG: Smålandsgruppen,
Leader+

Surface area: 7 977 km²

Population: 88 000

Project total cost: EUR 434 118

EU: EUR 86 824

Other public funds: EUR 130 235

Private funds: EUR 217 059

Contact person: Ewa Engdahl

Address: Smålandsgruppen, Leader+
Storgatan 21, 579 30 Högsby, Sweden

Tel. (46-491) 20120

E-mail: smalandsgruppen@hogsby.se

Website: www.smalandsgruppen.se

Photos provided by Leader+ Denmark and the Swedish National Network Unit

THE NEW MEMBER STATES

EU rural development — what it means for the new Member States



From 1 May 2004, 10 countries (Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia and Slovenia) became members of the European Union. The new Member States will share with the old 15 Member States the rights and obligations of the EU system and its institutional framework known as the *acquis communautaire*. The transition has already been supported by a variety of Community actions and pre-accession instruments. In the case of rural development, Sapard (special accession programme for agriculture and rural development) has been applicable to all the new Member States except Cyprus and Malta. Now, in the post-accession phase, assistance continues via special rural development programmes and Structural Funds programmes agreed

between the new Member States and the European Commission for the programming period 2004–06.

Pre-accession

Sapard was established by Council Regulation (EC) No 1268/99 of 21 June 1999 (Official Journal L 161, 26.6.1999), on the basis of a Commission proposal as part of the Agenda 2000 programme.

In this pre-accession phase, the EU focused its financial assistance on the agricultural sector and on rural development measures so that the new Member States could modernise and restructure their farming sectors, food processing plants and rural economies. This also had the aim of improving the standard of living for those living in rural areas. The Leader approach was not included in the original set of Sapard measures, but a modification to Council Regulation (EC) No 1268/99 introduced a Leader-type measure for Bulgaria and Romania identical to what has been agreed for the new Member States (see below).

Sapard's main features have been that it only finances agricultural and rural development measures, and has a budget of EUR 225.2 million for Bulgaria and Romania in 2004 (until 2003, the overall annual budget for the 10 countries of central and eastern Europe was EUR 560 million). Sapard is a decentralised programme and the national authorities have the full responsibility for the implementation of the programme. In the Commission, the Directorate-General for Agriculture and Rural Development is responsible for this programme.

Post-accession programmes (2004–06)

Upon accession, the new Member States are no longer eligible for rural development support from Sapard. Chapter VII of the Accession Treaty completed by Commission Regulations (EC) No 27/2004 of 5 January 2004 (Official Journal L 005, 9.1.2004) and (EC) No 141/2004 of 28 January 2004 (Official Journal L 024, 29.1.2004) defines, for the period 2004–06, a special rural development regime for these countries.

This regime is mainly based on a new temporary rural development instrument (TRDI), funded by the EAGGF Guarantee, to support the four so-called 'accompanying measures' (agri-environment, early retirement, afforesta-



tion and compensatory payments for less-favoured areas and areas subject to environmental constraint) and the following specific rural development measures:

- semi-subsistence farms undergoing restructuring;
- producer groups;
- investment for meeting standards;
- technical assistance;
- complements to direct payments.

All other non-accompanying measures that already form part of the *acquis* are also available for the new Member States in the framework of the programming of the Structural Funds, except in Cyprus where it is part of the rural development programme.

By mid 2004, 19 post-accession programmes had been approved by the Commission for implementation in the 10 new Member States: 10 programmes funded from the EAGGF Guarantee section and nine Objective 1 programmes funded through the EAGGF Guidance section for a total amount of more than EUR 7.6 billion (in current prices for 2004–06).

New Member States experimenting with the Leader approach

In addition to the abovementioned measures, the new Member States benefit from a Leader-type measure to be funded by the EAGGF Guidance.

The overall goal of this measure is to provide the necessary skills and experience among rural communities in order to develop integrated approaches to local development, and to implement integrated rural development strategies at a local level through local partnerships.

Six of the 10 new Member States have included the Leader-type measure in their Objective 1 programmes. Cyprus is using the technical assistance measure for the acquisition of skills in rural populations.

Slovenia did not include the measure in its Objective 1 SPD since a national programme supporting a similar measure exists. The same applies to Slovakia, which is using technical assistance under Sapard (EUR 375 000 in 2004–05) not only to obtain an administrative capacity but also to implement local strategies.

