



# Seagull, WP4, Rural development

Erica Månsson, Seagull WP4 Project Leader

## Minutes

### Workshop in Gdansk December 2

*Why local mobilization – Rural development and bottom up approach in an EU perspective*

#### Time

December 2  
15.30-18.30

#### Moderator

Karl-Erik Nilsson, Mayor Emmaboda Municipality

#### Experts

**Peter Hogla, European Office of Kronoberg County:**

Rural development and bottom up perspective from a European angle  
20 min

**Pavel Elizarov, Officer, Ozersk Municipality:** Added value of ERB cooperation on local mobilization

**Karl-Erik Hällstrand, Head of Technical department in Emmaboda Municipality and secretary in The Lyckeby River Association**

**Carolina Gunnarsson, Project Leader, Seagull, WP2:**

Local mobilisation in the field of water management: Lyckebyån

**Hans Jörgen Jensen, project manager in Leader Bornholm:**

Local mobilization in Gudhiem, results from Leader+ Bornholm

**Grzegorz Gola, Regional Information Centre, Gdansk:**  
Mobilization of the small local communities in the rural areas

## **Material**

Report: Rural development in ERB, Folder: Toolbox to local mobilisation project in ERB  
Handouts from presentations, Proposal for ERB Academy on Rural Development, Draft of  
Joint Transnational Development Plan

## **Participants**

24 participants, participant list is attached

## **Introduction**

The experts were introduced and the moderator stressed the importance of a free discussion, the main objective for the workshop.

Karl-Erik Nilsson gave a brief introduction to the Swedish Committee for rural development. The moderator is the chairman of the Committee.

## ***Peter Hogla, European Office Kronoberg County***

Peter argued that local mobilization and bottom-up perspective are essential when building a common future in Europe and the concepts are important aspects when legitimising the European Union and its policies among local citizens. EU stands in front of great challenges, some of them linked to structural changes, but also the need for a reform of the CAP, unemployment and much more. Some challenges are linked to the gap between politicians, the public administration, the mass media and the citizens. It is shown very clear in the process of debating and not to mention the implementation of the EU- constitution. EU is having difficulties in reaching out to its citizens.

Politicians, the administration, the mass media all play a vital role in the establishment, development and daily work of local groups. Local mobilization is therefore essential when implementing EU and other policies that directly or indirectly affect every citizen. Local mobilization is one of the most important methods/instruments in order to legitimise EU. The role of mass media in local mobilization was discussed. Hans Jörgen Jensen raised the question of local mobilization as a tool for saving recourses. He argued that local mobilization is a heavy job and it needs financial support.

## ***Pavel Elizarov, Ozersk Municipality: Added value of ERB cooperation on local mobilisation***

For Ozersk municipality stagnation is the main problem, Pavel Elizarov stated. From that perspective the bottom up perspective is essential. In the rural municipalities there is a lack of activity, initiatives and experience. That's one reason to cooperate in the frames of ERB – the opportunity to get experience from other regions and work together strategically against the stagnation. Another problem is the absence of strategies.

- You can't just close your eyes and shoot, said Pavel and stressed the importance of long term strategies for development.

The involvement of the municipality and the mobilization of the inhabitants are important preconditions in the process of elaborating a strategic plan.

The concrete dimension – to show a concrete result – is as well most important. The advice centre for SMEs that has been established in Ozersk municipality can give the new entrepreneurs concrete advice and help. The idea started three years ago and it is fruitful to discuss a small idea in the ERB-context in order to take part of broader experience. The centre is very well anchored in the region and has several regional stakeholders like the Regional fund for SMEs, the regional employment office and the Regional Administration. Involvement of municipality, Strategic planning (in ERB) how to mobilize the inhabitants.

The importance of local mobilization was discussed by Raisa Guseva, representative from an NGO in Kaliningrad, underlined the need for us to take the initiative ourselves and start for example agricultural cooperatives.

Alex Ursatyi, The Federal state Employment service in Kaliningrad region stressed the importance of mobilization of the labour market. The situation in the rural areas in Kaliningrad Region is extremely harsh with approximately 1700 unemployed persons in the rural areas. The need for common projects in the field of labour market was discussed.

Marina Gomez, European Office in Kronoberg County underlined the importance of support from the public sector in order to achieve local mobilization.

