



IBRAVE

the way to brand

NEWSLETTER 03

ROESELARE

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BELGIUM

MID-WEST-FLANDERS HOSTS 3RD IBRAVE PARTNER GROUP MEETING

On November 12th, 2015 the IBRAVE representatives embarked on a 2 day's journey through Mid-West-Flanders (Belgium) to exchange expertise and good practices about city marketing and regional branding.

The project partners from the seven different European countries (Spain, Denmark, Sweden, Romania, the United Kingdom, Croatia and Belgium) gathered on Thursday morning at the city hall 'Oostcampus' in Oostkamp where Jan Compagnol, municipal secretary and Belgian public manager of the year (2013), explained how the former spacious Coca-Cola company was up-cycled to build an attractive city hall and civic centre. The industrial site was turned into a luminous landscape of clouds where the space is reused in a multifunctional and flexible way. The new city hall is a showcase of an attractive reorientation of an old industrial building, inviting inhabitants to visit, by creating a pleasant environment for them and for their employees.

The IBRAVE partners proceeded their journey to the Landscape park 'Bulskampveld' (the largest interconnected woodland in West-Flanders). Valérie Van Haute, project manager at Westtoer (the government organisation that promotes tourism in the province of West-Flanders) gave a presentation on the concept of local ambassadorship: Local business owners (pubs, restaurants, B&B's, ...) can become an ambassador after following a 5 -day course in which they exchange information and learn how to receive and guide tourists and visitors in a more dynamic way. The local entrepreneurs get a lot of assignments during their training (for instance: tell a (hi)story about the area, bring their favourite local product or produce) and also have to work together to create and launch a new package holiday deal.

The third and final stop of the day was in the City of Tiel, where Bart Biebuyck, alderman of local economy, elaborated on some best practices to support local economy in the city centre. Besides a local vision on retail, the implementation of a legislative framework (renovation grants, tax on vacancy, ..) and the revitalisation of the Local Economy Council. The City of Tiel also launched some innovative actions/projects such as the 'Tiel gift card' to boost the local economy. In order to create a pleasant

shopping atmosphere music, flags, wifi, ... were installed in the streets. Other actions include the event 'Window Shopping' which is organised every year in March. During this weekend the shop owners spare no effort to organise a splendid and bubbly shopping weekend: Traditional tailor's dummies are replaced by living mannequins; so, 'window shopping' becomes just slightly different ...

The first IBRAVE day ended with a partner group meeting in which the partners discussed the project progress, communication aspects and several other topics of interest such as the realisation of a toolkit on branding.

On the second day, Friday November 13th, 2015 the IBRAVE-partners participated in a workshop or so called inspiration lab on 'city marketing' in Roeselare (the main city of the Midwest region). Besides a plethora of speakers with international experience, who gave the participants some very useful insights in the do's and don'ts of branding and who inspired the audience with some best practices on place branding, there was also an interactive moment with representatives of different cities and municipalities from the Mid-West-Flanders region. Participants thoroughly enjoyed the exchange of thoughts and views with their foreign colleagues.



In the afternoon the IBRAVE-partners were welcomed by Kurt Himpe, deputy mayor of the city of Izegem, responsible for tourism and external relations and member of the provincial council (West-Flanders). Two other members of the council, Mr. Tom Verbeke and Mrs. Caroline Maertens, also joined the meeting. The deputy mayor presented the city's action plan and planned investments to make it more attractive for doing business and for living. The visit to Izegem ended with a visit to Eperon d'Or, a former shoe factory built in 1910. The Eperon d'Or flourished rapidly and the company made quite a marketing statement in 1930 by constructing a façade in pure art deco style. However, as a consequence of the tough competition from Italy and Eastern Europe, the shoe industry in Izegem was downsized during the 1960s. In 1967, the Eperon d'Or closed its doors. The building is now owned by the city of Izegem and is currently undergoing a huge renovation to be transformed into a visitor centre.

