

# PLACE BRANDING FOR RURAL DEVELOPMENT

TRANSNATIONAL LEADER PROJECT



# THE PROJECT IN SHORT

A TRANSNATIONAL LEADER PROJECT  
20.03.2018-31.12.2020

The objective of this transnational cooperation project is to increase the attractiveness of small villages and rural areas in the eyes of young citizens and potential inhabitants. The project aims to create and improve the branding and marketing of small villages and rural areas.

The international project enables the project partners to exchange best practices and promote cooperation between different cultures.

It is important to find new ways to engage new inhabitants and increase rural areas' attractiveness.



# PROJECT PARTNERS

## THREE EUROPEAN LOCAL ACTION GROUPS



**LOCAL ACTION GROUP  
LEADER RAVAKKA  
FROM FINLAND**



**LOCAL ACTION GROUP  
ABULAS LAUKU PARTNERĪBA  
FROM LATVIA**



**LOCAL ACTION GROUP  
DALÄLVARNAS  
UTVECKLINGSOMRÅDE  
FROM SWEDEN**

Place branding for Rural Development is a consortium of individual LEADER projects on the basis of the EC rules for LEADER transnational projects. The project implementer can be the LAG directly, local municipality, relevant association or organization operating on the LAG territory. This transnational project is led by project management committee (transnational steering group), which consists of members from each participating LAG. The committee is chaired by the lead partner Leader Ravakka.





# INTERNATIONAL STUDY TOURS

The objectives of the project are to promote cultural cooperation, to share best practices and to create international networks for the future.

The partners give added value to each other by sharing the best practices and evaluating the development of place branding in each other's areas.

## **STUDY TOUR TO FINLAND**

IN MAY 2019

---

## **STUDY TOUR TO LATVIA**

IN JUNE 2019

---

## **STUDY TOUR TO SWEDEN**

IN AUGUST 2019

---

## **TNC ONLINE CONFERENCE**

IN NOVEMBER 2020

# PROJECT IMPLEMENTATION IN FINLAND

## CO-DESIGNING BRANDS FOR PYHÄMAA AND RAUTILA

In Finland there were two pilot branding processes in the villages of Pyhämaa in Uusikaupunki and Rautila in Vehmaa. These processes set out to find the true essence of the two villages that live inside the villagers and visitors minds and to encapsulate those ideas into real life village brands.


### THE AIMS OF THE CO-DESIGN PROCESS

- Enforce and design clear, unique and relevant brands for the two villages
- Add collaboration and co-operation in and between the villages: more participation, meaningfulness and communal spirit
- Create easy tools to implement and further develop the brands
- Make it easy and attractive to participate in the project
- Root design thinking to villages' culture and way of working


### PHASES OF THE CO-DESIGN

1. RESEARCH PHASE gathering information and experiences about the two villages from inhabitants', visitors' and city/municipality advocates' perspective. The methods used for data collection were group interviews and surveys.
2. CO-DESIGN PHASE organising five workshops. The two-hour facilitated workshops contained pre-designed creative assignments that aimed to view the villages from different perspectives and to collect information about the areas from the people living there.
3. DESIGN PHASE gathering all the material at the designers' desk to be formatted into brand elements. This included the Brand book with the village story, tone of voice, logo, graphic elements and how to use them and instructions and tips
4. IMPLEMENTATION PHASE organising training events in both villages for the locals and trying out the brands for the first time.

## THE END RESULTS

 Pyhämaa

Pyhämaa  


 Pyhämaa

Pyhämaa  




Otsikkofontti on Rockwell regular, ei lihavointia

Leipätekstifontti on Calibri. Otsikon ja leipätekstin välillä pitää olla tarpeeksi kokoeroa, jotta lopputulos ei ole tasapaksu.



Persoonallisten, tekevien, eri-ikäisten, luontoa ja merta rakastavien, positiivisella tavalla omalaatuisten ihmisten

Pyhämaa  




  
Rautila

 Rautila

  
Rautila

 Rautila



Otsikkofontti on Gill Sans regular, ei lihavointia

Leipätekstifontti on Tahoma. Otsikon ja leipätekstin välillä pitää olla tarpeeksi kokoeroa, jotta lopputulos ei ole tasapaksu.



# PROJECT IMPLEMENTATION IN LATVIA

- Recreating brand & marketing strategies for Smiltene district;
- Creating brand for Beverina district;
- Exchanging experience through events, trips and studies;
- Training target groups about using brand in various entrepreneurship practices and NGOs activities;
- Evaluating project results.

## PROJECT STAGES IN SMILTENE & BEVERINA DISTRICTS

1. Research and analysis.
2. Building brand platform, defining creative concept of the brand.
3. Creating visual identity (Brand book) using data collected in research and analysis.
4. Communication strategy - additional stage for Smiltene's district.

## METHODS

Gathering primary and secondary data through surveys and interviews, workshops, online and paper voting.

## RESULTS

A Brand book was created for both Smiltene's and Beverina's districts. In addition for Smiltene's district a marketing strategy was created to help with implementation of the new brand.

Exchange of experience was important aspect of project implementation. One of the highlights of study trips was discovering new approaches and thinking towards place branding with Mr. Andris Klepers, one of the leading specialists in place branding in Latvia. Unforgettable experience was visiting Dalarna in Sweden, and seeing how strong and convincing can be one symbol of certain area – Dalarna Horse. Sharing place branding practical aspects in Uusikaupunki Finland by NGOs and Entrepreneurs gave a lot of good examples how to develop rural areas.



# PROJECT IMPLEMENTATION IN SWEDEN

Sweden's part in this project "Place Branding for Rural development" has, besides the joint action points, been to contribute to the collaboration with the approach of adding the value of the supervisory role in the light of how to make rural areas more attractive.

The focus has been on the following tasks;

- How to create possibilities for creativity and entrepreneurship for companies and associations to establish their business in rural areas
- How to make the supervisory role of the municipality officer sustainable and how to create a status for the officer that is not just supervision but also advisory
- How to work with the effect of marketing a strong place branding

## ACTIVITIES PERFORMED IN THE PROJECT

- Partaking in the joint action points, study tours including lectures, presentations and workshops
- Sharing best practices for example presenting the regional branding strategy with the regional tourist board Visit Dalarna
- Hosting a study tour in the area of LAG, Dalarna
- Mapping and analysis the supervisory model between Finland and Sweden in connection to a good climate for companies to establish business and creating work opportunities. The outcome will result in a manual.

## METHODS

The main part of the project has been to map and analyze the supervisory model in Finland, the so called "Finnish model" and compare it to the Swedish system in order to identify factors that can facilitate for business establishments and thereby making it easier to work, live and move to the areas.

A public procurement has been announced and a company has been appointed to assist in the analysis which will result in a manual for municipality officers to use and for municipalities to have as a guidance in order to make the work more efficient.

## THE PHASES OF WORK ARE:

1. Research
2. Comparison and analysis
3. Manual
4. Workshop/seminar and implementation



# PLACE BRANDING FOR RURAL DEVELOPMENT

TRANSNATIONAL LEADER PROJECT