Ulf Andersson, Seagull project leader stressed that WP4 has been very successful and claimed that ERB need to have a rural development network or a rural development academy. It is important to describe the common issues in this field in the JTDP.

***Karl-Erik Hällstrand, Head of Technical department in Emmaboda Municipality and secretary in The Lyckeby River Association  
Carolina Gunnarsson, Project Leader, Seagull, WP2:***

### ***Local mobilization in the field of water management: Lyckebyån***

Karl-Erik Hällstrand and Carolina Gunnarsson gave an introduction to local mobilization in the field of water management. Carolina described the restoration of Långasjön where voluntary work played a crucial role. The method is a triple helix model on a local level. In the municipality of Långasjö several other voluntary projects has been completed, for example youth hostel, riding school and local newspaper.

Lyckeby River Association was established 1988 and has the following members: municipalities, power plants, industries, drainage companies and fishery conservation associations. The Association runs several projects that aim at make citizens aware of the importance of the river for their own fresh water supply, for example school projects. The success factors for local mobilization in the field of water management are Creativity, Co-operation and a small amount of stubbornness.

## ***Hans Jörgen Jensen, project manager in Leader Bornholm: Local mobilisation in Gudhiem, results from Leader+ Bornholm***

Hans Jörgen Jensen gave an introduction to the Leader+ Programme in Bornholm that has three focus areas: Local food, Local handicraft and Network among small enterprises. He described a concrete project in Gudhiem - a summer tourism village in Bornholm. The big challenge was to make Gudhiem a good village all year around. The project mobilized all inhabitants in the village and made a great job to identify problems and a common development strategy. They used a strategic tree to illustrate the strategy and the different working groups. Hans Jörgen Jensen stressed that it has been a big job but the result is satisfying. Now Gudhiem even arrange international conferences, arrange a youth film festival, has it's own university and so on. The village is as well more beautiful in the summer and the winter.

## ***Grzegorz Gola, Regional Information Centre, Gdansk: Mobilization of the small local communities in the rural areas***

Grzegorz Gola gave some experiences from the Pomeranian Region in the field of local mobilization. He advised all to use EU funds or even ERB funding for development of mobilization.

The big question is how to proceed from the big words to the local understanding?

What means words like Social and economic cohesion to local people?

It is all about implementing the main EU principle – subsidiary. It must be implemented on local level.

We have to spread the attitude; If you have a problem – solve it yourself! You can use funds, try first local funds and if it is needed there is EU funding to gain.

When you deal with mobilization of the small local communities it is essential to stress the importance of their own work. The local work is one precondition for the external funding. Actually, structural funds aiming at local development. There are as well additional funds, for, for example renewal of rural areas and the Leader+ programme.

In the region there is a special program for mobilization: Pomeranian Program of renewal. It is possible to get 20% co-financing but it doesn't cover all the local communities.

A prerequisite for funding is that local council will take a decision on starting a project.

Grzegorz Gola pointed out the contradiction between local needs and needs for strategy elaboration.

As well he raised questions about cultural heritage and local identity. What is local identity when the inhabitants have mixed ethnical background?

The most important thing is to find reason for living in an area and to development of the image of the village.

[ggola@indygo.com.pl](mailto:ggola@indygo.com.pl)

## ***Discussion***

The participants agreed on that local mobilization is a most important question for ERB. It was stressed that mobilization is an essential question for the strategic development of the area. Different measures to encourage local mobilization were discussed.

Erica Månsson introduced the idea of establishing a Rural Development Academy in ERB in order to create an arena for exchange of experience, network building and research and make this Academy available for the European Commission as a test laboratory. The ERB region

can be available as an interesting pilot region for the Commission to test for example the new Common Agriculture Policy.

Hans Jörgen Jensen, Bornholm, agreed with the idea and added that there is a big need for a common development project foura and it can be completed with a partnership database.

Alexey Ursaty, Federal State Employment Service, Kaliningrad Region, agreed with the idea and stressed that they have already gained a lot of new experiences from the Seagull project.

Peter Hogla stressed the importance of specifying what we want with the area. From the Swedish governmental perspective it is most important that the proposal for a Rural Development Academy is stated in the JTDP.

Grzegorz Gola found the idea of a Rural development Academy good and underlined that one task must be to transform this information to the rural areas. Another important function for the Academy is promoting the ERB among local people.

The moderator closed the meeting and thanked all experts and the participants for a very fruitful and interesting workshop.

Erica Månsson took the notes