



IBRAVE
IMPROVEMENT OF BRANDING
FOR RURAL AREAS THROUGH
VOCATIONAL EDUCATION



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A PROJECT CO-FINANCED BY **ERASMUS +** IN COOPERATION WITH:

CEUTÍ TOWN COUNCIL (SPAIN)

TRANEMO KOMMUN (SWEDEN)

LEMVIG KOMMUNE (DENMARK)

VZW MIDWEST DEVELOPMENT (BELGIUM)

COLEGIUL ECONOMIC **BUZAU** (ROMANIA)

EKONOMSKA SKOLA **BRACA RADIC** (CROATIA)

UNIVERSIDAD DE **ALMERÍA** (SPAIN)

EXESIOS BDD (UNITED KINGDOM)



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2-year project aimed at creating more attractive local areas for residents and tourists through developing vocational skills by exploring existing branding methods.

Co-financed by **Erasmus + KA2.**

Starting in September **2014** – End August **2016**

Ceuti (Spain) is the project owner / project coordinator



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Project main objectives:

To develop through cross-border cooperation vocational skills by exploring existing **branding** methods, and identify the most effective methods on a municipality level to strengthen the link between local **SME's** and the **municipality**. There will be a special emphasis on **SME's** with focus on **tourism**, to create more attractive local areas where residents and tourists want to come and stay, and to create **work** opportunities.



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Target Groups

First target group:

Professionals working in the partners' organisations

Teachers working in the partners' organisations

Second target group:

SMEs in the tourism sector

Students of vocational schools

Politicians

New entrepreneurs in the tourism sector



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Problems the project intends to address:

Population is decreasing in rural areas and leaving small municipalities if not located in a big city area.

A lack of common and comprehensive **branding** understanding among **partners** which represent local **municipalities**.

Need to find methods to involve **SMEs** and cooperate with them.

Need to train vocational **students** and **entrepreneurs** on **branding** methods, **local attractiveness** and **new technologies** which can be used.



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Project Partnership:

Spain

Sweden

Denmark

Belgium

Romania

Croatia

United Kingdom

The collaboration consists of **local governments, Vocational Training Institutions, University** and a **private design enterprise** working to find branding methods to design a strategy to put in relevance tourist resources and foster and advise entrepreneurial activities in rural areas.

All of the partners have already worked with the subjects of the project, some of them in previous EU projects. They all have different experiences that will be exchanged during the project.



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Ceutí Town Council – Spain (COORDINATOR)

Population of around **11,200** inhabitants, but very well connected to big city areas.

Despite its size, very interesting cultural offer with 4 museums, but lacks of a promotion strategy to put all resources in value.

High unemployment rates as the rest of Spain.

A business incubator will be developed in 2015. The businesses occupying it will benefit from the **IBRAVE** project.

Previous experience in EU projects related with cultural resources (**CHORD**)

A new app for smart phones is working in the area to promote local businesses.

Contact person: Isabel Serna



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Tranemo Kommun – Sweden

Decreasing population of **11,600** inhabitants.

Tranemo municipality has a strong and long history and tradition of manufacturing and industry. Which is still the case

The education level is low but despite that, the unemployment rate is low compared to the national level.

Tranemo has been involved in the **Trans in Form Interreg BSR** Project, where an **attractiveness barometer** was developed.

LEADER project to develop a tourism strategy with a neighboring municipality.

Contact person: Joanna Larsson



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Lemvig Kommune – Denmark

Municipality of **21,000** inhabitants, considered as a rural area. The population is decreasing.

Occupationally over represented in farming, fishery and traditional industry.

Lower education level than the rest of the country. Unemployment rate represented by people with obsolete skilled training.

The municipality has an active role in providing the workforce with the necessary competences.

They are developing a **Geopark**, in which the SME's will play an important role.

A new branding strategy is in its final stage of funding and will be implemented during the period of the project and based on it.

Contact person: Anders Holm



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Vzw Midwest Development – Belgium

MWD is a regional non-profit organisation which works to promote the innovative and sustainable socio-economic development on the region **Mid-West-Flanders** in Belgium.

One of their priority objectives concerns the sustainable and profound grounding of a strong regional branding strategy with focus on the agro-food sector for the region.

Strong expertise in:

Developing and implementing regional strategic branding strategies.

Bringing together, linking and activating relevant stakeholders.

Developing (regional) communication strategies.

EU projects.

Contact person: Brigitte Smessaert



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Colegiul Economic **Buzau** – Romania

Is a quite large vocational school specialized in business administration and tourism studies.

Most of the students come from rural areas and from poor families. They need new opportunities in their villages through tourism.

Good offer of attraction, but under developed promotion.

Region famous for its wines and some traditional food products.

Experience in developing projects to help their students and parents to find new business opportunities in the rural area.

Contact person: Catalina Ileana Postovei



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Ekonomska Skola **Braca Radic** – Croatia

Secondary vocational business school.

798 students in four different courses: economics, trade business and commercialism, administration and office business and computer technologies.

Situated in an urban area characterized by agricultural area and food production.

High number of unemployed young people in the area.

