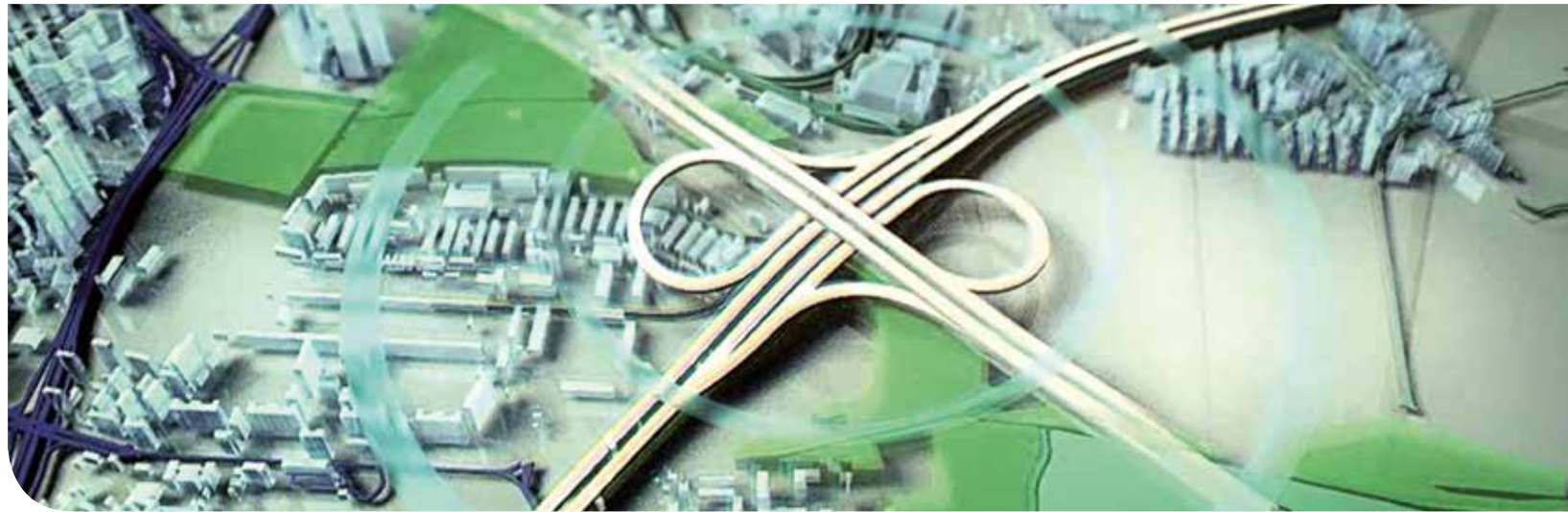




**GOOD
PRACTICE
GUIDE**



In the context of the INTERREG IVC programme, a good practice is defined as an initiative (e.g. methodologies, projects, processes and techniques) undertaken for one of the programme’s thematic priorities that has already proved successful and has the potential to be transferred to another geographic area. It is deemed successful when the good practice has already provided tangible and measurable results in achieving a specific objective. (See Programme Manual section 1.1, p. 2)

The project URMA, which emerged from the INTERREG IVC programme, is specifically concerned with the improvement of urban-rural cooperation and its contribution to territorial cohesion. All partners of URMA were asked to prepare examples of good practices that would be suitable for implementation in other geographical areas and with the potential to stimulate trans-regional cooperation, resulting in common territorial responsibility and solidarity.

The outcome of this work is the list of ready-made good practices shown below.

- Promotion funds of the Hamburg Metropolitan Area (MRH)
- Thalia Theater in cultural landscapes of the Hamburg Metropolitan Region
- Association of Szczecin Metropolitan Area (SSOM)
- Local Fishing Group „Zalew Szczeciński” (LGR „Zalew Szczeciński”)
- ‘Charette’ participation process in the plain park
- Slow Food Prato Association
- Rice Field Park (Parco delle Risaie)
- BuonMercato
- The Malopolska Institute of Culture
- Poznan Metropolitan Area Association
- Fresh route / Distribution and Experience Centre
- Green Knowledge Portal Twente
- Integrated project for sustainable tourism in the Pleven Region
- Development of a Pleven Regional Information Centre
- Urban Farm De Viermarken

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ASSOCIATION OF SZCZECIN METROPOLITAN AREA (SSOM)

DURATION

2005 - ongoing

CONTACT

Stowarzyszenie Szczecińskiego Obszaru Metropolitalnego (SSOM)

Email: biuro@som.szczecin.pl

Website: <http://www.som.szczecin.pl>

The Association of Szczecin Metropolitan Area is an organization based on the solidarity and cooperation of local governments and coordinates the work to create a strong metropolitan centre. Joint projects include: preparation of a management concept of the Szczecin Metropolitan Area, the development strategy, the introduction of legislation, lobbying and other activities to advertise its investment attractiveness and further economic and cultural goals. The aim is sustainable development of the whole region, increasing its international role and improving the quality of life for all inhabitants.

