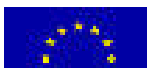




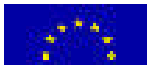
# Rural Development and Local Democracy





## *Objectives*

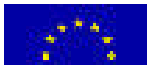
- ◆ To point out some of the factors, contexts, actors characteristics, processes, etc. that contributes to the improvement of rural development and the successful implementation of projects in the local mobilization area in the Euroregion Baltic.
- ◆ To share experiences and knowledge in order to draw the guidelines that will allow an easier implementation of projects in the rural areas.





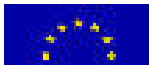
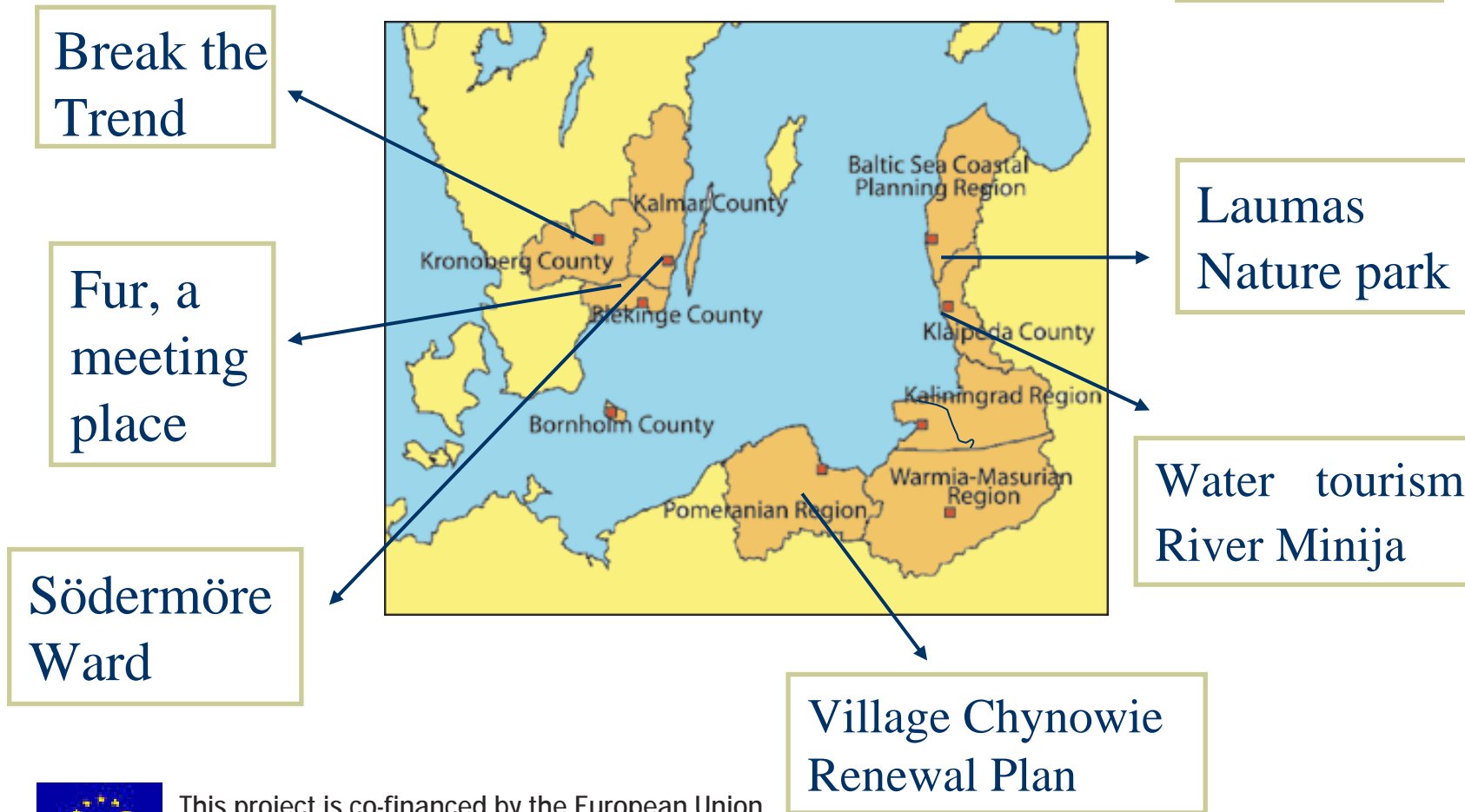
## *Method / Process*

