



LOCAL ACTION GROUP PODIȘUL MEDIAȘULUI

COOPERATION PROJECT PROPOSAL PARTNER SEARCH

Project Title:	ACT LOCAL, PROMOTE GLOBAL!
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Preparation Team:	Mr Ovidiu Drăgușanu (Executive Director) Mrs Mirona Tăpălagă (Program Manager) Mrs Ana Maria Gaidoș (LAG Strategy Implementation Consultant)
Partner search:	OPEN
Due date:	October 7, 2013
Our partners are:	LAGs interested in implementing a transnational cooperation project between 2014-2015 LAGs located in EU member states LAGs which can bring their own contribution to the cooperation project of minimum 12.000 EURO (granted by their own national authority/agency for a <i>LEADER</i> cooperation project, based on their own project proposal)

LAG PODIȘUL MEDIAȘULUI

The Local Action Group Podișul Mediașului is located in the central part of Romania, in Transylvania, and it is the result of a partnership between 59 public and private entities, coming from 14 rural communities and the town Dumbraveni.

Our territory is geographically situated between the cities Sibiu and Sighisoara, two medieval citadels bordering an area with a rich historical/cultural heritage. Most of the villages have a well conserved medieval architecture, with narrow streets and small houses, dominated by the Saxon Church and the old school building.

The LAGs mission is the development of its territory.

Starting January 2012, LAG PM manages a 2.2 million EURO fund, targeted to public and private rural development projects.

The local strategy's implementation is based on 3 main directions: (a) development of non-agricultural businesses, (b) transforming and modernization of agriculture and (c) cultural and natural patrimony maintainance and valorization.



Project Context

Rural entrepreneurship is in its beginnings in our LAGs territory. Though, there are a few local initiatives creating premises for the development of a rural/cultural tourism market.

Within the LAG PM's territory and in all rural areas in general, there are people willing to take initiative and start new, creative, businesses, but most of the times they lack the know-how and the good-practice models.

We believe that promoting local ideas with development potential and working with rural entrepreneurs in behalf of their own growth will encourage others to take a step forward in start-up rural businesses.

Objectives

The project we propose emphasises the importance of cooperation and the transfer and exchange of know-how between small local initiatives coming from different rural territories in Europe.

The partners will learn how to use various marketing tools as social media, e-mail marketing, e-commerce in enhancing and promoting small scale businesses; a specific tool will be developed by each LAG as a model and a platform to promote local entrepreneurial initiative.

Through the implementation of this project, the partner LAGs will facilitate interaction between small local initiatives and will enable and encourage the self development of local entrepreneurs, in particular and of local communities, in general.

Target Group

Each of the 3 partner LAGs will select 4 rural entrepreneurs from its own territory, who are active in different fields: small non-agricultural businesses, tourism – recreational activities, farm-houses, guest-houses, local/traditional food suppliers etc. These 12 entrepreneurs will be the direct beneficiaries of the project and their small scaled rural business will become a good practice model.

The entrepreneurs will be involved in seminars, study visits and their business will be promoted in the project materials, they will get to know each other's business and borrow marketing tools and techniques, in order to develop.

All local communities members in the partner LAGs become indirect beneficiaries. The small-scaled businesses will be better known within the community and beyond its borders. Other locals will borrow the model and create similar initiatives, with the assistance of the local LAG. On the long run, these entrepreneurs become LAG's potential beneficiaries.

Location

Activities of the project will be organized within the territories of each of the 3 partner LAGs.

Each LAG will host a seminar, a study visit at its own office and 4 study visits at the local entrepreneurs identified in the territory.

Implementation Period

6 months (May-October 2014)

Activities

All partners have both local and international project responsibilities – preparation, implementation and evaluation.

LAGs will be invited to bring their input in the project's design, as a concentrated effort to reflect different local realities.

The main activities will be concentrated in 3 international mobilities – 4 working days each (1 day LAG visit, 2 days – local entrepreneurs study visits, 1 day seminar)

Study Visits

The project team (LAG representatives – staff members, volunteers, local leaders) and all selected local entrepreneurs will have the opportunity to see the LAGs at work, by visiting their offices, meeting staff, getting involved in a 1 day interactive meeting. The host will deliver a presentation, giving info on: LAG's development strategy, structure, territory, beneficiaries, project ideas, plans etc.

Seminars

Based on the profiles of selected local entrepreneurs, project partners will decide on three main seminar themes. These might be: on-line marketing tools and techniques, destination management, local/traditional food, community development, communication, building efficient partnerships, event planning, strategic planning, communication - PR

Project promotion

e.g: website, promotional materials, leaflet with information delivered during the seminars, DVD with all case studies – to be used later on by each partner when promoting project ideas etc.

Results

3 international seminars

15 study visits (3 LAGs, 12 entrepreneurs – 4 per each partner LAG)

Project materials (...)

Budget

A minimum contribution of 12.000 EURO for each partner LAG is required, for covering the costs of the basic project activities – seminars, study-visits, promotional materials. Partners are free to allocate bigger amounts, based on local needs and additional local project activities.

Working Language

English

Do you find our project proposal interesting and would like to be partner?

Interested LAGs should fill in the attached application form and send it to tapalaga.mirona@galpm.ro, until October 7, 2013.

All potential partners will be included in a communication list.

LAG Podișul Mediașului will select the partners for the cooperation project based on the following criteria: the LAG description included in the form of interest, experience in the implementation of similar projects, availability of submitting a project proposal to the national agency/authority within the set timeframe referred to above, geographical distribution.

Please remember that the project submission deadline for LAG PM is October 31 2013 and that all partners will write and submit their own project proposals!

Looking forward to receiving your forms of interest!

The Project Team