



**PSR** LOMBARDIA  
L'INNOVAZIONE  
METTE RADICI  
2014 2020



## JOIN - JOB, INNOVATION and NETWORKING IN THE RURAL AREA



*Progetto di cooperazione transnazionale  
Misura 19 "Sostegno allo sviluppo locale LEADER"  
Misura 19.3.01 "Cooperazione interterritoriale e transnazionale"*

### PROJECT

Project JOIN aims to bring new life to the innovative entrepreneurial impulses that develop in rural areas hopefully activated by particular population groups (young, unemployed, women ...).

The consolidation of local networks on the theme of work and innovation and the contamination between different territories through a greater and new knowledge of the dynamics of work at a territorial level is the primary objective of the project, in order to strengthen the already active exemplary experiences as well as develop support tools for the operators.

Secondly, the project will activate an international network which will work with a consolidated network at local level on the issues identified in the medium/long term.

### LEADER COOPERATION

Operation 19.3.01 of the Lombardy Rural Development Plan (PSR 2014-2020) aims to stimulate cooperation between Local Action Groups (LAGs) and to strength the management and design skills of local partnerships through the implementation of projects that enhance local aspects and themes.

The general objective of the cooperation LEADER is to assist local actors to improve the potential of their territories. The cooperation projects foresee the realisation of a common action and specific local activities to be carried out by the individual partners on their territories and that are linked to relevant objectives within the strategy promoted by the Local Development Plans (LDP) of the LAGs.

### ACTIONS

The project is developed within two interconnected levels and according to an open communication model in order to meet the primary need to be an activator and a generator of a new creative fertilisation:

- at international level, with a series of common actions foreseen by all the subjects of the partnership;
- locally, with the organisation of specific actions that will be developed by the LAGs.

**GAL** 2020 **GARDA**  
**VALSABBIA**

**GAL** Valle Seriana  
e dei Laghi bergamaschi



**LEADER**  
**2014-2020**  
Groupe d'Action Locale Haute Provence Luberon

**CONSORCI GAL**  
Alt Urgell - Cerdanya

**FORCALQUIER-LURE**  
COMMUNAUTE DE COMMUNES

**CASTAGNICCIA**  
**MARE e MONTI**



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## PARTNERS

The choice of the partners stems from the profound sharing between the subjects joining JOIN that innovation and the ability of rural territories to generate work is the focal point to overcome the challenge of abandonment and aging of rural territories.

The cooperation has been activated at an international level with 6 Local Action Groups located between Italy, France and Spain in constant dialogue, which are moving on their territories and working with the local stakeholders' networks.

- Lead Partner: GAL GardaValsabbia2020
- GAL Val Brembana 2020
- GAL Valle Seriana e dei Laghi Bergamaschi
- GAL Haute Provence Luberon
- GAL Castagniccia Mari e Monti
- GAL Alt Urgell-Cerdanya

## TEAM

Each LAG Partner has identified one or more internal LAG staff members for the JOIN cooperation project:

- Elena Viani, GAL GardaValsabbia2020
- Marta Ratti Carrara, GAL Val Brembana 2020
- Veronica Fanchini, GAL Valle Seriana e dei Laghi Bergamaschi
- H el ene Doucet, GAL Haute Provence Luberon
- Eric Ber eni, GAL Castagniccia Mari e Monti
- Teresa Castilla Gardyen, GAL Alt Urgell-Cerdanya

## PROJECT SUBJECT

Innovation in the working world is the central theme of the cooperation project JOIN. Innovation is expressed in different forms: the birth of new professional figures, the demand for new skills and the need for "domain skills", the development of new business forms, new business models for traditional businesses, the presence and application of new technologies in different contexts, new ideas and creative forms of project implementation, contamination between various economic sectors, the activation of networks at different levels, the exchange of resources outside traditional contexts, the "taking action" on alternative markets.

In rural areas this challenge passes through complementary paths between tradition (local products, local culture, rural tourism) and innovation (digital applications, new forms of mobility, new business organisation ..).

## OBJECTIVES OF THE PROJECT

The project has as primary operational objective the consolidation of local networks on the theme of work and innovation and the contamination of different territories through a greater and new knowledge of the dynamics of work, aimed at strengthening the exemplary experiences already active, as well as developing support tools for the operators.