This involves actions that lead to a strengthening of links between Szczecin and adjacent areas, development and implementation of coherent system of urbanization, integration of transport and communications, strengthening of social capital. It should promote economic growth and decrease the negative effects of migration (especially young people, active and educated) towards better functioning cities and initiate the process of preventing marginalization of the city and region.

The statute of the SSOM sets out the following objectives:

- Promoting the idea of local and regional self-government and supporting its development
- Implementation and protection of the common interests of the members of the Association of Szczecin Metropolitan Area
- Development of a common policy on local government
- Representing the interests of members of the Association of Szczecin Metropolitan Area at national and international levels
- Promoting the achievements of members of the Association of Szczecin Metropolitan Area
- Supporting the economic and cultural development of local governments belonging to the Association of Szczecin Metropolitan Area
- Supporting international and interregional cooperation, especially cross-border cooperation of municipalities and counties



- strengthening the relationship between the city and functionally related centres in order to create a strong metropolitan centre
- stable and continuous, more than 10 years of collaboration between the associated municipalities
- growing number of members of the Association, including the city and state

- participation as a leader in projects that have received funding from the national Ministry of Infrastructure and Development
- participation in the project TRMS (Cross-border Metropolitan Region of Szczecin)
- developing a common strategy for the whole area and joint promotion of the metropolitan area



POZNAN METROPOLITAN AREA ASSOCIATION

The main objective is to establish spatial planning on a conurbation level in the Poznan metropolitan area. There is no legislation for metropolitan areas in Poland and there is an urgent need for planning of this kind.

The association comprises representatives of the urban, urban-rural and rural municipalities in the metropolitan area. Altogether there are 22 municipalities; but participation is voluntary and so the enterprise is basically a partnership. Where the impact of the city of Poznan on surrounding areas is indisputable, the association's key activity is to provide balanced space for all metropolitan functions (e.g. transport, public utilities, environmental management). In so doing it guarantees appropriate living conditions for the residents.

The association is attached to the Municipal Office of Poznan and Adam Mickiewicz University in Poznan (Metropolitan Research Centre). Its activities include: research into development problems of the conurbation and creating spatial plans, publishing books regarding the issue: Poznan conurbation books (Zeszyty Aglomeracji Poznańskiej). Moreover, the organisation wants to apply equal standards to the local spatial planning of all the municipalities involved so that the individual plans for the municipalities can be connected and apply across the entire conurbation. In this way it is possible to transfer solutions from the local to a regional level.



DURATION

2011 - ongoing

CONTACT

Biuro Stowarzyszenia Metropolia Poznań

Email: biuro@metropoliapoznan.pl

Website: <http://www.aglomeracja.poznan.pl>
<http://metropoliapoznan.pl>



The association is the most advanced formal organisation in the country that faces and makes effort to deal with a lack of legislation for development of metropolitan areas and conurbations. Plans it has presented include Poznan Metropolitan Railway master plan, Concept of spatial development for the Poznan Metropolitan Area: an integrated approach. It has also published 22 volumes of Poznan conurbation books on topics such as the landscape and cultural heritage of the rural areas (vol. 3), the labour market and mobility of workforce (vol. 5), administrative and territorial coherence (vol. 12) and farming (vol. 16) in the conurbation.



GREEN KNOWLEDGE PORTAL TWENTE

Green Knowledge Portal Twente is a network for the realization of projects in the field of innovative rural development. It was set up by educational institutions and governments with the aim to promote cooperation in this field between educational institutions, governments, businesses and residents in Twente. It provides a vivid interaction between the dynamics and potentials of the region on the one hand and the newest knowledge and ideas of students and researchers on the other hand. The Green Knowledge Portal Twente ensures that students and researchers contribute to innovation in rural and urban Twente.

This has two purposes:

- the students and researchers get the opportunity to learn in practice and to build the future of the region by working on real-life questions
- the governments, organizations, residents and entrepreneurs in the region of Twente receive new, fresh ideas and solutions

The Green Knowledge Portal puts the quadruple helix approach into practice.

DURATION

2009 - ongoing

CONTACT

Green Knowledge Portal Twente

Email: d.essing@groenekennispoort.nl

Website: <http://www.groenekennispoort.nl>



More than 60 innovation projects have been completed in Twente with a total deployment of 150.000 hours of students and 9.000 hours of researchers and lecturers. In 2014 another 24 innovation projects will be started.