The 4th transnational IBRAVE meeting will take place in Tranemo (Sweden) from May 18 – 20, 2016. The focus of this meeting will be on 'sustainable local action plans with regard to branding'.



ROMANIA

IBRAVE ON THE SPOTLIGHT

On the 17th of February, at 1 o'clock, the Cultural Centre Alexandru Marghiloman hosted the inauguration of the photo exhibition 'Pe plaiuri buzoiene', created by students from Colegiul Economic Buzău. The exhibition is part of the international project IBRAVE (Improving Branding of Rural Areas through Vocational Education) funded by ERASMUS+.

At the inauguration participated representatives of institutions in the educational, administrative and cultural field, as well as teachers and students involved in the project.

Many representatives from institutions in the Educational, Administrative and Cultural field attended the inauguration, as well as teachers and students involved in the project.

The exhibition contains the most beautiful photos taken by the students during their trips organised in many areas of the county in the autumn of this school year, (Berca – Vulcanii Noroioși, Dealul Istrița, Bozioru, Siriu, Cislău, Măgura și Mânzălești).

The purpose was to promote and understand the beauty of our county and to show how many tourist destinations we have. The Cultural Centre Alexandru Marghiloman, as a partner of Colegiului Economic Buzău in this project, will be the host of the exhibition which runs from 17 to 27 February, according to the programme of the institution.

Although it was opened less than a year ago, the Centre has been the perfect location for the organisation of events aimed at people passionate about art. „Pe plaiuri buzoiene” is the first exhibition created by students here. We hope that this will encourage other schools to take advantage of this wonderful centre and show their student's work in a more formal setting” said Raluca Chitacu, Public Relations Inspector at the Centre Alexandru Marghiloman, Buzău.

The areas presented by the students were: Berca, Bozioru, Cislău, Istrița, Măgura, Mânzălești, Siriu, Vulcanii Noroioși. The photos show the beauty of these regions in the autumn. The students also captured aspects linked to the economic development of the areas.

The exhibition was a real success with the public who were happy to see beautiful and unusual things.



ROMANIA

QUESTIONS ABOUT GOOD PRACTICES AT ROESELARE

At its third meeting, the International Project IBRAVE- Improving Branding of Rural Areas through Vocational Education continues to be a challenge for me. Its beginning was at the end of January 2015, when the representatives of the eight institutions involved met at Ceuti-Spain to talk about the project. The expectations were high: each partner came with a set of indicators, the same for everybody, and the University of Almeria was going to provide development models suitable for each area. At the same time, "La Conservera experiment" planned to offer ways of promoting an unused area, the place of the old tin factory being taken by a genuine exhibition of contemporary art.

The model was continued in Belgium with the development of a museum in the place of an old factory which, until 35 years ago, provided footwear for the royal family. The dialogue with the young mayor of the place, the little town Izegem, was interesting. He was very concerned about the roads as well as the proper infrastructure. The approach, the attention for details, together with the highest professionalism which is to be found everywhere seem well worth noticing, not to say "copied" or "developed".

We visited the Town Hall in Oostcamp and I had the impression that I was in another world, with vaulted ceilings, where only the faces of the people who worked in a very transparent way reminded me that they belonged to Earth.

As if what we had seen in Oostcamp was not enough, the mayor in Tielt demonstrated how he managed to encourage the development of the commercial sector, by enforcing a system of differentiated taxes onto those who do not make full use of the space that they own. And I could not help myself thinking about the numerous places in Romania with the familiar tag "For rent".

In the natural reservation at Bulskampveld, the children had a different kind of course, which started with identifying edible mushrooms, then continued with picking them and preparing different menus. And I asked myself again: why, at my age, can't I tell the difference between an edible and a poisonous mushroom? Is it because of the mushrooms?