Malta will be the only new Member State without Leader experience by 2006.

Given the pilot character of the implementation of local rural development strategies, the implementation of the Leader+ type measure will focus mainly on acquisition of skills. Local development strategies will also be implemented but at a small-scale level.

Quality of life in rural areas: experiences and cooperation

Leader+ European Seminar
Brussels, 25 October, 2004



Leader+ European seminar

Quality of life in rural areas: experiences and cooperation

This first event organised by the European Leader+ Observatory took place in Brussels on 25 October 2004. It provided an opportunity for the participants to come together and learn about how Leader+ has contributed to quality of life for those living in some of Europe's rural areas. The seminar attracted an audience of around 350 people, including more than 100 LAGs working on quality of life projects. Six case studies were presented. There was also an opportunity to exchange experiences and ideas, and understand what quality of life means within the dif-

ferent projects with the help of invited experts, as well as to hear about the role of the newly installed Leader+ Observatory and its contact point.

Mr Silva Rodriguez, Director-General for Agriculture and Rural Development, officially welcomed the participants to this first thematic Leader+ seminar. The plenary session was then opened by the outgoing **Commissioner Franz Fischler**, who outlined the importance of the work carried out by the LAGs, and noted the success and significance of the Leader approach in helping rural actors



realise the long-term potential for rural development in their local areas. He also emphasised within this approach the importance of finding new solutions to address complex rural problems, and 'learning through innovation' as key concepts, which are indeed highlighted in the six case studies presented in the seminar. After recalling the success of Leader II, Mr. Fischler spoke about the Commission's proposals to mainstream Leader into future rural development policy, as a fourth implementation axis or 'Leader axis'. This was in recognition of the success of the 'territorial and bottom-up approaches' as being the best and most efficient way of securing rural development.

Prof. Jan Douwe van der Ploeg, an expert from the University of Wageningen (NL) provided a conceptual framework for the quality of life theme. His presentation recognised the need to put 'quality of life' as a central objective of rural development policy, and highlighted the role of rural actors in mobilising available capital in their areas. Presentations from the six case studies looked at such issues as accessibility in rural areas (Lombardia, Italy); involving youth in cultural activities (Tyne Esk, Scotland, UK); providing employment for the disabled (Catalonia, Spain); regenerating an island community (Island of Utö, south-west Finland); tailoring services to meet local needs (Wallonia, Belgium); new use of old rail tracks (Midi-Pyrénées, France). **Dr Robert Lukesch**, from OAR Regionalberatung GmbH, Austria, moderated the questions and answers arising from these presentations. Prof. van der Ploeg drew some conclusions, of particular note being that Leader should remain the innovator of rural development in Europe and that mainstreaming Leader implies changes to the regulatory schemes at the national level.

In his closing speech, **Mr Nikiforos Sivenas**, Director, Directorate-General for Agriculture and Rural Development, Horizontal Aspects of Rural Development, drew attention to some of the highlights of the quality of life theme from the previous and current Leader and rural development programmes, as well as the case studies presented. He also acknowledged the theme's continuing importance as one of the three priority axes for the period 2007-13, and the

role of the Leader+ Observatory to provide information, stimulate cooperation projects and to show best practice.

Details of the presentations of this seminar can be found on the Leader+ website

<http://europa.eu.int/comm/Leaderplus>

A: Former Commissioner Franz Fischler and Mr Silva Rodriguez, Director-General for Agriculture and Rural Development

B: Ms Hilka Bergman, LAG I Samma Båt, Finland

C: Ms Véronique Weyland-Ammeux, Leader+ contact point

D: Ms Christelle Théate, LAG Assesse-Gesves, Wallonia, Belgium

E: Dr Robert Lukesch, animator/moderator

F: Mr Marco Degliantoni, LAG Alto Oltrepò, Lombardia, Italy

G: Mr Sivenas, Director, DG AGRI. F

H: Mr Francisco Pérez Malagón and Mr Joan Bonet Puig, LAG Consorci Ripollés Desenvolupament, Catalonia, Spain

I: Prof. Jan Douwe Van der Ploeg, expert

J: Mr François Migeotte, LAG Assesse-Gesves, Wallonia, Belgium

K: Mr Archie Pacey, LAG Tyne Esk Scotland, UK

L: Mr Pascal Doisne, LAG Vallée des Gaves, France

M: Ms Caroline McNairn, LAG Tyne Esk Scotland, UK



Leader+ Magazine

Leader+ Magazine is published three times a year by the Observatory of Rural Areas.