- participation in training courses, studies, internships and other forms of education designed to upgrade professional qualifications
- Adding value to fishing**
 - compilation of the selling points of fresh fish
 - purchase and / or modernization of transport for fisheries products
 - purchase of packaging for storage and transport of fresh fish
 - purchase and installation of a modular, local fish processing plant
 - purchase and installation of mobile sets hatches
 - launching a local fish smokehouse

- The development of the local service sector**
Create and develop associated economic activities, in particular:
 - maintenance and repair of motor vehicles, but excluding motorcycles
 - repair and maintenance of ships and boats
 - retail trade

- Protection of the environment and natural heritage**
Drainage investments related to:
 - flood protection
 - adjustable water retention capabilities through the implementation of a small retention program
 - rational management of water resources
 - shaping the regulatory route shoreline
 - excluding investments related to drainage facilities, breeding fish or other aquatic organisms
 - construction, reconstruction and protection of waterways
 - conservation of biodiversity and protected species of fish or other aquatic organisms
 - preservation and protection of the areas covered by the specific forms of protection, including Natura 2000



Creating conditions for the development of water tourism (construction, expansion and modernization of harbour water, the Szczecin Lagoon and the lakes area of the LSROR and paths and roads to these facilities)

Preservation and promotion of folklore, tradition and regional history (building of open-air museums with exhibitions of fishing villages and reconstructed historic farmsteads used for fishing)

Creating conditions for the development of active tourism and the recreation of residents

- Building and marking walking paths and cycle routes. The creation of educational pathways and viewpoints.
- Development (or creation) of beaches and swimming places: marking access and driveways
- Construction of fishing trails
- Creation of special fishing grounds for anglers on the lakes



DURATION

2006 - ongoing

CONTACT

Local Fishing Group „Zalew Szczeciński”

Email: biuro@lgr-zalew.pl

Website: <http://www.lgr-zalew.pl>

LOCAL FISHING GROUP „ZALEW SZCZECIŃSKI” (LGR „ZALEW SZCZECIŃSKI”)

The association aims to develop and implement a vision of sustainable development of the fishing communities in the City of Swinoujście, Swinoujście Municipality, Wolin Municipality and Stepnica Municipality, leading to an improved quality of life in these communities.

The main activities of LGR „Zalew” focus on the following projects:

- Strengthening the competitiveness and attractiveness of areas**

- the creation of museums, regional chambers, or open-air museums aimed at presenting local crafts, arts and customs, in particular related to the fishing tradition
- promotion of the area covered by LSROR (Local Strategy for Development of Fisheries Areas)
- Aid in the differentiation and re-orientation of economic activities of the fisheries sector**
 - repair and adaptation of fishing vessels to continue in business



SLOW FOOD PRATO ASSOCIATION

The most important goals of the association include: education about the tastes of food, enjoying the different recipes and flavors, the variety of places of production and being in tune with the rhythms of the seasons.

The association promotes its aims through the organization of specific projects called „Presidi” with publications, events and exhibitions. The „Presidi” are projects that support small-scale traditional production that would otherwise likely disappear, preserving ancient crafts and processing techniques, safeguarding native breeds and varieties of vegetables and fruits.

In Italy, Slow Food Presidi are identified by the trademark „Slow Food” that appears on the labels of products in order to easily identify them on the market. The Slow Food Association of Prato is one of 410 branches in Italy, called „Condotte” or „convivium.” Condotta is the territorial structure of the Slow Food Association that was founded by Carlo Petrini in 1986 in the town of Bra (Piedmont region) and that has over 100,000 members worldwide, in over 130 countries.

The activity of SLOW FOOD Prato was carried out initially at dinners with members, by the promotion of local products and the local cuisine. Nutritional education activities are considered very important. In particular, the nutritional education of young people by the organization of training courses for school staff. An early example was conducted at the primary school A.Bruni in Casale, near Prato. Intended for adults, with many courses entitled „master of food” on various topics and different learning levels, have been organized in recent years.

DURATION

1987 - ongoing

CONTACT

SLOW FOOD PRATO

Email: info@slowfood.prato.it

Website: <http://www.slowfood.prato.it>

A study was conducted on native plants and animals biodiversity in the Province of Prato and on the possible recovery of agricultural lands on the plain. At the Osteria del Parco delle Cascine di Tavola, you can find traditional products and typical dishes of the local cuisine. During the summer, many „aboratori del gusto” (taste laboratories) are organized as well as eco-gastronomic travel.



People increasingly appreciate good food, especially with links to traditions and health in the food that we eat. All the events organized by the association draw many participants.

There are two active food „Presidi” in the metropolitan area:

- La mordatella di Prato (special pig meat produced near Prato)
- I fichi secchi di Carmignano (dried figs from the town of Carmignano)

About the education:
The association organizes cooking courses throughout the year. The last course was completed in April 2014 and it will start again with a new activity in fall.

During the summer, taste laboratories will be organized at the Osteria del Parco, a small and typical restaurant in the Cascine di Tavola Park, where people can taste products typical of this area.

The national project of the Slow Food Association on the education of teachers and students at primary schools is ongoing and will continue in the fall, after the summer holidays, at the village of Casale, close to Prato.

RICE FIELD PARK (PARCO DELLE RISAIE)

The Parco delle Risaie Association was founded in 2008. Due to the Association the area is also known as – „Parco delle Risaie”.