The last and probably the best experience for me as a teacher, was from a young Dutch city marketing manager, Marieke Lameris, who showed us how the local people know how to promote the

cultural values of their town, Ede. Since here you can see the second largest Van Gogh collection in the world (after that at the Museum in Amsterdam), the local authorities organise real campaigns in schools in order to promote the painter; they aim to recreate the true atmosphere of the time when he lived, also by making food with recipes used by the painter: the absinth biscuits that were offered to us are proof that the Dutch people have not forgotten Van Gogh, 'nor his absinth'.

I wonder...Have we forgotten Brâncuși, or even...Eminescu?



CEUTÍ - SPAIN

CLOSE COLLABORATION BETWEEN LA CONSERVERA AND CEUTÍ TOWN COUNCIL

The need for a closer collaboration with the regional Contemporary Art Centre 'La Conservera' in Ceutí was one of the recommendations extracted from the SWOT analysis carried out for the Lemvig workshop.

During the last months, and promoted by the councillor of Culture, Pura Hernández, and the General Director responsible of the Regional Institute of Culture and Art Industries, Marta López-Briones, professionals from both institutions are working together to promote new UE projects, to open the space to Ceutí citizens and the creation of a dynamisation tourist strategy.

A very successful initiative was carried out on the 21 of February: Outer Seed Shadow (OSS) by APT artist Juanli Carrión is a series of public art interventions that materialises the union between plant and human interaction, using different plant species as representatives of social groups or individuals. OSS It is an investigation that can happen at different geographic levels - county, city, borough, neighbourhood, district, block or building.

La Conservera Contemporary Art Centre is showing OSS#VSM until the 20th of March, a new garden from the OSS series - the local idiosyncrasies of Vega Media del Segura- the county in which the centre resides.



Continuing the series of OSS, the garden installed at the Centre for Contemporary Art Canning is home to the geographical boundaries of the region of Vega Media del Segura in Murcia. This time garden plants have been selected after conducting an investigation into the cultural identity of this region and more specifically about the idiosyncratic relations of the five municipalities that comprise: Ceutí, Lorquí, Alguazas, Cotillas Towers and Molina de Segura.

Last Sunday the artist cooked 'pisto', and one of our councillors cooked some local food, for an encounter with neighbours of Vega Media del Segura County and other towns of Murcia, in which they talked about their idiosyncrasies, their symbolic rivalry and the cultural culinary appropriation. It was an encounter full of very valuable and meaningful conversation accompanied with great flavours.



CEUTÍ - SPAIN

WHAT WE TOOK AWAY

Ceutí found two of the presentations given during our stay in Belgium especially interesting:

The concept of regional ambassadorship by Valérie Van Haute, project Manager Westtoer.

After carrying out the SWOT analysis for the IBRAVE meeting in Lemvig, we confirmed that some people living in Ceutí did not know what the town had to offer tourists.

La Conservera, an impressive Contemporary Art Centre run by the Region of Murcia, has never been visited by many local citizens.

Gastronomy is a big asset in the town, attracting many people from other municipalities.

Valérie Van Haute's project of organising a 5-day course for local business owners was a great idea to implement in Ceutí.

People coming to the town to have some tapas, will ask for recommendations of what is there to see, visit. By using this resource of visitors the restaurants can be the ambassadors.

We are in the process of organising 'training' with bars, restaurants and shops owners, and also by bringing our meetings to La Conservera and other local museums it will help local people to understand their value so not only to send visitors there but for them and their family and friends to perhaps explore too.

Presentation on city branding by Bart Biebuyck, member of Tielt town council.

Ceutí has a very good relationship with the commerce sector the same as seen in the town of Tielt, by organising shopping routes and fairs. The activities in Tielt served as inspiration to new ones in Ceutí. That is why Ceutí is organising a meeting with shop owners to show them the presentation recorded during the 3rd IBRAVE meeting.

INTERESTING FACT

Did you know that Ceutí is sometimes confused with Ceuta, a Spanish autonomous city located on the north coast of Africa? Whereas Ceutí belongs to the Region of Murcia, an autonomous community in the southeast of Spain, Ceuta is situated on the other side of the Mediterranean sea.



