



WHO WE ARE

Introduction

Leader + is one of the four initiatives financed by EU structural funds and is designed to help rural actors consider the long-term potential of their local region.

Encouraging the implementation of integrated, high-quality and original strategies for sustainable development, it has a strong focus on partnership and networks of exchange of experience.

The Council Regulation (EC) No 1257/1999 on support for rural development provides for a series of actions aimed at implementing a policy that should not only increase the competitiveness of the agricultural sector in rural areas, but should also promote the development of new activities and the creation of new jobs so that these areas may continue to represent a dynamic socio-economic context. The initiative promotes the implementation of top quality and original integrated sustainable development strategies relating to the forms of:

- Promotion of the natural and cultural heritage;
- Strengthening of the economic environment in order to support the creation of new jobs;
- Improvement of the local Communities' organisation capacity.

The Local Action Group Euroleader s.cons.a.r.l.

LAG presentation

LAG Euroleader is one of the Local Action Groups selected by the region Friuli-Venezia Giulia for the implementation of the Leader II Community Initiative in the mountain area. The LAG is responsible for the realisation of the Local Development Plan in the area of Carnia and Gemonese.

LAG Euroleader is a limited liability company, regularly registered at the Chamber of Commerce for Industry, Agriculture and Handicraft of Udine. The company was established in Tolmezzo on the beginning of 2002 by the LAG Carnia Leader (located in Tolmezzo) and the LSG Prealpi Leader (located in Gemona del Friuli) fusion.

The LAG Euroleader main aim is to promote a network among different stakeholders in Carnia and Gemonese area with the purpose of supporting economic, cultural and social development through a bottom up approach

The territory of LAG

The areas included in the Community Programme Leader + (2000 – 2006) for the Friuli Venezia Giulia Region are the most peripheral hilly and mountain areas and areas at the foot of a hill (defined as rural according to the criteria indicated in the Communication Notice 2000/C 139/05) in the provinces Udine and Pordenone. LAG Euroleader is located in the Mountain Area of Udine Province.

Municipalities included in the Local Development Plan: Amaro, Ampezzo, Arta Terme, Artegna, Bordano, Cavazzo Carnico, Cercivento, Comeglians, Enemonzo, Forgaria nel Friuli, Forni Avoltri, Forni di Sopra, Forni di Sotto, Gemona del Friuli, Lauco, Ligosullo, Montenars, Ovaro, Paluzza, Paularo, Prato Carnico, Preone, Ravascletto, Raveo, Rigolato, Sauris, Socchieve, Sutrio, Tolmezzo, Trasaghis, Treppo Carnico, Venzone, Verzegnis, Villa Santana, Zuglio.

LAG's Partnership

The LAG Euroleader is currently composed by private and public Corporations as follows:

1. Comunità Montana della Carnia (Mountain District – public body)	(21,83 %)
2. Comunità Montana del Gemonese, C.del Ferro Val Canale (Mountain District - public body)	(21,19 %)
3. Mountain Development - Agency Agemont S.p.a.	(13,65 %)
4. Association of Cooperative Friulane	(7,16 %)
5. Agenzia di Informazione e Accoglienza Turistica della Carnia	(6,82 %)
6. Udine Local Federation of Agriculture entrepreneurs	(6,82 %)
7. Friuli Handcrafters and SMEs Union	(6,82 %)
8. Association of Friuli Venezia Giulia Pro Loco	(6,82 %)
9. Udine Trade Association	(6,82 %)
10. Touristic Services Consortium of Forni di Sopra	(2,05 %)

Euroleader S.cons.r.l. Local Action Group of Carnia and Gemonese Area

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Working Office: Via C.Caneva n°25, Gemona del Friuli, Tel. 0432 972214

Capital of Company : euro 14.656,00 - registered at the Chamber of Commerce for Industry, Agriculture and Handicraft of Udine on 25/01/2002, N. 02225450309