Since 2009, the Association has been promoting events (e.g. family days, local products distribution) that involve citizens, local communities and other associations, with the aim of communicating the value of the area of Parco delle Risaie, thereby increasing its visibility. With the involvement of local farms, the Association has run a project with clear identification of strategies and actions and has developed a spatial concept that initiates the discussion at public meetings and events.

The project has resulted in a dynamic process of suggestions. The main goals of the project are:

- open spaces in the city, giving value to their agricultural character, to deliver environmental and landscape services that are presently only partially developed



Parco delle Risaie is a successful bottom-up process that was made possible by the involvement and integration of citizens and farmers and by a vision based on integrative strategies that bring together environment, landscape, rural production and multi-functionality. This vision has enabled the Association, with the involvement of other stakeholders, to obtain financial support from a bank since 2010 for the development of two projects: one focused on the implementation of the urban-rural park and the

other to promote an alliance between citizens and peri-urban farmers to enhance the quality of rural-urban life.

As a result Parco delle Risaie is now recognised by the institutions, despite not being an „institutional” natural preserve or rural park. Lombardy region and the provincial district of Milan currently recognise the area as „Parco delle Risaie” and have included it in their planning instruments.

- to enhance traditional rice production, strengthening its presence to ensure the continuity of the role of farmers in landscape maintenance

The main strategies focus on landscape and environmental improvement, agricultural production valorisation, improvement of leisure, educational and other functions for the citizens, slow mobility and accessibility.

Since 2009, the Association has involved institutions and other associations to organise and participate in a large number of events in the city of Milan and in the metropolitan area (public meetings, agricultural products markets, photographic exhibitions, etc.). At these events the Association has promoted the strategic project, the value of the context and the local production of rice, along with its logo and a coordinated graphic image (communicated clearly and effectively).



DURATION

2008 - ongoing

CONTACT

Parco delle Risaie Onlus

Email: info@parcodellerisaie.it

Website: <http://www.parcodellerisaie.it>



BUON MERCATO

BuonMercato is both an association (of citizens, farmers, stakeholders and local institutions) and a physical market/ point of organic food distribution, undertaken with the collaboration of Corsico municipality and DESR.

DESR aims at the preservation and redevelopment of the South Milan Agricultural Park and its agriculture. The park includes 47,000 acres of fields, 61 municipalities and almost a thousand agricultural holdings. A (short to medium term) goal of DESR is to develop a basket of products from the park, based on the requests of the GAS (self-sustained networks for the ethical purchase of agricultural products), among which BuonMercato is an innovative practice, but also other actors within the territory, able to induce a local agricultural offer that is increasingly diverse and adequate. BuonMercato is not a store, but a local service centre for a social and cooperative economy, which aims to promote new lifestyles and consumption patterns that make the present and future of the local community more sustainable and eco-friendly. The market promotes local (short) food chains and thus „responsible“ consumption by facilitating more change towards virtuous behaviour. It is also a structure that hosts meetings between citizens and those interested in promoting local production and sustainability.

BuonMercato provides a booking service and delivery of food (and other products e.g. for body and home care), inspired by principles of: enhancing high quality local production, promoting sustainable consumption, land conservation, ethical and responsible relations.

As well as the delivery service, the association organizes many other initiatives such as tastings and meetings with producers, seminars, workshops for self-production, visits to and dinners at the farms of PASM. Many actions are undertaken in collaboration with the DESR, GAS, Slow Food and other local associations.

DURATION

2008 (establishment of DESR - District of Sustainable Rural Economy of PASM), 2010 (establishment of „Buon Mercato“ in Corsico) - ongoing

CONTACT

Associazione BuonMercato
Email: info@buonmercato.info
Website: <http://www.buonmercato.info/>
<http://www.desrparcosudmilano.it/>



The success of the initiative is evidenced by the large network of consumers and farmers. By ensuring a stable demand, the number of buyers organized in ethical purchase groups and in BuonMercato makes the production of organic food possible and this sustains the quality of local production.

The collaboration between citizens, associations and local administration is also fundamental for the project.

Another feature is the integration between „food market“ aspects and the „general sustainability“ goals. BuonMercato is a cultural association whose members are made aware of the wider aspects of protection and enhancement of the environment, in particular as this relates to PASM.

Success is also due to the attention paid to the quality of the marketplace itself and to the simple and user-oriented web portal.

BuonMercato can therefore be considered a model local organic food market, both for its vision and the organisation of the service provided.

FRESH ROUTE / DISTRIBUTION AND EXPERIENCE CENTRE

Solve the problem of the ineffective way regional food products are distributed in the region and combine this with raising awareness about regional produced food.

The aim is growth of the market for regional food and rebuild and strengthen the regional food chain. In parallel the aim is to create new opportunities for economic land use. By producing crops that have a higher added value, former unprofitable plots of land can be made profitable again. And that is a prerequisite for preserving the valuable small-scale landscape of Twente.