Of course the confusion is related to the resemblance of both names, which is not a coincidence. During the XIII century the founders of the farmstead who gave origin to Ceutí village came from Ceuta.



CROATIA

OUTPUT AND SUSTAINABILITY OF THE PROJECT

Here at Ekonomska škola Braća Radić we need to work very hard to market and brand ourselves due to the strong competition we have from city and grammar schools.

Schools in Osijek have the advantage of being in the city and grammar schools have the added advantage of offering a wider range of education programmes.

Being part of the IBrave project we had to participate in the implementation of the intellectual outputs as part of the 'vocational education programme' of the project giving us the knowledge and confidence to see other opportunities / programmes that can help our school and improve our offering.

Since the school programmes in Croatia are rather strict and unified on a national level and cannot be modified at school level, the school board and the Erasmus team has started the process of registering the school as a 'Teacher Training' provider for Economic subject teachers. This training course will provide teachers with workshops and training based on the results and outputs of the Ibrave project such as branding, marketing, promotion of tourism.

The trainers should also be from the partner institutions from the IBrave project, University of Almeria Spain and Exesios BDD from the UK.

Training courses will be organised on an international level and supported by EU in the Erasmus+ programme, KA1, mobility of staff individuals. All details about the training course, programme of the sessions, trainers, preregistration and registration forms can be found on the website:

<http://juralius.com/erasmus/>

This will also ensure constant dissemination of the project on an international level and its sustainability.



Ekonomaska škola braća Radić organised a series of interactive workshops and presentations for their students and teachers in order to inform them about activities taking place in promoting local tourism. These information should help students to write a marketing plan for tourism development in their town and neighbouring area.

CROATIA

ĐAKOVO – THE HEART OF SLAVONIA - PROTECTED SLOGAN FOR OUR CITY

13.10. 2015.

TOURIST OFFICE ĐAKOVO

MARIJA BUREK, HEAD OF THE OFFICE

The first workshop was organised by the Tourist Office Djakovo and took place in the school's library on the 13th September. Mrs. Marija Burek the head of the office, presented their activities on the Tourism Sector on the town level.

The greatest potential for Djakovo is to promote culture, tradition and gastro manifestations. There are a lot of festivities based on traditional customs that take place all year round.

The Djakovo festival of Folk music and dance in July, the Djakovo Carnival in January, the days of Dionis and the Strossmayer's days are to name but a few that can make Djakovo stand out as a place that has a lot to offer visitors both on a national and international level.

Festivals of local and national gastronomy are connected with these cultural events. The local authorities are working hard on branding and protecting local food and traditional dishes.

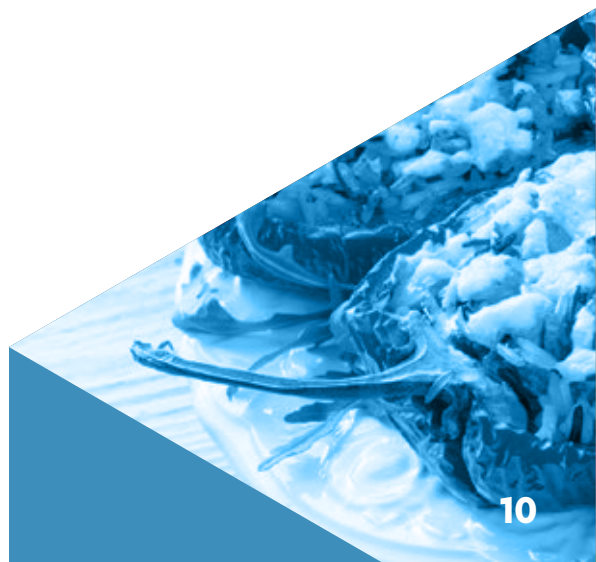
Djakovo also participates in the project Croatia 365 which promotes tourism on a national level all year round, as well as the Tourist Fair in London in 2014 where it represented the tourist offer of the Osijek and Baranya county.