- ◆ One region ↔ One project
  
- ◆ Under three benchmarks:
  - Rural Development
  - Successful project
  - Local mobilization
  
- ◆ Result = a "tool box " → Future





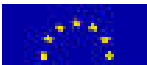
## *The projects*





## *Rural Development*

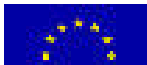
- ◆ **Rural areas:** the equivalent to an area at least 4 km away from a densely populated area of minimum 20000 inhabitants.
- ◆ **Development:** to go forward  
to improve





## *Successful project*

- ◆ The project must help to minimize and solve at least one of the problems detected and described in the document: *Rural Areas in Euroregion Baltic, Empirical description* or/and the particular local problems in each region.
- ◆ Among them:
  - Lack of services
  - Low education level
  - Unequal age structure
  - Non-attractive areas for young people

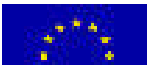




## *Local mobilization*

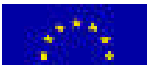
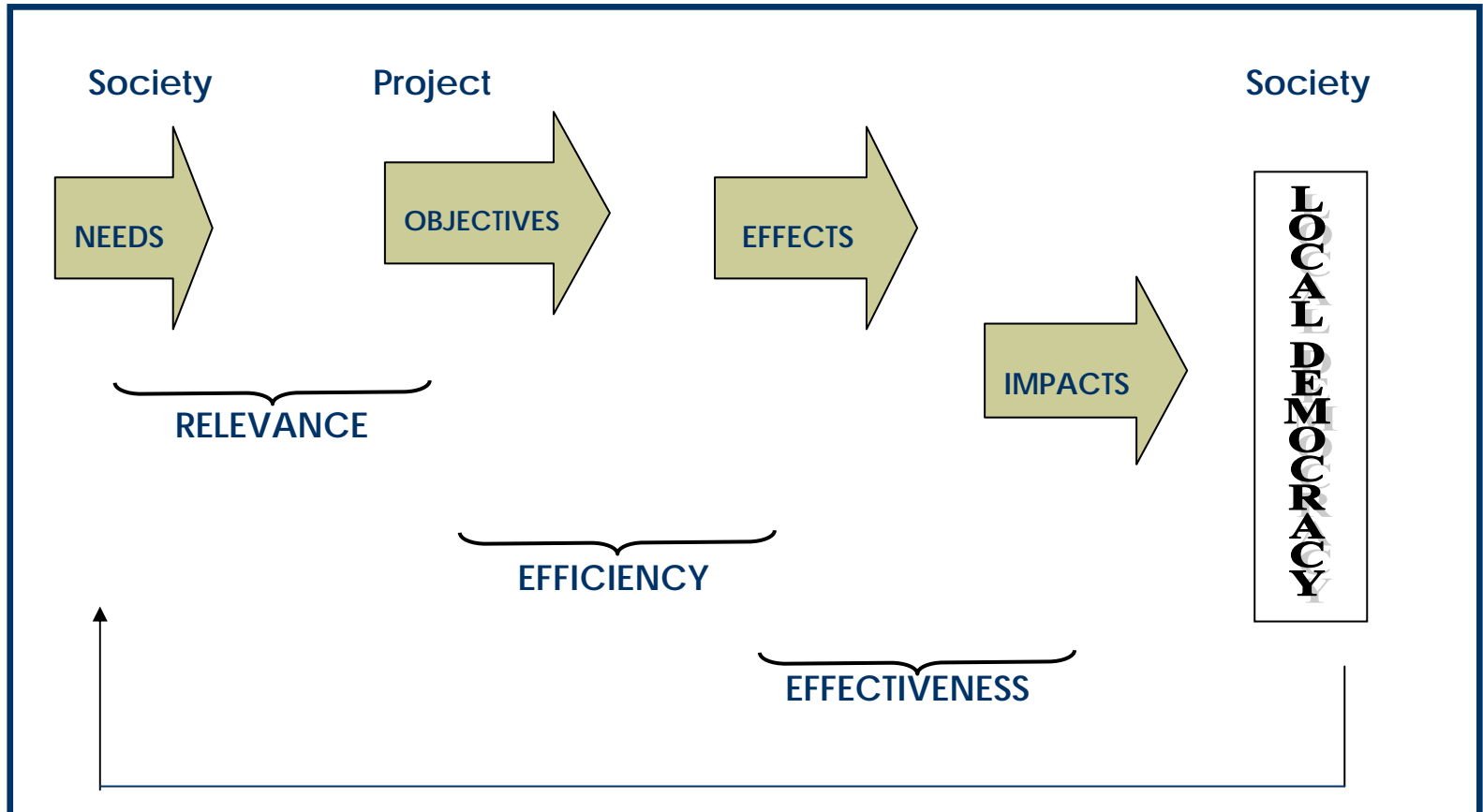
- ◆ "The mobilization of the groups collective forces, in other words, to collaborate through concrete and practical actions in order to reach a define common goal around a common concern."