Starting point was a small group of entrepreneurs who has taken the initiative to start a fresh route. This is a logistical system to collect regional food from various (small-scale) producers and deliver it to restaurants and shops.

Next step will be the establishment of a distribution centre for regional food in the middle of the region Twente (municipality of Borne). The distribution centre will eventually be combined with a food store with exhibition room and a touristic information centre. For steps two and three additional investing capacity is needed. As a result there will be a study to see if it is feasible to start a cooperative of producers.



The fresh route is growing fast. Producers and restaurants are enthusiastic. There is already growth of demand for regional foods, because it is simpler to order, get and use the products. The logistic system saves time for producers and users, so they can focus on their specialisms. see <https://www.youtube.com/watch?v=OKCwyKyhFkl&feature=youtu.be>

URBAN FARM DE VIERMARKE

The establishment of a modern farm for local food serves as an example of a locally orientated farm that produces food for the urban area and functions as a location for practical experience for students of different educational levels.

It supports handicapped or disabled people and will be run by an entrepreneur.

This farm is meant to accelerate the process to build up a territorial cooperative, a cooperative that enables urban-rural partnerships on the urban fringe.



Urban-rural partnerships are successful when the partners (citizens, government, companies, social organisations) are convinced that cooperation benefits all the partners.

When starting a process like this the involvement of students is helpful, because they are accepted as neutral and objective; students neglect subjective barriers and encourage partners to cooperate with innovative ideas.

Urban-rural partnerships are successful when they focus on food, because nowadays this is the major driving force in restoring the original food chains and trust in local food production.

DURATION

2012-2016

CONTACT

Martin Verbeek, Municipality of Borne
Email: m.verbeek@borne.nl



DURATION

2012-2015

CONTACT

Rolf Oldejans, Municipality of Enschede
Email: r.oldejans@enschede.nl
Website: <http://www.groenkennisnet.nl/groene-kennispoort-twente>

'CHARETTE' PARTICIPATION PROCESS IN THE PLAIN PARK

DURATION

2009 / 2014

CONTACT

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garantedellacomunicazione@regione.toscana.it,
alessandro.marioni@regione.toscana.it

Website: www.parcodellapiana.it

www.regione.toscana.it/garantecomunicazionepit

The process began with listening to citizens and all stakeholders at meetings and visits in the relevant areas. This phase was completed in June 2010. Subsequently, by the organization of two participatory planning workshops (July and December 2010) with the participation of technicians from the local authorities concerned and making use of the methodology of participatory planning „charrette,” it was possible to acquire and share knowledge, and to define a design scheme to develop a project. Following this there were days of participation to share the results of technical workshops with individuals, associations and committees. The actors involved in the two design workshops included both expert figures of various cultural backgrounds, professional and scientific, technical administrators and local actors.

From an institutional point of view it was decided to formalize a framework agreement program involving the three levels of planning: Tuscany Region, Province of Florence and Province of Prato and 8 municipalities of the metropolitan area (Firenze, Sesto Fiorentino, Calenzano, Prato, Campi Bisenzio, Signa, Poggio a Caiano and Carmignano). The Tuscany Region is now committed to include in its instrument of planning (P.I.T.) everything derived from this process of participatory planning.



The success of the practice is evidenced by the sharing of objectives and motivations; by participating in choosing the future. All of this makes the approval of institutional processes more fluid and streamlined.

THALIA THEATER IN CULTURAL LANDSCAPES OF THE HAMBURG METROPOLITAN REGION (THALIA KULTURLANDSCHAFTEN)



- The Thalia Theater company is located in Hamburg and one of the best known cultural assets in northern Germany. It tours cultural landscapes within the Hamburg Metropolitan Region (MRH) to perform readings of plays at interesting places in the countryside
- Six performances at six venues in 2013
- The aim is to establish permanent partnerships, to bond new networks between stakeholders engaged in tourism and cultural development and spread cultural tourism from urban to rural areas
- 5,000 euros of MRH funding



- More than 100 interesting places in rural areas applied to be a venue
- Almost all readings were sold out
- The cooperation will be repeated in 2014
- Initial idea of taking cultural initiatives to the countryside was the Schleswig-Holstein Music Festival (founded 1986) to gather rural and urban areas in Schleswig-Holstein and Hamburg together

DURATION

2013, together with the cooperation project „Presentation of cultural landscapes at the international garden exhibition” (igs) Will repeat in 2014 and beyond

CONTACT

Website: <http://metropolregion.hamburg.de>
http://www.thalia-theater.de/h/thalia-kulturlandschaften_519_de.php
<http://www.metropolregion.hamburg.de/thaliakulturlandschaften>



THE MALOPOLSKA INSTITUTE OF CULTURE

The main objective of the practice is to provide instruments to connect cultural institutions that operate in the region, both in the cities and rural areas, helping them organise joint promotion and establish conditions where it is possible to pool experience.