Over the years of tourist promotions of Djakovo and Slavonia a message was used over and over Djakovo - the heart of Slavonia.

As this was so frequently used it became part of every promotional activity and it is now the town's slogan.

The town took the advantage of the slogan's popularity and protected it, so it is necessary to get permission of the town authorities to use it in publications or for commercial purposes.

The number of visitors, domestic as well as foreign, have increased every year which shows that the development of tourism in this area is beginning to work.



CROATIA

VILLAGE PROMOTING AND DEVELOPING RURAL TOURISM

27.10. 2015.

MUNICIPALITY TRNAVA

MAYOR IRENA MIKIĆ, BREZINA

Great News for Trnava and its neighbouring villages.

The mayor of the village Trnava Irena Mikić – Brezina gave a presentation to her municipality as well as the neighbouring villages about their plans for developing the area from a historical point to legislative and the running of the municipality. The wonderful news were that the village applied for EU funds for developing the infrastructure and succeeded to get remarkable sums of EU money.

The municipality is working very hard on making the most of their potential for development of rural tourism - beautiful and clean environment, family farms, vineyards and orchards.



CROATIA

BRANDING CROATIA – BRANDING YOURSELF

29. 10. 2015.

MAGAZINE 'ENTERPRENEUR' & THE PROJECT BE BETTER -
MR. PETAR ĆURIĆ, ENTERPRENEUR

Musician and entrepreneur, Mr. Petar Ćurić who came back from the USA presented the idea of branding Croatia. He pointed out that it is not 'Mission Impossible', but that the great problem in Croatia is the very slow and inefficient legal system for any entrepreneurial initiative as well as insufficient cooperation between some institutions on local and national level. The question which puzzled students most was 'how to make themselves recognisable'?

The workshop Branding Croatia – Branding yourself was organised as a part of the project 'Be Better' of the magazine Entrepreneur and Centre for development and prosperity of Džakovo.

Petar's experience of living and working in America for years, gave him the inside knowledge to present an American view of successful individuals stressing the qualities and skills necessary for success in the world of entrepreneurship.

During this interactive workshop Mr. Ćurić explained the importance of creating a recognisability of Croatian towns, places and finally the individuals themselves.

To brand oneself means to take advantage of your own potential, the things you are good at and use them to impose yourself to your surrounding. That is the way to become a successful entrepreneur, you must learn to appreciate your own qualities. The same should be done with places and countries. They must be aware what makes a place attractive for visitors and use it for their branding.



CROATIA

THE FUTURE OF TOURISM AND ENTREPRENEURSHIP IS IN SMALL AND MEDIUM ENTREPRENEURS

4.12.2015.

FAMILY BUSINESS MAJHEN – KOPAČEVO

The owner of a family company MAJHEN, Mr. Marko Majhen presented his activities for rural tourism. His family company deals with investments and development. Now they are working with cruises on the Danube river and his guests are mainly American citizens.

He pointed out that fast development by small family businesses in the Baranya area has many disadvantages as instead of working together to create larger scale services and improvements to attract tourism they are working against each other - see each other as competition.

By establishing networks and cooperation, the range of services can be wider and the quality level would be raised, which would lead to increased number of visitors.

For example although the number of foreign visitors has increased, there is limited accommodation and capacity on individual family farms. By better networking and creating a database of services offered by all the separate family businesses a long term tourist plan can be created with a much increased potential for accommodating larger number of visitors at any one time.

www.edicosijek.eu/index.php/hr/?start=10

djakovo-danas.hr/djakovo-danas/zanimljivosti/924-ekonomska-skola-braca-radic-u-erasmus-programu

www.facebook.com/IbraveProject

www.ibraveproject.eu



DENMARK

"UNGERÅD" OR HOW TO INVOLVE YOUNG PEOPLE IN THE DECISION-MAKING PROCESS

In the second newsletter we talked about how Lemvig Municipality identified a major weakness through the two studies carried out - a weakness that can be transformed into a great strength. In the third part of the newsletter we will focus on how we are working to obtain that.