Codice Fiscale e Partita IVA: 02225450309, REA N.244558

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Board of Directors

The Board of Directors is currently formed by 7 members

1. **Daniele Petris** (president, appointed by Comunità Montana della Carnia)
2. **Claudio Polano** (vice-president, appointed by Comunità Montana del Gemonese, C.del Ferro, Val Canale)
3. **Gianni Coradazzi** (appointed by Consorzio Servizi Turistici di Forni di Sopra)
4. **Oscar Chiappolino** (appointed by Agemont SpA)
5. **Franco Molinari** (appointed by Associazione fra le Pro Loco del Friuli Venezia Giulia)
6. **Velia Plozner** (appointed by Unione Artigiani del Friuli e Piccole Imprese)
7. **Sergio Rodaro** (appointed by Federazione Provinciale Coltivatori Diretti di Udine)

Board of Auditors

The Board of Auditors is formed by 3 members: the president Sergio Tempesti and auditors Daniele Delli Zotti and Auro Paolini.

Staff

LAG's organigram currently includes:

- Director: **Franco Marchetta**
- Animators: **Cristina Caioli, Barbara De Monte**
- Administration: **Paola Scarsini, Chiara Forabosco**

LAG has recently increased not only the number of its members but also its technical staff through the recruitment of experts with appropriate skills for performing its tasks. LAG has a flexible organigram with one employee (Administration) and collaborates with external technical experts that have had a stable and continuative work relationship with the Company for several years: **Cristiana Agostinis, Michela Giarle, Michel Zuliani, Sandra Romanin, Denis Baron, Gaetano Vinciguerra, IRTEF Research Institute.**

Contacts

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National Network

In Italy there are 109 Local Action Groups involved in the implementation of Comunitarian Initiative Leader Plus (3 are in Friuli Venezia Giulia Region) and they have a common point of reference in the National Network for rural development actually managed by the temporary scope association named INEA-Agriconsulting (www.reteleader.it).

ACTIVITIES

Communitarian Initiative Leader +. Local Development Plan of Carnia and Gemonese Territory

(public co-financing: euro 4.060.166,66)

The slogan chose by LAG Euroleader to explain its local development strategy is: **People and Networks for local development.**

The Local Development plan aims to act:

- on cultural model in order to reinforce, in particular in the Young people, the sense of territorial membership;
- on management model to promote the local stakeholders networks;
- on productive model because working for the enhancement of local resources could be also a good approach in order to achieve a positive impact on economic growth (i.e.: new job creation for young people and women).

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LDP ACTIONS	Strategy and Interventions
1. Information and Communication Activities	To set up information and communication activities on local development in order to promote a territory knowledge and rooting <i>Interventions:</i> <ul style="list-style-type: none"> • meetings to present in the Territory LDP opportunities; • information package (brochures, dépliant, ...); • meetings, seminars and workshop for local stakeholders; • forum on local development.
2. Young people and local identity	To promote, trough cooperation projects linking schools, local bodies and enterprises, the territory knowledge and rooting in young people
	Pr.1 Territorial, enviromental and local activities education <i>Interventions:</i> <ul style="list-style-type: none"> • information and technical assistance on project design; • support in the working group organisation; • set up of Laboratories of Excellence; • dissemination activities; • seminars and meetings on school and territory topics; • support at integrated projects with schools, local bodies and associations.
	Pr.2 Schools in network <i>Interventions:</i> <ul style="list-style-type: none"> • information and technical assistance on project design; • Grants for structural interventions to improve a common technologic standard of local schools • creation of specific web spaces for school; • set up and implementation of an on-line system of communication among school;
	Pr.3 School - Job - Future <i>Interventions:</i> <ul style="list-style-type: none"> • information and technical assistance on project design; • cooperation in the definition of an innovative training system linked with enterprises needs; • support in the creation of alternation school and job; • specific actions focused on schools, enterprises and students families in an innovative approach
	Pr.4 Associagiovani <i>Interventions:</i> <ul style="list-style-type: none"> • information and technical assistance on project design; • grants and support to projects presented by local bodies, associations and foundations.
3. The Elderly and local community	To promote the integration of the elderly in the community and the exploitation of their knowledge and competencies <i>Interventions:</i> <ul style="list-style-type: none"> • information and technical assistance on project design; • feasibility research in collaboration with Local Health Agency; • dissemination activities; • grants for structural investments; • support to transport services.
4. Ecomuseo	To define a model based on local identity to create economic growth, better quality of life and young employment <i>Interventions:</i> <ul style="list-style-type: none"> • information and technical assistance on project design; • elaboration of a local resources map; • grants for structural investments; • local network creation; • meetings, seminars, workshops, conferences and promotion activity organisation.

