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IBRAVE

the way to brand

NEWSLETTER 02

LEMVIG

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IBRAVE GOES TO DENMARK

The Second Transnational IBRAVE Meeting took place in Lemvig, Denmark, where the topics – “How do we see ourselves?” and “How others see us?” were approached.

Prior to the second transnational meeting, the partners received two questionnaires from the Danish partner, questionnaires that had been answered and that helped to shape a SWOT analysis for each partner involved. That SWOT analysis can further be used in order to better comprehend and work with partners’ strengths, and opportunities, improve the weaknesses, and find solutions. The partners came with recommendations based on the SWOT analysis, which later could be translated into actions.

Project partners discussed the conclusions of the last workshop, together with presenting the studies that they undertook prior to the meeting, and their SWOT analyses. The Danish partner described the “Image beyond borders” project, which aim is to attract skilled labour and to increase the number of residents through image development and settlement initiatives, knowledge that can easily be passed further to the rest of the partners.

Exesios presentation “Perception of places & the importance of understanding where we are in the world” was recorded and can be used as a teaching tool by the vocational institutions involved in the project.

The partners visited the beautiful and touristic area of Lemvig Municipality, and the adventure started with a visit at the Bovbjerg Lighthouse, continued with a tour around Thyborøn, a visit at the Coastal Centre, and ended the next day with a tour of Lemvig town, visiting the most popular attractions that the city has to offer.

The third transnational meeting will take place November 12-13, in Belgium, and it will be held by Vzw Midwest Development, where issues such as Traditional/non-traditional branding methods will be addressed.



LEMVIG MUNICIPALITY CONTINUES THE COLLABORATION WITH LEMVIG GYMNASIUM

This year IBRAVE partners carried two studies “How we see ourselves” and “How others see us” based on which each partner shaped a local SWOT analysis, and came with recommendations on how to improve their weaknesses and avoid or eliminate their threats.

Lemvig Municipality focused on the students from our local schools, and students from neighbouring municipalities with a total number of 100 internal respondents and 102 external.

The results of our SWOT analysis and the results of the two questionnaires carried this year with help from Lemvig Gymnasium’s students, revealed one major weakness, which could easily be transformed into strength, namely young people living in the area. The municipality lacks their contribution, and at the same time activities and events targeting the younger generation, which can help stagnate the depopulation process of Lemvig. And that’s the reason why we partnered up with Lemvig Gymnasium and started what it will hopefully be a fruitful and long collaboration based on our IBRAVE collaboration.

This new partnership involves young people in the municipality’s settlement issue through workshops, where their aspirations will be examined, and where they will actively be involved in finding solutions and coming with ideas on how to solve the challenges of young people moving out from Lemvig, to continue studying and take an education, and moving back after graduation. This will also be achieved through collaboration with local companies and local SMEs in order to illustrate the possibilities for exciting jobs in the area.

This will be accomplished through workshops and by creating a youth network/forum, which will give young people influence and a voice in the political debate, and at the same time strengthen their attachment to the area. Lemvig Kommune wants to create relationships between young people, local companies and SMEs, and other institutions from the area. This collaboration will also enable the possibilities for young people to create their own small events and link them on existing ones.

Furthermore, when these students will graduate from the gymnasium, and they will choose to further educate themselves in the big cities, they will automatically be part of the ambassador corps programme, and their mission will be the promotion of Lemvig in big university cities.

Through the undertaken study mentioned above (the 2 questionnaires and the SWOT analysis), Lemvig Municipality also learned that the young people from neighbouring municipalities are not aware of the carrier possibilities and the events in ours, meaning that the municipality is not that VISIBLE, that’s why it is intended through this new partnership and through these new events targeted at young people, to become more visible.



MID-WEST-FLANDERS (BE): A REGION WITH A CLEAR VISION OF THE FUTURE!

In view of the creation of an attractive regional identity and the implementation of a strong regional branding strategy, a region from time to time, has to take a picture of its present situation and as it were, take a good look in the mirror: 'What is our current image in the mind of our target groups (inhabitants, (future) entrepreneurs, tourists and visitors)?', 'What does our region have to offer at this moment?', 'What 'destiny' is our region heading for?', 'Where does our region want to go to in the long term?'. The well founded answers to these questions can form the basis to the outlining of a set of long term goals and targets, with the ultimate goal being the achievement of the desired future position of the region.

For that reason, during the course of the months May and June 2015, the region of Mid-West-Flanders (BE), organised two surveys, one on 'How do we see ourselves?'; to be answered by inhabitants and a second one on 'How do others see us?'; to be answered by tourists, visitors and people living outside the region.