A youth network, or as it is locally called an 'Unge Råd', was created with the help and the contribution of the municipality's local schools - Lemvig Gymnasium, Nørre Nissum Gymnasium and the Thyborøn School of Fisheries as well as with the support from LAG Lemvig, Ringkøbing-Skjern.

The new project also involves cross-border collaboration at municipality level, between Lemvig and Ringkøbing-Skjern. The goal with this 'municipality collaboration' is to offer young people the possibility to get to know their own town better, as well as neighbouring ones, in order to enlarge their horizons and to offer them more options and opportunities for when they decide to continue their education or look for a job outside their hometown.

In order to recruit enough members with as different backgrounds as possible, ensuring variety in the network, we used both traditional and non-traditional methods of marketing.

In regards to the traditional marketing tactics we used; direct-mail, print, students' Intranet and Facebook. In terms of non-traditional marketing approaches, we used social events, word-of-mouth, and in week 15 this year 'a guerrilla' marketing campaign is planned, when the drama club from the gymnasium is playing a piece in a glass container downtown.

The collaboration started off well, with the right skills, people and a shared vision!



DENMARK

WHAT WE TOOK AWAY

Lemvig Kommune found the presentation held by Bart Biebuyck, the Alderman of local economy for the city of Tielt, very engaging. He underlined some very interesting ideas and core of actions, such as the music on the shopping street, shopping days with catwalk, the window fashion initiative, Sunday shopping with animations, free Wi-Fi downtown, etc.

Lemvig Kommune was also impressed by how BULSKAMPVELD works with the concept of regional ambassadorship, presentation held by Valérie Van Haute, project Manager Westtoer.

DID YOU KNOW?

Did you know that Lemvig is also known as West Jutland's dimple because of its beautiful location between high hills and ravines - as a dimple in a wrinkled and furrowed cheek?

SWEDEN

NEW RESPONSIVE MUNICIPAL WEBSITE

Tranemo municipality are about to launch a new website. This website will be responsive on mobile phones and other digital devices. Developing a responsive website is something that we know is in line with the future. During the IBRAVE project it has become obvious that all types of different apps will decrease, as more responsive and intelligent websites will be developed as new standards are implemented. These web systems are just as good, if not better to using apps, in the future.

The municipality of Tranemo has previously worked with the program Episerver, but is now building a totally new website using 'WordPress' a content management system.

Veronica, communication officer in the Tranemo municipality, will start to populate and input information on the new website by educating and inspiring all the editors that are spread out through the municipal organisation. We are all excited and are looking forward to the premiere date.

IMPLEMENTATION OF THE NEW VISUAL IDENTITY

During 2015 the executive board of Tranemo municipality made a political decision to update its Visual Identity. The implementation work with the new Visual identity is not an easy task, but now it is starting to set root in all departments and the new identity will soon be recognised throughout the whole municipality, and beyond. The hardest lesson that we have learned and will help us in the future, is how important it is that we all understand what the Visual Identity consist of; it is the brand that we want to disseminate to all of our inhabitants. We all have to stand united to make it work for the whole organisation. This is our face and our identity – "Live life on the green side"



SWEDEN

WORKSHOP 4 IN TRANEMO, SWEDEN

Finally, it will be our turn to host a workshop for the IBRAVE project. We are looking forward to welcoming all partner participants to Sweden and Tranemo and we hope that the theme of the project “Local action plans on branding” will be an inspirational subject during the workshop. The participants will have the possibility to visit some of our top attractions during their stay, examples of these are the medieval castle “Torpa” and the modern and locally produced culture house ‘Glaset hus’. Welcome to Sweden, Welcome to Tranemo where we live life on the green side!

Tranemo does not have a stand-alone tourist information website but instead we are working together with our neighbouring municipality Svenljunga on a tourist information platform called Västsverige (www.vastsverige.com/svenljunga-tranemo) to create a joint offering. This will give the visitor so much more to do, see, stay longer and visit again. Visitors do not care about administrative borders.

