

**ENRD Seminar on
Stakeholder Involvement**

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Regional Deals

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The practice in 3 lines!

May 2013: Initial action (bottom-up) => Position Paper: commitment regional partners to act together reaching common ambitions

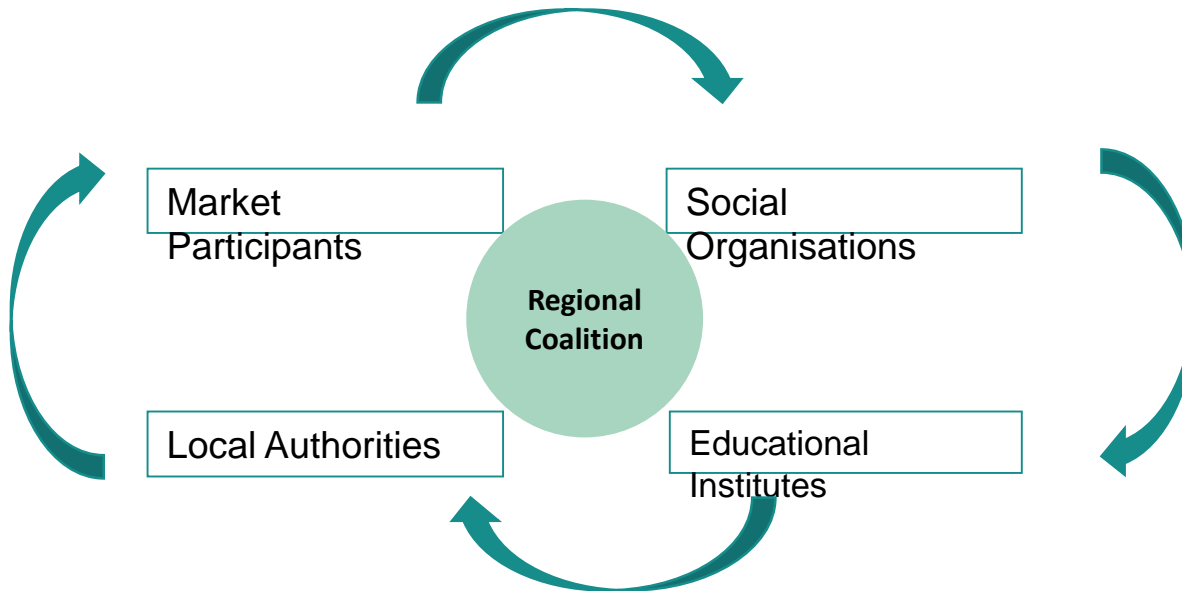
April 2014: Public-private cooperation between Provincial Council and regional partners: Several regional projects (landscape/nature/tourism) in one package deal which is subsidized (50%) by the Province of Zuid-Holland

Main purpose - *Why?*

- Efficiency: One deal – instead of several small projects
- Achieve as broad a basis as possible in rural area by increase stakeholders involvement
- Productive commitment of civil society

Stakeholders concerned - *Who & how?*

- Market participants: entrepreneurs, farmers -> project initiators / co-funding
- Social organizations (NGO's) -> project initiators / knowledge / volunteers
- Local authorities -> project initiators / co-funding / facilitating private projects
- Educational institutes-> knowledge / trainees



Lessons

- Communicate!! Share information transparent and in a early stage
- Manage expectations: not all brilliant projects can be allocated
- Care about building relationships and keep on strengthen them
- Accept and value differences between partners
- Stay realistic: just an idea \neq a concrete successful project
- Prerequisite: appropriations must have been set before application

Achievements/Results

Regional Coalition = network to initiate and facilitate regional Deals. The regional deals resulted in

- better cooperation between stakeholders
- more cohesion between individual initiatives -> leads to better results (focus)
- powerful network -> spin off on other fields
- stronger position regional stakeholders in policy-making