Alf Ronnby





# Analysis



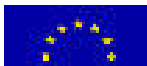


## *Analysis*

- ◆ High levels of relevance
- ◆ High levels of efficiency
- ◆ High levels of efficiency



**SUCCESSFULL - PROJECT**





## *Local mobilization*

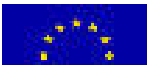
### ◆ **LOCAL**

Defined by:

- ❑ a geographical area
- ❑ a specific network
- ❑ special values
- ❑ characteristic culture
- ❑ unique social relations

### ◆ **LOCAL COMMUNITY**

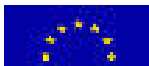
A community based on close and deep relations and with strong sense of teamwork is the **PERFECT ONE**





## *Local mobilization*

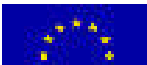
- ◆ Mobilization: To activate all the human forces and material resources available.





## *Local mobilization*

- ◆ Conditions for a "good" community work:
- ◆ That people perceive that they have common problem that no one else take care of.
- ◆ That people have common perceptions of the opportunities that lead to an effective way to act together, opportunities to a successful organization and hope of possible, positive changes.
- ◆ That they are available resources, that can be controlled and used – cultural, social, know-how, economical, political material – to carry out the project or action.
- ◆ That the local community have access to the necessary knowledge of strategies, tactics and methods to achieve the expected results.
- ◆ That there is a “leader” that can encourage, motivate and organize people to start the process.





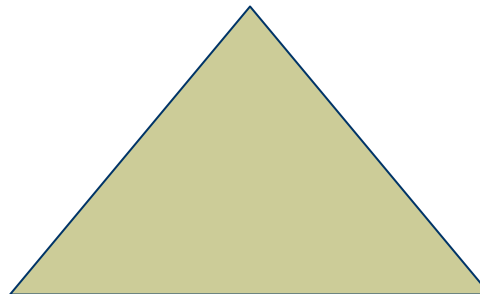
## *Local mobilization*

# The necessary triangle

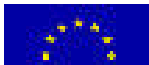
Almås

Mobilization of local resources

External stimulation



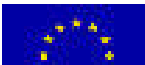
Public sector's support





## *TOOL BOX*

- To decide your own goals
- Have access to your own resources
- Right competence and high independent decision making structures
- High level of relevance
- High level of effectiveness
- An appropriate level of efficiency
- Efficient administration of the resources

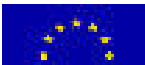




## *TOOL BOX*



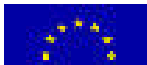
- ◆ High mobilization of the members of the community around the project
- ◆ Community as a whole not just specific questions
- ◆ Consider the social and cultural characteristics
- ◆ Development of local identity
- ◆ Emphasizing knowledge of the reality





## *TOOL BOX*

- ◆ Creation of close relationship based on trust
- ◆ Creation of a high level of self-reliance
- ◆ Creation of transparent and coherent channels of information between the society and the “authority”
- ◆ Development of the local competence
- ◆ Effective access to external resources, external support and good examples





## *TOOL BOX*

- ◆ The “public sector” must follow up the project and give feedback
- ◆ Mass media attention as a stimulating instrument
- ◆ Creation of interactions among the different population groups
- ◆ The project must create “spaces” of expression
- ◆ The project must create “spaces” of political negotiation
- ◆ Strengthen the participation by allowing the organization of local groups