Common to these aims is cultural heritage. The practice involves the representatives of formal and informal 'institutions' that initially lack common aims: local cultural operators, schools and libraries, local authorities (local government), citizens, parishes, etc. There are direct benefits for the region itself, thanks to its popularisation, and indirect benefits for residents due to increased tourism and simpler access to culture.



It conjoins topics where previously there was no obvious possibility of cooperation and promotes them jointly and independently.

The Institute has conducted, or is conducting, 44 projects or activities (20 completed and 24 being carried out) including research and analysis, cultural, promotional and information platforms. In addition, it organises cycles of training courses („We share experience”, consisting of 6 meetings in 2013, „The Cultural Toolbox”,

The projects were financed by the Marshal Office of the Malopolska province (to which the Institute is attached) and won sponsors. The institute employs a permanent staff as well as volunteers to increase social participation.

The success of activities result from its four basic rules of cooperation: coordination, freedom of participation, equality and independence of partners, and the sharing of responsibilities and profits.

consisting of 9 meetings in 2013), and has published albums (2), a journal „Self-portrait”, educational board games (2), books (9), educational materials and reports.

Further impact indicators are related to specific projects with their own aims that have influenced aspects (citizens, places) of different parts of the region. For instance, there have been 14 editions of Malopolska Days organised so far, during which almost 200 objects were presented to visitors with a dozen or so volunteers and locals involved.



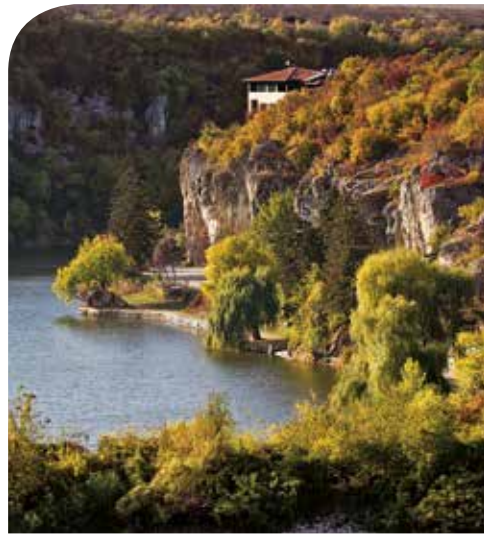
DURATION

2002 - ongoing

CONTACT

Malopolska Institute of Culture

Website: <http://mik.krakow.pl/>



INTEGRATED PROJECT FOR SUSTAINABLE TOURISM IN THE PLEVEN REGION

The region of Plevna has significant historical and cultural interest. Among the most visited sites in Plevna are monuments related to the Russian-Turkish War of 1877-78 and the most popular of these is the panorama „Plevna Epopee 1877” as Plevna was where many military actions took place during the Russian-Turkish War. There are also many archaeological finds from Roman times, including some of national significance, as well as protected areas of natural beauty. After 20 years of transition with a continued shortage of funds needed to protect and restore the historical and cultural heritage, Plevna has been incapable of maintaining it. As a result, visitors have decreased by 50 % due to diminishing attractiveness and the poor condition of monuments.

The project aims to enhance the region’s potential for tourism to ensure sustainable economic growth through the development of competitive tourist products by improving and diversifying the existing shared assets of natural, cultural and historical attractions.

Through this project Plevna has rediscovered its potential for the development of tourism. The project focuses on connecting cultural heritage resources and sites. The integrated approach combines not only the leading cultural and historical sites, but also establishes a broad partnership. The project is classified as INTERREG IVC Priority 2: Environment and risk prevention, with sub themes „Cultural heritage and landscape” and „Biodiversity and preservation of natural heritage; air quality”.

The added value of the project is that it offers to all eleven municipalities in the Plevna region a closer relationship with their regional identity. The realization of the project

directly supports opportunities for local and regional development through events and activities that focus on the cultural, historical and natural heritage, and which help revive the tourism market. The project’s goals are in compliance with the Lisbon and Gothenburg agendas regarding tourism as an economic sector and strategies related to sustainable tourism.

The key stakeholders are the Plevna regional administrations and the municipality of Plevna, regional inspectorates of environment and water, regional historical museum, the directorate of the military history museum and regional forestry. The project’s beneficiaries are over



140 companies in the tourist industry and operating attractions in the territory, 11 NGOs and three institutions in the field of tourism.

The total cost of the project is €2,580,707, of which €2,448,832 was provided by the European Union through the European Regional Development Fund and the state budget of the Republic of Bulgaria.

The key to success of the project is its ability to create and develop a sustainable partnership identifying in the concept and development of the project a shared responsibility of

participants. The project established intense cooperation between regional and local authorities, the tourism sector, NGOs, and local actors from the business sector.

Conditions for potential transfer

The problems the Plevna region faces are hardly unique and that makes the project viable for other regions with similar characteristics. However, it is important to take into account the specific context of each region in order to identify actual needs (type of intervention, target groups, time schedule, implementation period).