- ▶ Inhabitants from 16 out of the 17 cities/municipalities belonging to the area participated in the first questionnaire.
- ▶ Mid-West-Flanders is not a stand-alone entity, but is continuously interacting with its surroundings: more than 100 stakeholders from 31 cities/municipalities from outside the Midwest-region shared their views and thoughts on the region 'Midwest'.

The results show that the image people have of the region is very similar among both 'insiders' as well as 'outsiders': 'Mid-West-Flanders is perceived as a high-performing region with a strong presence of SME's, a strong commercial and retail business presence and is highly appreciated for the work related-spirit of its inhabitants. In particular, the sector of the agro-food processing industry is seen as a key asset! This image, based on personal assessments, is in fact a confirmation of the fact based SWOT-analysis that was performed in the context of the development of the socio-economic regional pact 'Midwest 2020', early 2014.

Furthermore, these results do not come unexpectedly as the region and its stakeholders have put a lot of energy, since 2007, into developing a regional identity in which agro-food was the

'leitmotif' of the Midwest branding strategy. It is above all an encouragement to further promote Mid-West-Flanders even more widely as one of the most powerful and futureproof regions in the field of agro-food.

Further analysis of the results of the questionnaire offered us the opportunity to formulate some valuable regional, future recommendations/actions:

- ▶ Work especially towards young people to emphasize the attractiveness of the region.
- ▶ Develop more green and social areas.
- ▶ Support tourism and gastronomy.
- ▶ Promote innovation.
 - ▷ Retail (pop up stores).
 - ▷ SME's.
- ▶ Work on social aspects (social cohesion) e.g. loneliness, elderly people,...



CEUTI LOOKS FOR LOCAL AMBASSADORS

Ceuti Town Council is working on the interesting conclusions extracted from the SWOT analysis carried out in May and June 2015.

Based on the questionnaires provided by Lemvig on 'how others see us and how we see ourselves', Ceuti collated information on the main concerns for the local citizens. What was perceived as the most important tourist resources, things that need to be changed, as well as the main reasons for people from other municipalities to visit Ceuti and their frequency, how to better satisfy their demand and how they value Ceuti.

People from 13 different municipalities in the region participated, mainly ones closest to Ceuti. The main conclusions are as follows:

- ▶ Main strengths were local gastronomy, sport facilities, cultural offer, friendly people and places to walk and enjoy nature.
- ▶ Main weaknesses are represented by the lack of job opportunities, absence of a tourist information office, not very good connections by public transport, low educational level and low interest to work on the tourist sector.
- ▶ There are a number of opportunities: industrial tourism, apps and social media to be used for promotion and as information point with a low budget, proximity to big city areas, native English speakers living in Ceuti and the possibility of offering activities in this language, bilingual education by which in the future we will have much more prepared youngsters, the exchange of experiences thanks to EU projects.
- ▶ And also some threats: the economic crisis which cuts the budget for promotion and investment and make young people (especially high educated) wanting to emigrate to other countries, the competition from other destinations, the seasonal tourism (very harsh conditions in Summer).

Through the questionnaires, we also detected that many people from Ceuti were not aware of the main tourist attractions, they had never visited them. Taking the example of the Rumor project from our partner University of Almeria, we realise of the importance of the local ambassadors, one of the best promotion being that of the locals who recommend their own territory. Therefore, as a lesson learnt from the IBRAVE project, Ceuti is working on a strategy to bring opinion leaders to experience the theatrical visits in the 7 Chimneys museums and the workshops for children in the contemporary art centre La Conservera.

We discovered that our gastronomy offer is the main reason for people from other municipalities to visit Ceuti. So our new strategy also contemplates the idea of organising new activities around our tapas bars and restaurants, apart from the successful Tapas Route.



INNOVATION, ENTHUSIASM, VISION, INVOLVEMENT AND TEAM WORK AT COLEGIUL ECONOMIC BUZĂU



Innovation, enthusiasm, vision, involvement and team work. These are the words that would best describe the way in which The IBRAVE Project-Improvement of Branding of Rural Areas through Vocational Education- has started at Colegiul Economic Buzău. At the first work meeting of the school year, which took place on 1st October, the teachers involved in the activities participated together with more than 250 students. On this occasion, the action plan for the following months was set up. Everybody knew what their responsibilities are, what deadlines there are for each type of activity and how the individual and collective objectives can be achieved.

