


The IMRD Nitra Case Study 2014, SUA Nitra

The role of LAGs in developing and branding of regional products



Why we have chosen the proposed topic?

- ▶ **Right time** for the topic in the country
 - ▶ **Experiences** from previous case studies (Leader, regional products)
 - ▶ **Contacts** with the LAG network
 - ▶ **New programming period start** – good opportunity to talk about new concepts
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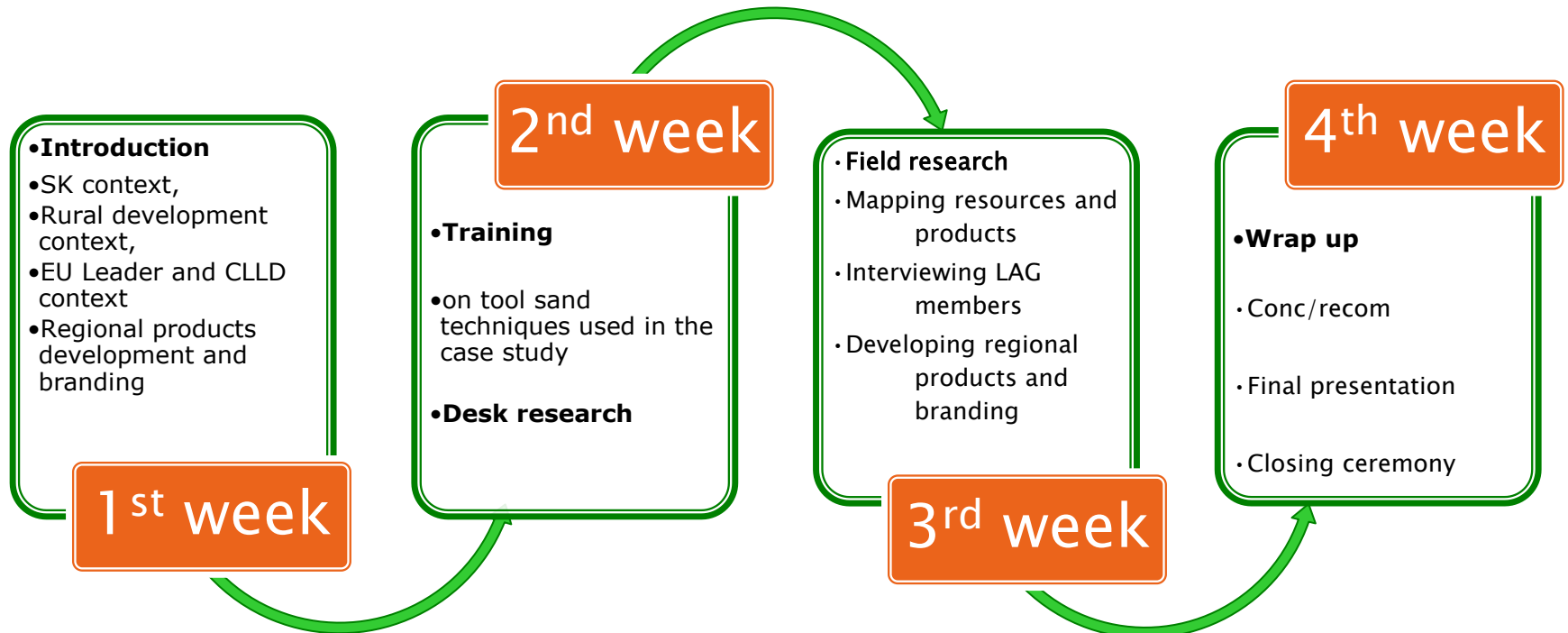
What are objectives of the case study?

To learn:

- × About implementation of the EU Leader approach in the current programming period – the Slovak case
- × How LAGs can encourage and facilitate economic development and diversification in rural areas
- × About the role of the intra- and inter-regional cooperation of LAGs in marketing of regional products


To share experiences and knowledge of LAGs in the field of local development with IMRD students.

What will be the teaching dynamism?



What will be the method of the case study?


LEARNING BY DOING

- × Presentation and discussion,
 - × Interactive training sessions,
 - × Group work
 - × Desk research, studying documents,
 - × Field research, questionnaires, interviews, mapping etc.,
 - × Group presentations etc.
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Where the case study will be localised?



What will be inputs of the case study?

- ▶ Introductory presentations and information, proposals for reading, teaching texts and handouts,
 - ▶ Training on analytical tools used in the case study,
 - ▶ Documents for the desk research,
 - ▶ Territory of the LAG to be analysed,
 - ▶ Other material to be decided later.
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What will be outputs of the case study?