5. Training	Training activities for volunteers of local associations <u>Interventions:</u> <ul style="list-style-type: none"> • short training activities; • seminars on local development; • stage for volunteers of local associations.
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LEADER COOPERATION PROJECTS
(Lead Partner Montagna Leader)

Within the framework of the Communitarian Initiative Leader +, Axis II – Cooperation, Euroleader is involved in two cooperation projects.

- "ECONET EUROPE" – a Vehicle for Rural Development is a transnational cooperation project. Its main objectives are: promoting new forms of communication and awareness on a European level in the areas of environmental education and sustainable development developing innovative services for younger generations and people involved in current local development programmes finalized to their greater involvement in these activities while creating and expanding a European network that will guarantee the actions' quality and continuity.
- IMPROVE – Countryside services to improve viability in rural areas is a transnational cooperation project. The project is mainly addressed at the young people and at the small entrepreneurs of rural areas in order to set up and implement a good networking based on local resources.

S.PR.IN.T. PROJECT
(Lead Partner: Mountain Development Agency. Amount: euro 87.999,99)

S.Pr.In.T. is a project on integrated economic development in the Mountain area financed by ESF – OB2. There are two main activities developed by LAG Euroleader:

- Info Point Sprint
The local info point named Info Point Sprint aims: to guarantee a global dissemination of objectives and results of S.Pr.In.T. project; to support SMEs through information activities and technical assistance.
- Territorial Marketing

Additions Regional Programme
(public co-financing: euro 430.333,33)

The LAG was also appointed by the Region Friuli Venezia Giulia to manage additional regional funds for the Mountain area development

The Additions Regional Programme interventions are integrated with LDP strategy:

Support for initiatives focused on the local identity promotion
LDP area is able to identify some products as typical production of the territory, strong linked with its environmental, cultural and historic heritage. The initiative aims to co-financing projects based on local products identification, rediscovery and promotion as concrete opportunity of economic growth.

- Actions for the creation of a bed&breakfast integrated network
- Construction or reuse of buildings to create new beds for Bed&Breakfast activities;
 - bed&breakfast network creation.

<i>Actions</i>	<i>Amount</i>		
	<i>Mountain Found</i>	<i>Local Co-financing</i>	<i>Total</i>
Support for initiatives focused on the local identity promotion	€ 230.000,00	€ 57.500,00	€ 287.500,00



Actions for the creation of a bed&breakfast integrated network	€ 150.000,00	€ 100.000,00	€ 250.000,00
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Art.3 Regiona Law n°12/2003 Programm of interventions

(Lead partner: Carnia Mountain District. Amount: euro 200.000,00)

The programm is articulated in two main projects:

- *Project A. Definition of the Territorial Information System of Carnia Mountain District.*
- *Project B. Environmental education towards sustainability.*

INNOREF Project (Regional Framework Operation). Sub-project StraS.S.E. Comunitarian Initiative Interreg III C

(Lead Partner: Torre, Natisone e Colli Mountain District. Amount: euro 20.000,00)

Innovation and Resource Efficiency as Driving Forces for Sustainable Growth - INNOREF

The operation aims at achieving a higher added value by improving the use of local resources, setting up and promoting sustainable product lines, establishing cooperation between different sectors and suitable regional marketing structures. These objectives will be reached through a participatory process aimed at developing resources efficiency and innovation. Each Region has created its Professional Service Center (PSC); this structure has the function of supplying free technical assistance and help desk services, thus offering competences and advises to sub-project participants, communities, enterprises and single persons.

In the Framework on INNOREF Project was financed 8 sub-projects: Euroleader is involved in one of this.

STRASSE: Strategic Spatial Planning and Sustainable Environment is a project for the Strategic Spatial Planning and Sustainable Growth of the partners area with particular attention to environment caring and population needs. Strategic Spatial Planning and Sustainable Growth is related to three crucial dimensions of sustainable development:

- Spatial conditions for business and efficient infrastructures
- Economical use of land and protection of natural resources
- Social and geographical cohesion

The main issue of the project will be obtained by a participatory process which will be oriented on developing strategic planning methodologies for the project-area by using, as monitoring tools, a set of sustainable development indicators in order to evaluate the effect of the Plan's strategy. These indicators will be defined during the planning process.

