

Measuring rural vibrancy

The Rural Alliances Project is a unique opportunity to share & learn innovative approaches to;

- Distinguish and improve your business
- Be part of an active & really interesting community
- Create new and better prospects for people to work & live in rural areas
- Gain a reputation for being a fun and friendly places to visit & stay
- Improve and safeguard essential services

We invite you to join the alliance building programme, help us all to find out what it means to be vibrant and discover how to protect rural services.

Rural areas across Europe are experiencing rapid changes. Young people are leaving, new people moving in, the elderly wonder how long they can stay on their own. The old ways of earning a living from the land have changed & new types of businesses are setting up to adapt to modern trends. Communities are being transformed, from everyone knowing & helping each other to greater segregation & sometimes isolation. Prospects for rural areas are in the balance.

Rural Alliances has 12 partners from 6 EU countries wishing to challenge convention; to work with rural businesses, to draw on their "make it happen" attitudes & build on the traditional community values, so together they re-shape their areas to make them friendly, buzzing with activity and create a stable future for all their residents.

New roles in rural governance for enhanced & modern services

Partners

12 partners from North West Europe:

- Brecon Beacons National Park Authority (UK)
University of Wales, Trinity Saint David (UK)
Boerenbondvereniging voor Projecten vzw (BE)
Vlaamse Landmaatschappij (VLM) (BE)
Stichting Streekhuis Het Groene Woud en De Meerij (NL)
Stichting Streekhuis Kempenland (NL)
Gemeente Lochem (NL)
Philipps Universität, Marburg (DE)
South Kerry Development Partnership Ltd. (IE)
Mayo County Council
Maison de l'Emploi, du Développement, de la Formation et de l'Insertion du Pays de Redon-Bretagne Sud (MEDEFI) (FR)
Laval Mayenne Technopole (FR)



Rural Alliances

Enterprise & Community Alliances for rural vibrancy

This project is co-financed by the European Regional Development Fund through the Interreg IV North West Europe Programme to promote strong and prosperous communities



This innovative project will:

- Form a new type of alliance (Enterprise-Community-Alliance) between enterprises and local communities, mobilising rural residents of all ages, backgrounds & residential status. They will work together to help their communities to adapt to the changing demography in modern rural society.
- Harness the best qualities of enterprise principles, combined with community values, to construct these new alliances, empowering people living in rural areas to be their own agents for change & contribute to better social inclusion & increased competitiveness.
- Create new relationships between the public sector & rural communities to work together to safeguard & enhance rural resources & services, including innovative finance methods.
- Create a Rural Vibrancy Measuring Index, to help people assess their community and identify actions to undertake.

“People helping each other to adapt to changes in the makeup of their communities and to improve rural areas as great places to live, work and visit”.

Enterprise Principles

Opportunistic
Inventive
Innovative
Job creators
Networkers
Problem solvers
Can do attitude
Self interest
Adaptive
Build bridges
Future focused
Profit driven
Action based
Attract investment
Quick response to change
Results orientated
Anticipate needs
Experimental
Risk takers
Net providers

Alliances

catalyst for change

- Using business and community networks and “grapevines”
- Providing win-win opportunities to gain value from each other
- Innovators combined with pride in the community
- “We” philosophy
- Businesses investing in the community and the community investing in local business
- Business opportunities that also give societal and environmental dividends



Community Values

Motivated by quality of life
Family & friend networks
Share
Security
Safety
Mutual co-operation
Common aims
Sense of belonging
Local pride
Bringing different people together
Pride in local area/people
Conscience
Culture
Traditions
Leading personalities
Net consumers

“Local business investing in the community, and community investing in local business”