

LISTEN TO THE VOICE OF VILLAGES

Local initiative strengthening: how to built up a new tourism in the valleys and among the most vital centres of rural villages

4th Steering Committee Meeting

Czech Republic, Červený Hrádek, Jirkov 24th November 2010

Minutes of the Meeting

List of participants:

LP	Autonomous Province of Trento	Lara Torghele Alessandra Tanas
PP2	University of Trento: eTourism research group	Paolo Grigolli Fabio Sacco
PP3	Development centre of Litjia	Gasper Klec Tina Mucic
PP4	Bohemian Switzerland, public benefit organization	Marek Mraz Gabriela Dudova
PP5	Marshal's Office of Opolskie Voivodeship	Anna Bereznicka
PP6	Regional Authority of Ustì Region	Ivana Polakova Iva Saskova Jaroslava Kusznirovkova
PP7	Local Development Agency of Langhe Monferrato Roero	Marta Ferrero
PP8	District Office Forchheim	Andreas Rösch Daniela Gorsler
PP9	University of Natural resources and Applied Life Science	Alexandra Jiricka Boris Salak

Welcome reception

Welcome by Lara Torghele (LP) and Ivana Polakova (PP6, hosting the meeting)

09.00 – 10.00

WP1 Lara Torghele (LP)

- **Financial Issues**
- **Budget consumption**
- **3rd project report submission**
- **Budget modifications**

Lara Torghele (LP) informed the SC on the status of the project reporting and financial situation. In particular, she focused on budget consumption in the first half of the project lifelong, on the

claimed ERDF, on spending situation by partners, on the percentage of spending ERDF by each partner and the low under spending and on the communication with JTS on the solution of this situation. Simultaneously she asked partners to plan carefully the expenditures in the following period and to use the budget in accordance with the AF. The under spending is also caused partly by the delay in the certification of the expenditures of some PPs.

Ms. Torghele also informed about the budget modifications requested by PPs. It is useful to rethink about each PP budget plan, in order to better use it for activities implementing. At the same time, it is important to consider the coherence with activities planned in AF.

All the PPs are asked to think about their financial situation and to send to LP their requests with the supporting justification. LP would collect all the request, evaluate it and prepare a more consistent budget modification for next January. If necessary, the budget modification will be presented to JTS for approval.

10.45 – 12.00 WP2

PP4 Marek Mraz

- **Transnational catalogue**
- **Newsletter**
- **Promotion JTS – Action plan**

Mr. Marek Mráz informed on the fulfilment of the Action plan. In this project semester there are still some outputs to be reached, but according to the fact, that there is more than one month to the end of the project period, it is envisaged that partners will complete the activities at the end of the year.

Mr. Mráz also presented the template of the Transnational Catalogue, and informed partners on the requests for their necessary contributions. The template for the requested information will be send to project partners immediately after the Steering Committee meeting (please, find the document in attachment).

Comment from Paolo Grigolli (PP2) concerning the deadline for publishing the Transnational Catalogue: maybe it could be better to postpone it to June 2011 which seems to be more realistic in terms of the delivery of contents by the partners. This proposal has been accepted by SC.

Moreover, Mr. Mraz presented the 4th newsletter proposal in which each PP may present the pilot projects and activities carried out in their territories in 2010.

Finally, Mr. Mráz informed the SC that an article about Listen to the voice of villages project will be published in May 2011 on the JTS Journal.

Together with Mr. Marek Mraz, Mr. Fabio Sacco (PP2), presented the possibilities of project partners to promote the Vital Villages Association on an international fair : the World Travel Market of London (Nov. 8-11th 2011). There would be two different possibilities to promote the Listen project and the VVA. On one hand each partner could be hosted in national (or regional) stand and it will be organized a special event (workshop, presentation, conference, or so on) dedicated to VVA with all partners gathering in a room, or exhibiting with a guerrilla marketing show. Moreover, it could be interesting to create an event in the frame of the World Responsible Tourism Day.

On the other hand, it could be possible to create a specific stand for VVA. The SC agree on the opportunity to verify the cost of having a stand and the efficiency.