Findings of the desk and field research

Example of Resource Table

Material Resources	EXISTANT (X) / ABSENT (0)	COMMENTS
History	X	In general, the history of the region is quite modern and without a historical legacy, the municipality is currently building a place to live in the modern style.
Administration	X	The municipality has a clear organization chart for administrative management, the municipal administration is organized in several departments, the municipal administration is organized in several departments, the municipal administration is organized in several departments.
Technical buildings (public office, schools, ...)	X	The municipality has several public buildings, 2 primary schools, 2 secondary schools, 1 high school, 1 vocational school, 1 adult education center, 1 sports center, 1 cultural center, 1 library, 1 health center, 1 day care center, 1 nursing home, 1 hospital, 1 pharmacy, 1 veterinary clinic, 1 fire station, 1 police station, 1 ambulance station, 1 fire station, 1 police station, 1 ambulance station, 1 fire station, 1 police station, 1 ambulance station.
Education	X	The municipality has several educational institutions, 2 primary schools, 2 secondary schools, 1 high school, 1 vocational school, 1 adult education center, 1 sports center, 1 cultural center, 1 library, 1 health center, 1 day care center, 1 nursing home, 1 hospital, 1 pharmacy, 1 veterinary clinic, 1 fire station, 1 police station, 1 ambulance station, 1 fire station, 1 police station, 1 ambulance station.
Healthcare	X	The municipality has several healthcare institutions, 2 primary schools, 2 secondary schools, 1 high school, 1 vocational school, 1 adult education center, 1 sports center, 1 cultural center, 1 library, 1 health center, 1 day care center, 1 nursing home, 1 hospital, 1 pharmacy, 1 veterinary clinic, 1 fire station, 1 police station, 1 ambulance station, 1 fire station, 1 police station, 1 ambulance station.
Infrastructure	X	The municipality has several infrastructure institutions, 2 primary schools, 2 secondary schools, 1 high school, 1 vocational school, 1 adult education center, 1 sports center, 1 cultural center, 1 library, 1 health center, 1 day care center, 1 nursing home, 1 hospital, 1 pharmacy, 1 veterinary clinic, 1 fire station, 1 police station, 1 ambulance station, 1 fire station, 1 police station, 1 ambulance station.
Environment	X	The municipality has several environmental institutions, 2 primary schools, 2 secondary schools, 1 high school, 1 vocational school, 1 adult education center, 1 sports center, 1 cultural center, 1 library, 1 health center, 1 day care center, 1 nursing home, 1 hospital, 1 pharmacy, 1 veterinary clinic, 1 fire station, 1 police station, 1 ambulance station, 1 fire station, 1 police station, 1 ambulance station.
Information and communication	X	The municipality has several information and communication institutions, 2 primary schools, 2 secondary schools, 1 high school, 1 vocational school, 1 adult education center, 1 sports center, 1 cultural center, 1 library, 1 health center, 1 day care center, 1 nursing home, 1 hospital, 1 pharmacy, 1 veterinary clinic, 1 fire station, 1 police station, 1 ambulance station, 1 fire station, 1 police station, 1 ambulance station.
Energy	X	The municipality has several energy institutions, 2 primary schools, 2 secondary schools, 1 high school, 1 vocational school, 1 adult education center, 1 sports center, 1 cultural center, 1 library, 1 health center, 1 day care center, 1 nursing home, 1 hospital, 1 pharmacy, 1 veterinary clinic, 1 fire station, 1 police station, 1 ambulance station, 1 fire station, 1 police station, 1 ambulance station.
Other	X	The municipality has several other institutions, 2 primary schools, 2 secondary schools, 1 high school, 1 vocational school, 1 adult education center, 1 sports center, 1 cultural center, 1 library, 1 health center, 1 day care center, 1 nursing home, 1 hospital, 1 pharmacy, 1 veterinary clinic, 1 fire station, 1 police station, 1 ambulance station, 1 fire station, 1 police station, 1 ambulance station.

Table with conclusions and recommendations on the regional products development and branding to be implemented by LAGs,

PPT presentations on findings,



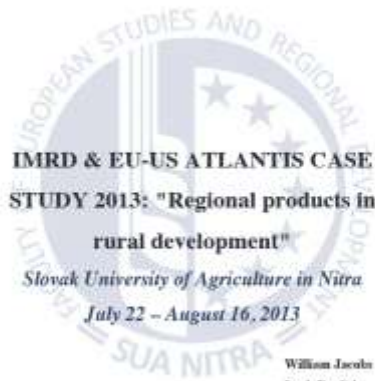
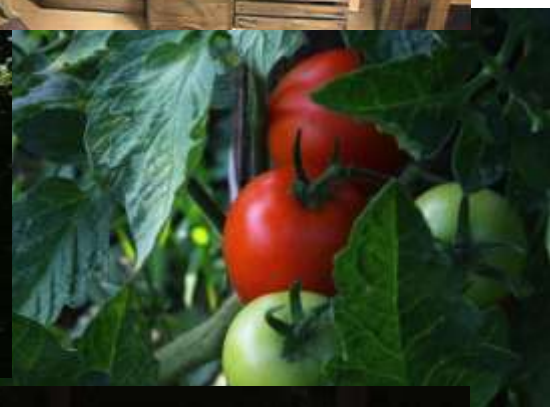
National: Conclusions & Recommendations

National	Slovakia has a lot of under promoted sites and attractions.	To increase marketing through the use of websites and other promotional material including the use of regional brands.
National	National policies are not regionally specific, and they do not reflect regional specificities creating regional externalities. EU funding is not used efficiently. Co-financing problems at the beneficiary level, due to lack of access to credit or lack of economic funds.	Increase involvement of self governing regions, and allow each region to choose what part of the CAP to implement. Have Paying Agencies at the regional level to reduce the delay in payment approval. Increase the number of stakeholders (i.e. socio economic partners: NGOs, LAG, Academic Community, etc) who are involved.

What will be outputs of the case study?

Final report of the case study

Photos and other documentary material collected during the case study.



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Looking forward to meeting you in Nitra!