Thus, during this month, the participating students and teachers will go on 8 trips to 8 tourist areas in the county (Istrița Hill, Berca, the Muddy Volcanoes, Bozioru, Siriu, Cislău, Măgura and Mânzălești). Each organiser has the task of collecting information about the tourist objectives, traditions, customs and folklore in the specific locations. After the trips, a Facebook page will be created, containing photographs, short films and the students' impressions about the trip and the area. Another objective is to make leaflets that will offer useful information to travellers (tourist objectives, craft workshops, folk dances, maps, distances, accommodation facilities etc.). At the same time, the students will capture the best images on camera and they will display them in an exhibition especially created for this project. The short films aimed at promoting the 8 areas even better are other goals that the project team has established.

Following the principle according to which 'competition leads to performance', it was decided that the leaflets, the short films and the photographs for each of the 8 areas will be valued within the contest "Pe plaiuri buzoiene".

And that is not all. The magazine "The Key to Success in Business" published this school year will feature interviews with economic agents involved in tourism, reports with and about folk craftsmen, as well as articles that will make reference to the involvement of the local authorities in the development of rural tourism.

And if we have not succeeded in persuading you until now, we are certain that the results of our work will motivate you to visit a fairytale area of Buzău County.

“FISHING PACKAGES” FOR WINTER/SPRING SEASON IN TRANEMO

With the results from the SWOT-analysis in the Tranemo municipality, where one of the most valuable resources turned out to be our natural and outdoor resources, the tourism organisations in Tranemo in Sweden and the neighbouring municipality Svenljunga have decided to focus on fishing tourism during winter/spring. They have a high amount of German and Swedish families and groups of friends that want to experience the silence and the beautiful environment in that part of Sweden, but also the excitement of catching the largest pike and then enjoy all that comes along with spending time together with friends and family.

The first step is to work with the different fish conservation areas and their representatives. Tranemo and Svenljunga have invited them to a meeting to discuss how they can all work together with packages, how to make it easier to buy fishing licenses both online and at the tourism offices, how they can work together with accommodation and restaurants and how a new brochure might be created together. The future plan is to develop a new informative fishing brochure and map, to develop some kind of overall working fishing license and hopefully take part of a national fishing and outdoor fare during 2016.

All of this work has one aim; to encourage all parts of the tourism sector to work together and build new fishing packages for different target groups.

So if you want to experience the joy of fishing, enjoying good, locally produced and gastronomic food and live in the Swedish countryside in a cottage by the lake or at a hotel close to shops and restaurants, you are most welcome to come and visit Tranemo and Sweden!



CEUTI HAS NEW EU FUNDING OPPORTUNITIES

NEW EU FUNDING REPRESENTS AN OPPORTUNITY FOR THE SUSTAINABILITY OF THE IBRAVE PROJECT

The new UE financing period 2014-2020 requires in many cases a strategic approach. Ceutí is situated in a LEADER area. The Government of the Region is in the process of selecting Local Action Groups where citizens' participation is a must. After this selection, Ceutí will have to design a strategy for the territory together with the rest of municipalities within the group, where the IBRAVE project will be present and linked to another EU project "Power to Resist". P2R is a Grundtvig project that finished in July 2015 and which main aim was to reduce the alcohol consumption of young people and delaying the age of their first drink by educating adults and making them aware on the major influence their behaviour has on their children: the mirroring effect. A commission for the Promotion of Healthy Habits has been created where many agents are present and one of its aims is to encourage families to do alternative leisure activities together. And here is where our IBRAVE project, our local ambassadors, the participation of citizens in the tourism strategy plays an important role.



MORE INITIATIVE AT EKONOMSKA ŠKOLA BRAĆA RADIĆE

EKONOMSKA ŠKOLA BRAĆA RADIĆE carried out two questionnaires referring to attractiveness of local community for young people. Each included 100 participants of vocational school students (17-18 year olds) mainly females.

The first questionnaire “How we see ourselves” was carried out in our institution and here are the results.

The participants were mainly born in Đakovo, have lived there since then and show very little interest to move from their birthplace.

A part from going away because of studies of finding employment.

Fewer participants come from neighbouring villages which can be seen from their being members of different associations, mainly local sport clubs and folk dancing groups.

Special important aspects participants pointed out were cultural events and heritage, beautiful nature, healthy environment and gastronomy.

Aspects available in Đakovo are tourism potential and cultural diversity (we have a plenty of minorities), young population, clean environment, good connection with neighbouring municipalities and good road infrastructure.

The most negative thing for the participants is the very low standard of living, lack of available jobs and depopulation. Last year 30,000 people left our town which is a rather large number.

Our students think that our municipality can become more attractive by introducing new creative jobs, developing opportunities for tourism and better transport connections to bigger cities.