GRIP-IT Project (Regional Framework Operation). Governance of Regionally Integrated Projects using Innovative Tools. Structural funds implementation in an integrated approach

Comunitarian Initiative Interreg III C

(Lead Partner: Hradec Kralove Region)

Aims at promoting integrated projects approach in the implementation of Structural Funds. Its contribution to the objective will be the production of innovative tools of governance and institutional models for planning and management of Integrated projects.

The Operation will promote and finance subprojects for transnational partnerships, for creation and testing of innovative practices in subprojects, exchange of expertise, production of methodologies for territorial subprojects, thematic projects, public private partnerships.

The Outputs: subprojects, presentation of good practices, International conferences and workshops involving social and economic actors.

The Results: integrated projects using innovative methodologies will be promoted in the partnership regions,

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GRIP-IT will produce stronger impact of Structural Funds in the next programming period, helping to focus interventions and maximize multiplicative effects.

Territorial Working Groups are the concrete instrument chose in order to produce the intended outputs, results and impacts, and achieve the objectives of the operation. GRIP-IT is based on territorial Partnership promotion for innovation and transfer of expertise at transnational level.

GRIP-IT Project (Regional Framework Operation). Sub-project LoProDeN - Local Product Development Network (Foundation and start a cooperation in the GRIP-IT partner regions)

Comunitarian Initiative Interreg III C

(Lead Partner: Pannon Handcraft Cluster - West-Pannon Region (Hungary))

The sub-projects participants regions, West Pannon Region in Hungary, Basilicata and Friuli Venezia Giulia Regions in Italy, produce many local products – handcrafts and foodstuff -, but in each region the marketing strategy, the selling networks and the trading rules are different. The sub-project aims at networking the local producers of the three regions, interested in the international co-operation, in order to exchange experiences and best practices (through the organization of workshops, trainings and meetings) and develop a joint marketing strategy. In addition, LoProDeN will improve a web store, in which the regional producers can show and sell their own products.

GRIP-IT Project (Regional Framework Operation). Sub-project TONE - Tourism Network in Historic Centres. Integrated project linking past and future ESF programming period.

Comunitarian Initiative Interreg III C

(Lead Partner: Comunità Montana Basso Sinni -Basilicata Region (Italy))

The sub-project is focused on a new integrated system of local development. On the basis of the past interventions, carried out by the three participants regions in the last programming period, TONE will increase the tourist services through the identification of the existing attractions, the definition of cultural and gastronomic itineraries, the creation of new small enterprises in the tourist sector and the improving of the accommodation facilities in the historical centres (widespread hotels). The sub-project will also strengthen the marketing of the local products, contribute to the regeneration of the local spa, identify an effective and efficient management model for the sector and define the tourist offer from a regulatory point of view. The overall goals of the TONE are (i) testing a new integrated approach in the field of sustainable tourism development as a starting point for the next programming period; (ii) identifying the most virtuous strategies aiming at strengthening the local factors of development and at empowering the communication capacity of the areas, their competitiveness and appeal; (iii) elaborating a document useful as a reference normative for the widespread hotels; (iv) defining a draft of IP proposes; (v) developing an integrated methodology for multi-funded initiatives implemented in each region in the framework of Structural Funds; (vi) creating an innovative strategy to conserve and enhance the environmental and cultural heritage resources in historic centres with tourism potential.

Corso IFTS “Tecnico superiore per l'organizzazione ed il marketing del turismo integrato”. POR Ob. 3 – 2000/2006 Asse C, Misura C.3 “Formazione Superiore” del FSE

(Promoter)

LAG Euroleader is one of the promoters of the training course "Manager of tourism integrated marketing" designed by Enaip in collaboration with Udine University, Promotur, the Chamber of Commerce for Industry, Agriculture and Handicraft, the tecnic and trade institutes "M.Gortani", "Marchetti" and "Bachmann".

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