The results achieved helps municipalities in other regions to develop interlinked projects for the preservation and restoration of their own cultural and historical heritage. The aim is to link all historical sites throughout the region so that guided tours start in one municipality and finish in another – thereby supporting regional economic development.

According to its financial analysis, beneficiaries of the practice are about 700,000 people of different ages, gender, ethnicity, disability, place of residence, citizens and residents of Plevna region, seeking entertainment, outdoor recreation, sport, games and relaxation, as well as small business owners who develop trade and craft exhibitions.

The expected increase in visitor flow is 30% with a 20% increase of foreign tourists. Trained tour guides working at attractions will enhance the quality of services offered, while temporary employment for 110 persons will be created in the field of construction.

Indirect benefits:

For public administration - better management of resources;

For business - improvement of the environment and infrastructure using which various business owners conduct their activities;

For the community - protection of the environment;

For schools - increasing the number of future jobs and suitable venues for interactive training;

For students - more opportunities for recreation in a natural environment;

For citizens - access to more opportunities for entertainment, recreation, sports and games; Thus a durable positive impact on the people of the Plevna region as a whole.

DURATION

November 2011 – 2013

CONTACT

Vladislav Ovanesyan,
Plevna Regional Administration

Email: pleven_oblast@mail.bg

Website: <http://www.plevna-oblast.bg>

DEVELOPMENT OF A PLEVEN REGIONAL INFORMATION CENTRE

The accession of Bulgaria to the EU and access to European funds created new opportunities for development in all spheres of public life. These resources are intended for the private sector, civil society and state institutions. In a preliminary study, all groups stated a need for additional information and further clarification of the Structural Funds. There is mistrust among potential beneficiaries, insufficient knowledge of the rules, and disappointment due to the complex procedures. The information about EU funds is generally regarded as „unclear (difficult to understand)” and so the region needs to explain them better to beneficiaries. The project is co-financed by the European Regional

Development Fund and the total project value is €263,350,05.

The Regional Information Centre in Plevna provides information, organizes meetings and raises awareness among the public about the effective and efficient utilization of Structural and Cohesion Funds in the Plevna Region – thereby also creating partnerships between the different stakeholders by bringing them together to discuss common problems and solutions of mutual interest.





As well as information services, the Regional Information Centre maintains active collaboration with the managers and intermediate bodies of Bulgarian operational programs, provides information to potential beneficiaries (such as municipal administrations, regional and municipal associations and public companies, non-governmental and non-profit organizations, community centres, private companies, educational and training institutions, vocational guidance institutions, farmers) about opportunities to apply

for operational programs, provides answers to questions about the mechanics of project implementation and financial management, referring them to other specialist agencies where necessary.

The project comes under INTERREG IVC Priority 1: Innovation and knowledge economy, sub themes „The information society“ and „Employment, human capital and education“.

PROMOTION FUNDS OF THE HAMBURG METROPOLITAN REGION (MRH)

Three promotional funds co-financed by the four federal states in northern Germany to support local and regional authorities in financing cooperation projects on the Hamburg Metropolitan Region level (spanning federal states and municipality borders).

Targets of funding: investment measures, studies and concepts, public relations, regional management. „Promoting urban-rural partnerships“ is one of four funding priorities.

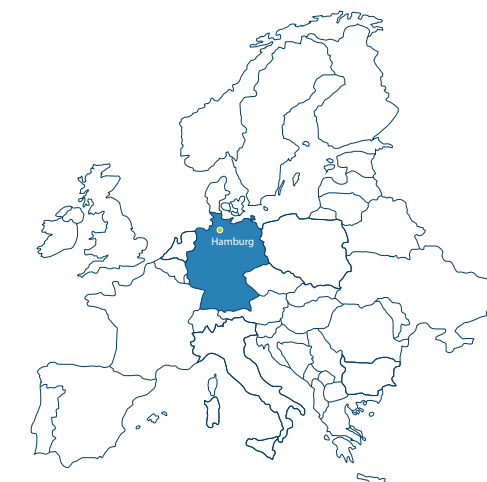
Annual budget: €2.7 million.
The co-financing rate varies between 50 % and 80 %.

Funds result from three bilateral agreements between Hamburg and its neighboring federal states („Länder“):

Lower Saxony, Schleswig-Holstein, Mecklenburg-Western Pomerania. Each neighboring state contributes an equal amount, but the state of Hamburg contributes to all three funds (a form of solidarity).

Legal basis: state treaty and „guiding principles“ setting out the principles and rules for grants (currently revised and open to participants beyond the MRH).

Examples of funded projects: park & ride and bike & ride facilities at commuter railway stations; „blue metropolitan water network“ that creates interlinked water corridors to reunite the colonies of otters in the region; concepts and studies to promote networks between economic sectors.