The greatest threat to our municipality is depopulation of young people, lack of jobs and investment, closed social institutions due to lack of resources. On the other hand, a minority of young people don't have any intention of looking for any kind of job in tourism, even if they were offered it. Saying that the majority of them would like to work as tourist guides because of the security of a regular salary.

“How others see us” was carried out in economic school in neighbouring towns and here are the results.:

- ▶ Majority of participants are not interested in moving to Đakovo because they consider the town doesn't offer anything interesting for young population nor opportunities for employment.
- ▶ Very few of them visited Đakovo because of family reasons, and some to see its cultural heritage.

Their suggestions for improvement of the present situation and making Đakovo recognisable tourist resort are:

- ▶ Increase rate of visiting Đakovo by better promotion in the tourism sector
- ▶ Include more young people in to different associations
- ▶ Involve them in decision making about tourism possibilities
- ▶ Use young people's suggestion about natural resources and possibilities of their exploration

At the end of research our students concluded that the town municipality should pay more attention to promotion of tourism and use existing resources. They described the situation and the problem in Đakovo very precisely by these words:

“We have a beautiful town and country, numerous resources to be exploited, but our weakest point is organising things and that is where we lose a lot. As individuals we do nothing and expect someone else to do the things for us. In that way a lot of things pass us by.”



MARKETING RESEARCH-AN INSTRUMENT OF LEARNING ABOUT THE REALITY AT COLEGIUL ECONOMIC BUZĂU

The social and economic reality represents the starting point in establishing the objectives of the development strategy of a place or of an area. Starting from this, as well as from the young people's communication and IT abilities, we tried an interdisciplinary approach of the IBRAVE Project, having the marketing research at its core.

The students were really excited to work in a different manner, being asked to gather information themselves and to do marketing research in their own way, choosing one of the two topics: "How the others see us" and "How we see ourselves".

The results were surprising, the final results being real research studies which go beyond the requirements of a usual paper for obtaining the professional certificate.

Within the established context of inclusion in the IBRAVE Project, the students' papers were made of two parts: a paper regarding the main tourist attractions (indirect research) and a questionnaire (direct research) meant to identify strengths and weaknesses of tourist development in Buzău County. After the teacher set the time limits and the available budget, the students decided the size and the structure of the sample and they proceeded to collecting and processing the data.

The collecting method was the Personal Interview, and the

processing was done using the facilities offered by the program Microsoft Excel; they used the knowledge they had acquired in Geography, History, IT, Marketing, Statistics, all of them in an integrated vision. The methods of presentation were tables and graphic representations, followed every time by relevant interpretations and comparisons with other areas and with the average at national level. The SWOT analysis of development was followed by the final report in which the students summarised the main aspects of the research.

The students' were very enthusiastic, the quality of the activity was high and the scientific character of the papers was as expected.



EXESIOS TO GIVE THE PROJECT A HOME

Exesios' main contributions to the workshop were:

- ▶ The local SWOT analysis of Stoke on Trent 'How we see ourselves and how others see us?' This was collated and presented by Eleni Brammer

[VIEW](#)

- ▶ The second of the Exesios' lectures 'Perceptions and Benchmarking' presented by Paul Brammer, dealt with various perceptions of places as measured by international league tables for both countries and cities. Also examples of different approaches to targeted tourist groups (the Chinese) and the importance of good communication as in the Farnbelt example where different groups initially had conflicting worries of the reasons for construction but through a good communication strategy and potential conflicts were averted. The relevance of "made in place" also was touched upon as some of the partner regions are famous for this. Delivered in a light hearted way by Paul the subject matter was a collation up to date data from a comprehensive collation of the main international leagues tables graphically illustrated within the new IBRAVE brand style.

[VIEW](#)

- ▶ Exesios also decided to design and create an IBRAVE fully responsive website although this was not part of the project requirements. This is a time consuming and costly exercise but Exesios felt it was necessary to have a modern communication platform for the "Branding" project (practice what we preach, so to speak).

So much more beneficial to have 'one global' project reference point. This is employing "best practice" principles to the IBRAVE communications mix. From here all of the other methods ie Facebook, Twitter and Pinterest can be accessed through the site as well as current and past workshop newsletters, resources and so on.

The website is to be completed by the next workshop in Belgium and will be presented by Paul as part of the "modern" branding tools requirement. We believe that experiencing and using is better than artificial examples.

Other input by exesios was to design BRANDED COLLATERAL MATERIAL for the project such as questionnaires, document templates and newsletters for the partners to be able to use.