Each partner has to check the possibility of national or regional authorities to host the VVA in their stands.

12.00- 13.00 Press conference

Attendance: see List of participants

The press conference was launched by project manager of PP6, Ms Jaroslava Kusznirová. She introduced the project partners and the representatives of the region, the cooperating partner Severočeské doly a.s. and representatives of Mayors of municipalities involved in pilot project realisation. The session was moderated by PR department of the Ústí Region. Ms. Lara Torghele presented the project on the Lead partner point of view. After the presentation of the project idea, project partners and realised activities the discussion among the journalists and project partners was initiated. The documentation is included in Action plan and the promotional video made by radio GAMA is uploaded on project websites.

14.00 – 16.00

WP4: Pilot project development - presentations by project partners

All project partners presented the status of their pilot projects development, the problems and activities completed and the following to be held, also the timing of the realisation. All partners are in conformity with the time schedule of the pilot action, and the trainings (WP5) are ongoing. Please, consider the WP4 monitoring activities form.

Mr. Paolo Grigoli, stressed the importance of using the TOMM indicators in the implementation of pilot projects: it's a core output of the project and so it's really important to work on it.

Mr. Boris Salak, suggested to integrate the questions linked to TOMM indicators in the WP4 monitoring file. The monitoring form will be integrated and PP3 will coordinate the process.

16.00 – 16.30

WP5: PP7 Marta Ferrero

VVa – State of art

Ms. Marta Ferrero informed on the nearly completed procedure for authorizing of the representatives of project partners for signing the VVA statutes by project partners. Also the territories involved in the pilot projects development and realisation or cooperating partners of PPs will have the possibility to join the Association after the project completion according to the proposal to amend the Article 7 „Until the expiry of the "Listen to the Voice of Villages" project, established for 31 December 2011, unless extended, membership of the Association is free and open to the project partners or those who, on one partner's behalf or recommendation, have a direct involvement in the project management.

The PPs agree with the modification proposed (the revised statute is attached)

The following issue is the registration of the VVA logo to the Office for the Harmonization in the Internal Market (OHIM), Ms. Ferrero informed on the Application for a Community collective Trade Mark, which can be any mark, used to distinguish the goods and services of the members of that association from those of other undertakings. SC agreed on the proposal to register the logo at international level (Alicante) on behalf of the VVA.

International festival

Ms. Ferrero announced the forthcoming event planned in March 2011 in Alessandria, IT and invited all project partners to present there their pilot action by posters & photos, information material, regional products, etc..

Study visits

The other project issue is the realisation of Study visits in PP's pilot areas, 3 visits were held (LP+PP2 Trento, PP8 Forchheim and PP6 Usti Region) , Study visit in PP4 Bohemian Switzerland will be held on 26th November 2010. Four study visits area planned for 2011: in March 2011, Rural villages around Alessandria (PP7), in June 2011, Dinosaurs' Land, Milk & Honey Land (PP5), in July 2011, Velika Planina (PP3) and in September 2011 Vienna (PP9).

Training courses

Ms. Ferrero also informed on ongoing trainings linked to the pilot project, targeted on LGG members, the courses are held in the form of workshops, seminars – excursions and they are targeted on tourism products creation and marketing, communication, experiential and creative tourism, history and art, final aggregation moment (LP & PP2).

Ms. Lara Torghele stressed the importance of realisation of the Aggregation moment to finalise the training courses in each project partner pilot area.

17.15 – 17.30

Conclusions

Mr. Paolo Grigolli (PP2) emphasises the interesting outputs realized by the project Listen to the voice of villages and on the very good cooperation between partners. It would be interesting to work on the creation of a kind of "Best Practice" linked to the Listen project in order to help the realisation of new projects and follow-up initiatives.

17.30 End of the Steering Committee meeting

Ms. Lara Torghele closed the event and announced that next Steering Committee Meeting will take place in Poland (May 2011) and will be hosted by PP5.

In attachment:

- revised and approved VVA Statute
- WP4 monitoring activities form
- Transnational catalogue