Strong experience in Comenius projects with the participation of students

Contact person: Vesna Simic



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University of **Almería** – Spain

One of the youngest and more dynamic universities in Spain. Currently the University offers the possibility of studying 48 degree courses, 14 doctoral programmes, 23 official master's programmes and 14 non-official master's programmes.

Marketing Department participating in the project, with experience the Rumor project, an innovative initiative to promote tourism resources of La Alpujarra (Almería) in Web 2.0.

Experience in developing programmes to promote entrepreneurship education specially oriented to employability and new business creation.

Experience in numerous EU projects..

Contact person: Rubén Martínez



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BDD DESIGN



Exesios BDD – United Kingdom

SME company specialising in **Branding**, digital and design projects.

Experience in working with many different sectors.

Members of the British Design Business Association (**DBA**).

Approved Growth Coaches, which tailored advice helps ambitious businesses to achieve rapid, sustainable growth.

Experience in numerous international projects.

Contact person: Paul Brammer



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Project background

CEUTI needs new inputs and experiences in how to work to develop new SME's to tackle unemployment for young people and wishes to develop cultural resources in the municipality.

TRANEMO needs to work on developing the tourism industry, since this is a great reason for inhabitants to stay in the municipality.

LEMVIG have little experience on working between the municipality and SME's in the tourism sector. They are developing a Geopark which involves the participation of local population and businesses.

MWD has difficulty to develop at local authority level a local branding strategy, complementary with a common regional branding strategy, and lacks of skilled staff and resources at local authority level to develop and implement a long term local and sustainable, future oriented strategy.



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COLEGIUL ECONOMIC BUZAU wants to develop its curriculum and work on dissemination materials for this project. The tourism resources is the area need a better promotion.

EKONOMSKA SKOLA BRACA RADIC wants to foster employment & self-employment of rural population, and develop skills of young people by involving them in the research work.

ALMERÍA UNIVERSITY has experience in training for better skills growth and jobs.

EXESIOS will transfer its experience in branding, digital and design projects. This is their first EU project.



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The Process

The **IBRAVE** project is about working together to develop vocational skills on branding and involving SMEs from the tourism sector. The first learners will be the staff working for the project beneficiaries.

FOUR WORKSHOPS

1. GLOBAL/ EUROPEAN/ NATIONAL/ LOCAL SCANNING
2. HOW DO WE SEE OURSELVES? HOW DO YOU LOOK AT US?
3. TRADITIONAL/ NON TRADITIONAL BRANDING METHODS/TOOLS
4. LOCAL ACTION PLANS ON BRANDING

ONE Intellectual output:

A study and analysis of tourist resources to provide advice to foster process innovation and entrepreneurial activities in rural areas



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Workshop 1

Location: CEUTÍ:

Global/ European/ National/ Local scanning

Partners will work on Global/ European/ National and Local branding methods. They will contribute with best practices within their countries, as well as previous experience in EU projects, focusing in: cooperation with SMEs in tourism, tourism related to natural and local resources and apps for smart phones to promote local SMEs and/ or tourist resources.

Presentations from recent apps developed in the Region of Murcia in which Ceutí has participated.

Presentation from Exesios on the theme giving an international approach.



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Workshop 2

Location: **LEMVIG**

How do we see ourselves? How do others look at us?

In order to make a local territory attractive, it is very important to have a right communication strategy. This workshop will explore if the concept we are transmitting to others is being received as we want to. Do the attractions we contemplate are considered as attractions by other people? Are resources that we have not considered attractions for other people? Is the information we are transmitting being received as we want to?

During a semester we will work on this topic. And through a SWOT analysis being carried out in partners territories, we will find out which is the perception others have of us and what can we do to improve it.



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Workshop 3

WINGENE:

Traditional/ non traditional branding methods/ tools

This workshop will explore all branding methods and tools available, those which are traditional and the innovative ones.

Partners will contribute with best examples from their regions/ countries.

After the workshop, MWD will prepare a guideline on sustainable branding methods/ tools that will include do's and don'ts, with the assistance of Exesios.



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Workshop 4

TRANEMO:

Sustainable local action plans/ strategies on branding

In order to being able to attract new residents and tourists to their local territories, partners will work with all the lessons learnt throughout the project period to design common guidelines to develop a sustainable local action plan/ strategy on branding. Afterwards each partner will adapt it to their local territories, taking into account their main tourist resources they want to promote and the target group they want to address.



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The Intellectual Output: Integrated tourist projects, dynamisation plans and plans of excellence.

A Study and Analysis of Tourist Resources to provide advice to foster process innovation and entrepreneurial activities in rural areas.

It will provide a **toolkit** and recommendations:

For local and regional authorities on branding and local action plans.

For vocational schools.

To integrate the project results into their curriculum.

For entrepreneurs:

Innovative ideas of tourism services.

Guide to create apps for smart phones, which will help attracting tourists and getting loyal customers from the locals.



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Other results and outputs.

Partners' SWOT analysis and questionnaires about how others see us.

Guide on examples of good traditional and non traditional branding methods.

Movie developed by Romanian students, with recorded material from every partner showing the project most interesting topics.

4 semester newsletters on each topic development.

Increased skills of participating staff, and other beneficiaries as SMEs, new entrepreneurs and students.



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