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- Achieved continuous partnership between stakeholders - central, regional and local authorities, governing bodies and intermediate bodies of operational programs, maintaining contact with potential beneficiaries of Plevna
- Ongoing dialogue between participants, beneficiaries and stakeholders
- Established partnerships between businesses and government bodies for the implementation of joint projects in all seven operational programmes
- Increased activity of potential beneficiaries to apply with project proposals for different operational programs
- Lasting impact on the target groups
- Sustainable knowledge among potential beneficiaries about the sources of application, necessary preparation of project proposals, increasing the capacity of civil and business organizations in the Plevna region

Transferability of the good practice:
The concept behind the project is not unique and experience shows that an intermediary organization is needed to bring together stakeholders, creating partnerships, providing information to people who are not aware of the possibilities presented by EU funds, helping small businesses and NGOs widen the scope of their activities.



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- Most important funding instrument for realizing the objectives and the development of the MRH
- Investments many times larger are initiated due to the addition of the funds of applicants as well as with external finance from other funds at state, federal government and EU levels

DURATION

July 2011 – 2014

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DURATION

1962 - ongoing

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<http://metropolregion.hamburg.de/leitprojekte>

ADDITIONAL LIST

GOOD PRACTICES IDENTIFIED WITHIN THE PROJECT LIFETIME BY PARTNERS OF URMA PROJECT IN EUROPE AND OTHER PARTS OF THE WORLD:

Amsterdam Food Strategy - NETHERLANDS

This is an example of a private urban-rural partnership to promote a healthy lifestyle and sustainable regional food chains. It involves a series of projects for the promotion of healthy and organic food, organic agriculture, sustainable food transport and logistics. It uses instruments of rural-urban cooperation that include education and social services on the farms, city farmers' markets, and urban agriculture.

Website: http://www.ecomeal.info/documents/eating_city_Amsterdam.pdf

Floriade 2022 - NETHERLANDS

This is an example of public-private urban-rural cooperation. The main goal of the project is the development of a prototype Green City. The Floriade is a large international exhibition that demonstrates innovations in the field of horticulture that will be developed as a permanent green city district called Almere Floriade.

Email: floriade@almere.nl
Website: <http://floriade.almere.nl>

Agricultural District of Milan - ITALY

It aims to diversify agricultural products, create a varied landscape and support the development of rural aspects around Milan and in the Lombardy region. The concept for the district is to add value to agricultural activities and sustain operational firms in the region around Milan. About 31 agricultural enterprises are involved in the work on a total of 1500 hectares of land, focusing on processing and breeding.

Email: distretto.agrimi@libero.it
Website: <http://consorziodam.com/>

Instituto de Educacion Superior Tecnologico Privado Valle Grande- Cañete, PERÚ

Founded in 1965, Instituto Valle Grande assists rural workers in gaining and developing technical abilities useful in their work. They focus on the territories of Conete valley and region of NorYauaos. They offer also formation for the young people in particular the professional ones.

Website: <http://www.irvg.org>

Escuela Agrícola Utz Samaj – Tecpan Chimaltenango, GUATEMALA

Escuela Agrícola Utz Samaj is run by Fundacion para el Desarrollo Integral (FUDI) to promote social development in Tecpan (department Chimaltenango). It provides education to agricultural workers in technical, business and social areas. 50,000 local families benefit from the work of Utz Samaj.

Email: fudi@fudi.org.gt
Website: <http://www.serviciosuniversitarios.org>

Kimlea Girls' Technical training Centre – Limuru, KENYA

Situated in Tigoni, Kiambu District, Kimlea Girls' Technical Training Centre is a project of the Kianda Foundation. Kimlea provides technical training in income-generating skills to the daughters of plantation workers.

Email: kimlea@wananchi.com
Website: <http://www.kimleatechnical.org>

Centro Educacional e Assistencial Profissionalizante Pedreira - Sao Paulo, BRAZIL

The centre was founded 1985 in Pedreira, 30 km from Sao Paulo and one of the poorest places in the district. Each year 580 students are admitted to study for a professional qualification in courses that include computer science, electrical engineering, telecommunications and administration.

Website: <http://www.pedreira.org>

Monkole Medical Center Kinshasa, Democratic Republic of CONGO

Monkole Medical Center was set up in Kinshasa following a trip by Bishop Alvaro del Portillo to Congo in 1989. Monkole currently offers both medical assistance and hospitalization services, as well as providing classes in basic hygiene and health. Three medical clinics connected to the hospital--Eliba, Moluka and Kimbondo--offer medical care in poor neighborhoods, mostly rural areas. Also affiliated with Monkole are a nursing school (ISSI), which graduates 50 new nurses every year, and a training center for doctors (CEFA). Monkole and its affiliated institutions now have over 50,000 medical consultations each year.

Website: <http://www.monkole.cd>

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<http://www.urma-project.eu/>

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Italy



Tuscany Region



Lombardia Region

Netherlands



Municipality Borne



Municipality Enschede

Bulgaria



Pleven Regional Administration

IMPRINT

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