Given the above, the operational objectives are as follows:

- 1) Ob.op.1: Deepened knowledge about the resources present in the territories - in particular the most innovative specific entrepreneurship.
- 2) Ob.op.2: Encourage exchange and contamination between rural areas.
- 3) Ob.op.3: Activate new services and experiences on a local scale.
- 4) Ob.op. 4: Stimulate creativity and the territorial identity of the working world.

## ACTIONS

The process deals with giving support to local businesses in relation to the specific needs expressed by each of the LAG partners, such as, for example: organised forms of support and / or coordination, creation of structures to support innovation and work, operational documents (toolkits and manuals), courses and workshops.

Particular focus will be given to the specific themes and needs of the new entrepreneurship that emerged at the local level during the cognitive studies prior to the project and which represent an element of coherence with the projects already underway in each of the partner LAGs and with respect to the local development programs active or future



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## LEADER COOPERATION

### What is the LEADER local development methodology?

The definition "LEADER" describes a specific local development approach for rural areas and derives from the French acronym of "Liaison Entre Actions pour le Development de L'Economie Rurale" (which translated in English means "Connection between development actions of the rural economy").

The LEADER approach implies a local development methodology based on a series of essential components such as partnership, "ascending" territorial development, local approach, innovation, networking and cooperation. The LEADER approach is implemented through local partnerships involving public, private and civil society organisations. A LEADER partnership is also known as a Local Action Group (LAG). Each LAG prepares a Local Development Plan (LDP) which defines a set of rural development actions and objectives proposed by local communities in the LAG intervention territory. This approach ensures that all LEADER actions are promoted from "bottom to top". The LAGs receive an allocation from the European Agricultural Fund for Rural Development (EAFRD) to finance projects in the respective area of intervention.

### What is a Local Action Group (LAG)?

A Local Action Group (LAG) is a partnership that brings together public, private and civil society organizations from a rural area with the aim of applying LEADER methods for rural development.

All LAGs represent the local community as a whole and include local authorities, aggregations of businesses, social and environmental associations among its members. All LAGs are required to define a Local Development Plan (LDP): the development strategy involves an in-depth analysis of the territory to identify what the inhabitants deem essential for the development of the area.

The LDP also serves to clarify which, according to the population of the rural area in question, are the main challenges to be faced with LEADER funds. To develop this strategy, a broad consultation of the local community is needed which helps the LAG to direct its LEADER activities based on an ascending and participatory approach.

### What is transnational cooperation?

Transnational cooperation consists in undertaking a joint rural development project with at least one area of another country.

Cooperation can be, among other things, a way to bring together a sufficient number of participants in an activity in order to make it feasible, or a way to stimulate complementary actions such as joint markets, created by aggregations of business enterprises from different regions, of local products or services such as food or tourism initiatives. Mutual learning is one of the results of cooperation projects. The European Agricultural Fund for Rural Development (EAFRD) provides for specific funding for Cooperation projects.

## ACTIONS

The project is established on two levels of interconnection and according to an open communication model, precisely to meet all the primary needs of being an activator and generator of new creative fertilisation:

- a) international: with a series of joint actions established in all subjects of the partnership
- b) local: with the organisation of specific actions that will be developed by the participating LAGs.

### International Level: Common Actions

- Coordinated mapping with comparative analysis of the innovative work experiences of the leading areas
- Analysis of the existing training offer, training needs and forms of technical support in the project areas
- Intersectoral analysis of best practices and generative experiences, intermediate report
- Cross-territorial contamination activities - workshops, events, study visits
- Development of new strategies and solutions - analysis of contamination activities - Final report
- Coordinated promotion and communication activities, tools, information material, web site
- Comparison platform in the role of the LEADER in programming after 2020 and on the importance of generative experiences in terms of innovation and work.
- Independent evaluation of the project effectiveness

The individual activities will be coordinated by the Steering Committee and also provide for intermediate forms of exchange and monitoring on the project development of the individual partners (interim report every 6 months and final report), in order to be able to maintain a certain level of coherence - as well as control - with respect to the



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project objectives. In addition, on-going monitoring will be ensured centrally thanks to the presence of an external entity responsible for the verification.

### Local level: Local Actions

Each partner will be responsible for activating specific forms and actions to achieve the identified objectives at local level and will be responsible for organising the various forms of coordination and communication with respect to the other partner entities. The specific actions of each individual partner will be detailed in section II of this sheet. The common actions even if implemented in the individual territories will be coordinated with each other and absolutely functional and implementing to the common project.