Leader ('links between actions for the development for the rural economy') is a Community initiative launched by the European Commission and coordinated by its Directorate-General for Agriculture and Rural Development (Unit F3). The contents of *Leader+ Magazine* do not necessarily reflect the views of the European Union institutions.

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Photos: Photographs are the copyright of the European Commission, except the photographs indicated.

Cover photo: Austrian national network unit

Leader+ Magazine is published in 19 official languages of the European Union and has a print run of 35 880 copies.

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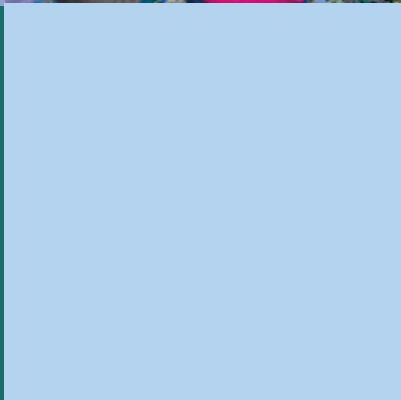
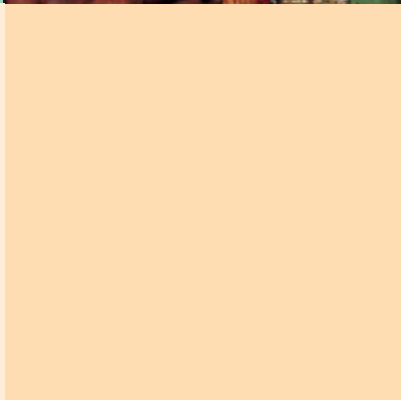
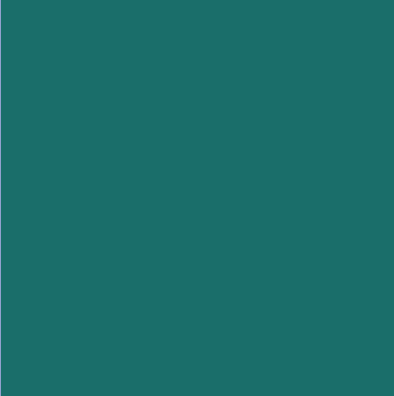
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Leader+ Profile



Name

Leader ('links between actions for the development of the rural economy')

Programme type

Community initiative

Target areas

Leader+ is structured around three actions:

- Action 1 — Support for integrated territorial development strategies of a pilot nature based on a bottom-up approach;
- Action 2 — Support for cooperation between rural territories;
- Action 3 — Networking.

Priority strategic themes

The priority themes, for Leader+, laid down by the Commission are:

- making the best use of natural and cultural resources, including enhancing the value of sites;
- improving the quality of life in rural areas;
- adding value to local products, in particular by facilitating access to markets for small production units via collective actions;
- the use of new know-how and new technologies to make products and services in rural areas more competitive.

Recipients and eligible projects

Financial assistance under Leader+ is granted to partnerships, local action groups (LAGs), drawn from the public, private and non-profit sectors to implement local development programmes in their territories. Leader+ is designed to help rural actors consider the long-term potential of their local region. It encourages the implementation of integrated, high-quality and original strategies for sustainable development as well as national and transnational cooperation. In order to concentrate Community resources on the most promising local strategies and to give them maximum leverage, funding is granted according to a selective approach to a limited number of rural territories only. The selection procedure is open and rigorous.

Under each local development programme, individual projects which fit within the local strategy can be funded. All projects eligible for funding under the European Agricultural Guidance and Guarantee Fund (EAGGF), the European Regional Development Fund (ERDF) and the European Social Fund (ESF) are eligible under Leader+.

At the decision-making level of the LAGs, the economic and social partners and associations must make up at least 50 % of the local partnership.

Duration of the programming period

2000–06.

Community grant

EUR 5 046.5 million, of which EUR 2 106.3 million (2 143.5 million after mid-term indexation) funded by the EAGGF Guidance section and the remainder by public and private contribution.

