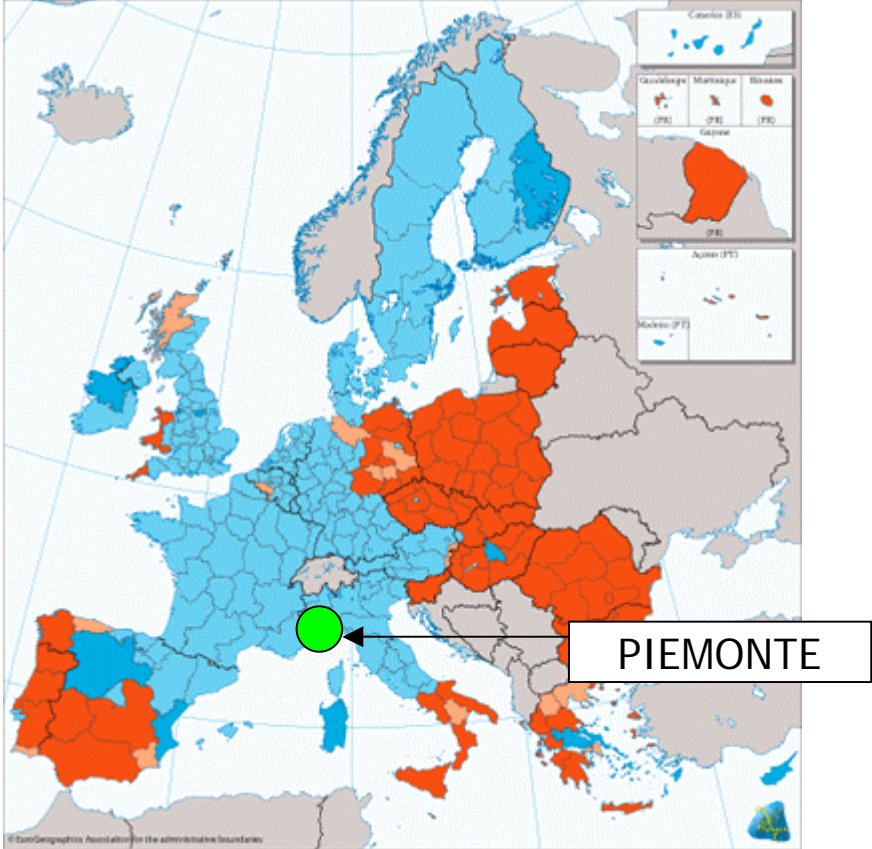




# **SRN Final Conference**

**Bristol, 26 June 2007**





GRINZANE CAVOUR CASTLE



HILLS PLANTED WITH VINEYARDS

Langhe Monferrato Roero (La.Mo.Ro.), born in 1995, is a regional development agency grouping together public bodies and trade associations (70 members in all). It is organized in the following activity sectors:

- **European information:** rural information and promotion centre of the European Commission (Carrefour network 1996-2004)  
Hosting Europe Direct relay since 2005
- **Cultural policies:** management of the event "Castelli Aperti viaggio nelle terre del basso Piemonte"; landscape-literary park of Langhe, Monferrato, Roero.



- **Service centre:** institution in charge of two Territorial Pacts, Sprint desk for enterprises internationalisation, promotion desk of the project for the spreading of technological innovation;
- **European projects:** planning and management of European projects for local bodies and enterprises within transnational calls for proposals (LLL Socrates&Leonardo, Joint Actions, Phare, Interreg III A, Interreg III B, Interreg IIIC, etc.)
- **Labour policies and equal opportunities:** planning and management of projects to favour social inclusion of disadvantaged people in labour market.



## STRUCTURAL FUNDS (2000-2006)

- Objective 2: helping local authorities to apply to the Managing Authority (Piedmont Region) in order to get funds
- ESF and ERDF: management of Equal and Interreg projects:
  - EQUAL projects on adaptability, entrepreneurship, promoting gender equality between women and men;
  - INTERREG IIIA Italy-France (tourism promotion, social services)
  - INTERREG IIIB Medocc (RuralMed 1&2) and Alpine Space (Genderalp!)
  - INTERREG IIIC SRN, GRDP, FinNetSME, INCASIS

## GOOD PRACTICE EXAMPLE

### Projects planning using Project Cycle Management (PCM) methodology

- Context analysis (SWOT- Strength-Weakness-  
Opportunity- Threat)
  - What problem we want to solve?
  - What we would like to change?
  - What resources we want to exploit?

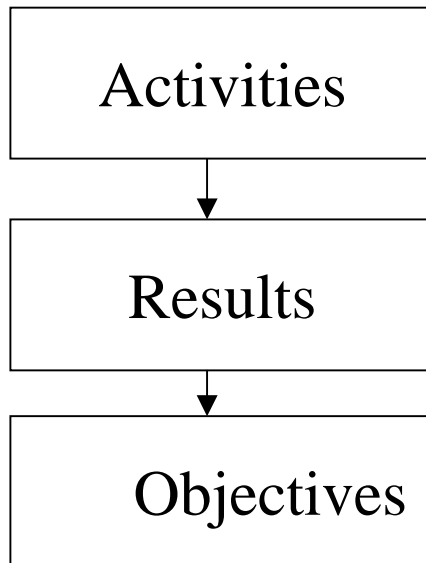
## GOOD PRACTICE EXAMPLE

### Projects planning using Project Cycle Management (PCM) methodology (2)

- Setting up the objectives
  - Stakeholders involvement
  - Establish cause/effect relations between problems
  - Turn problems into objectives to attain at the end of the project
  - Identify areas of intervention and resources needed

## Projects planning using Project Cycle Management (PCM) methodology (3)

### LOGICAL FRAMEWORK



### MONITORING:

Use of indicators easy to verify

# TERRITORIAL PACT VALBORMIDA ALTA LANGA

- 59 municipalities sited in disadvantaged rural areas
- Areas characterized by a high depopulation rate, reaching in some places even 70%
- Area defined in high risk of environmental crisis, deriving from a strong water and soil pollution for the presence of a chemical industry for years



## OBJECTIVE:

Propose an endogenous development model,  
sustainable, valorizing internal resources

## ACTIVITIES/AREAS OF INTERVENTION:

entrepreneurial activities based in tourism, typical  
products (wine, cheese), food processing (hazelnuts),  
handicraft;

Social integration, fostering women and young  
employment;

valorization of cultural identity

## WHY IS A GOOD PRACTICE EXAMPLE:

- Involvement of all relevant stakeholders
  - Smes (handicraft, services)
  - People working in agriculture sector
  - Other sectors: tourisme, commerce, culture
  - public administrations
- Creation of pilot-projects that can increase the tendency towards entrepreneurship and investment
  - creation of new employment
  - Integration between different production sectors
  - Environmental and economical sustainability

## TRANSFERABILITY: (100%)

- Each country/region has resources to improve
- Each country/region has problems to solve/situations to change
- Stakeholders involvement
- Transfer/exchange of experience
- Innovation sustainability

# THANK YOU FOR YOUR ATTENTION!

Marta Ferrero

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