Our tourism strategy has identified different areas for development and these are ‘outdoor, culture, history and food’. These same areas are stated in the regional strategy and it is a good way for us to be more visible on every level from a local, regional, national and international markets.

Västsverige.com are about to release a new responsive website and we are working hard to make our product (Svenljunga-Tranemo) as inviting and diverse as possible. We want to attract the right target groups by creating the right tone for them. The new website will be displayed as a BETA-version during February, so please, check it out on www.vastsverige.com/svenljunga-tranemo to take part on our brand new visitors portal. Welcome to Tranemo!



ROMANIA

THE INTERNATIONAL PROJECT IBRAVE PROMOTED BUZĂU AT THE NATIONAL TOURISM FAIR

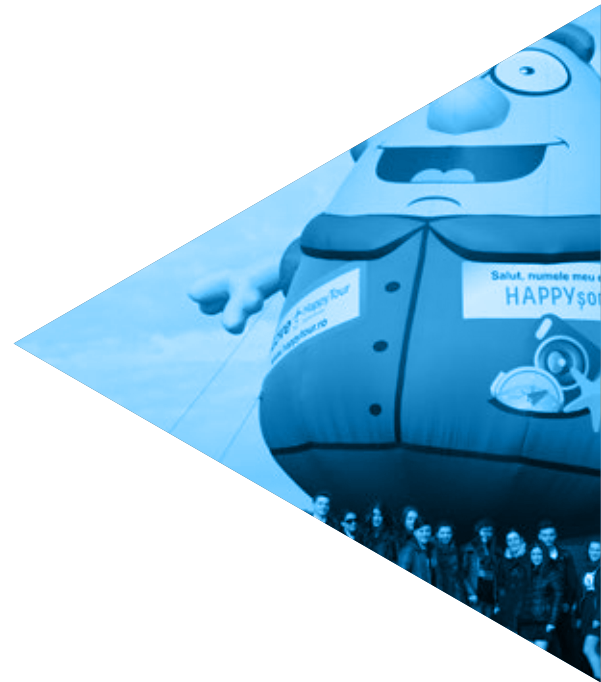
A new activity under the logo IBRAVE promotes Buzău. This time, the location chosen by Colegiul Economic was the National Tourism Fair at Romexpo. 18 students from the college, involved in the international project IBRAVE (Improving Branding of Rural Areas through Vocational Education), shared information about the most important objectives for which our county must be visited.

The students created promotional materials, after visiting several areas of the county organised as part of their first school semester (Berca -Vulcanii Noroioși, Dealul Istrița, Bozioru, Siriu, Cislău, Măgura și Mânzălești). These materials were very successful in promoting the area.

At the stand organised by our partners in this project, The Office for the Promotion and the Development of Tourism and Agro tourism within the City Council of Buzău, the students proved to be the best tourism agents.

Enthusiasm and good communication were the key words of the whole activity.

At the same time, participating in the fair gave the young people the opportunity to see the tourism structures used all over the country. They were in direct contact with all the elements that tourism organisations use in order to establish their marketing strategies and they learnt from the best how important publicity is. The students were accompanied by their teachers Cătălina Poștovei and Irina Costianu.



UK

CHEERS, FROM EXESIOS BDD

Exesios has been very busy looking after the IBrave brand and making sure the rest of the partners have any branded material they need, from pull up banners, folders, evaluation results to newsletters - everything on time and on brand !

During the 3rd IBrave workshop in Belgium, Paul presented the IBRAVE "onbrand" fully responsive content managed website wearing an appropriate "Beer" T Shirt just for our Belgian friends. He explained the different types of content management systems and security issues. From now on the project has an official place of the world wide web www.ibraveproject.eu .

From here visitors can access the social media feeds and an up to date news feed for each member. Eventually this will be the main port of call for the "Toolbox" to be accessed and viewed.

