



**Euroopan maaseudun kehittämisen maatalousrahasto:  
Eurooppa investoi maaseutualueisiin**

**Leader Community Program Action 421 Transnational cooperation**

**RURAL FAIR -**

transnational project 1.1. 2013–31.12.2014

**Partnership is formed by following applicants:**

**LAG Aktiivinen Pohjois-Satakunta ry  
Keskuskatu 51 b  
38800 Kankaanpää, FINLAND**

**and on its part the project managed by  
Municipality of Honkajoki  
Masiinamessu Fair Organisation  
and**

**Partner LAG 1  
LAG DonauBöhmerwald  
XXXXXXXXXXXXXXXXXXXXXXXXX  
Austria**

**and**

**Partner LAG 2  
LAG Järva Development Association  
XXXXXXXXXXXXXXXXXXXXXXXXX**

**and**

other interesting ones.

## 1. **Abstract**

For centuries the commercial affairs in Europe were restricted in special areas, situations in legacy with the different periods of the years stage and then finally in certain historical market towns. Different products like handicrafts, machineries, local products, local raw materials and bigger commercial events attracted people also from a long distance to participate in market events even from foreign countries. From this kind of commercial activity is surviving only market event-typology transformed in thematical fair events as the rural areas have mainly lost the historical sense of the fairs as mix of culture, traditions, presentation of special professional knowledge features.

From other hand we could develop collaboration between European rural areas smaller and mediumrange events as actually this kind of networking doesn't exist nearly at all. The fair event should be, however, interpreted from the modern point of view, but just developing further ahead the events. An event can't be steadily with the same content and same kind of organizing schedule as something of new should be always intended, but in the same time maintaining the event's format and basic idea. The exchange of organizing ideas and examining how in other fair /rural events are organized can be of great utility for proper fair organization. The fair audiences interest is

Rural Fairs -transnational project has the aim of being an international facilitation project, which aims to network the participating areas and local actors who are willing to promote the rural fair activity.

The main aim of the project is:

- to support and encourage the international aspects of existing or newly established fair/market events
- to change experiences
- to research the new opportunities as regards the marketing abroad and getting new exhibitors
- to promote the collaboration between entrepreneur categories like carpenters, wood processing sector, producing handicrafts, local food products etc.
- to make possible for existing organizations to market themselves and gain experience and recognition in organizing rural fairs
- promote collaboration between fair organizers testing the event and changing experiences
- developing of side activities for the fair (competitions, common initiatives, thematical changes, presentation of certain commercial categories in different European countries or thematics commonly

The co-coordinator of the project will be LAG Aktiivinen Pohjois-Satakunta/Town of Kankaanpää. The project will be conducted in co-operation with other domestic partners as well the international partners.

The projects domestic partners are Municipality of Honkajoki [www.honkajoki.fi](http://www.honkajoki.fi) and Masiinamessut Fair Organisation other associations of category (entrepreneurs)

The international partners are:

1. Austria, LAG DonauBöhmerwald
2. Estonia, LAG JAP Järva Development Association
3. xxxxxxxxx

A project supervisory group made up of representatives of partnership parties and they will oversee the running of the project.

The project is intended to be implemented 1.2.2013 – 31.12.2014 (the time schedule varying partner by partner).

## **2. Needs and background**

The partners feel in proper areas the necessity to develop the opportunities of the rural commercial events and fair events and develop the opportunities of local entrepreneurs to promote the proper category of work also abroad (proper products).

Many of the existing fair events are in so called steady basis (status quo) and doesn't attract more visitors any more as the concept has not been renovated enough. If the event is staying too much time in the status quo-situation the decline of event will be in sight.

## **3. Target groups and promoters**

The main target group area of Pohjois-Satakunta and partner areas which are interested in developing of local fairs, creating new fair events in collaboration with foreign partners and associations of category.

A letter of intent has/will be signed by participating partners with reference to intended joint actions.

A project supervisory group made up of representatives of these parties will oversee the running of the project.

## **4. Aims and assessment**

The main aims of the project are;

- a) to create a support networking between fair event and encourage exchange of best practices in organizing and getting the fair offer more multisided
- b) to assist existing and new rural fair collaboration formations.

Achieved results can be assessed by the numbers of fair participants , new local entrepreneurs groups/networking and new showcases as well as by increased media presence, international participation in fairs

b) Requalifying of “ fair events ” to international level

Quantitative aims will be the requalification as international event and preserving of jobs and the proper events in rural area

c) developing new fair products and services, production of material

d) training and schooling (alternative)

e) organizing common projects fair department in every target areas (minimum one happening) thus that foreign partners can come to present/sell products within the fair department and visit possible commercial partners form partner countries

f) fair testing, foreign partners visitors groups “test” the fair organization, services and give developing ideas

g) entrepreneurs clinics – for entrepreneurs participating in fair organized a possibility to meet proper sectors representants and present commercial proposals of collaboration/products

As well as qualitative aims such as increasing equal opportunities, increased local/national/international co-operation, increased quality of life, and increased interaction between town and countryside increased activity and relationship between European areas.

## ***5. Tasks and modalities/Joint actions***

Rural Fair -international project is to be conducted as an international community development project (Leader measure 421), which centers on the following themes as joint actions:

1. Fair sessions in partner areas with common department in fair
2. Entrepreneurship networking and clinics within fairs (for instance forest sector, carpentry, handicraft, food production et)
3. Common fair development work between partners
4. Fair event testing-sessions by partners in occasion of fairs
5. Video production of the project – production of DVD on fair events and rural territories
6. Networking of fairs (measures to be discussed)

7. Marketing of fairs interterritorially within the partner fair events (common department + website)

Indicative timetable of joint actions attached as a schedule.

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## **6. Timetable**

The project is intended to be implemented between the time lapse of 1.2.2013 - 31.12.2014.

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## **7. Resources**

LAG Aktiivinen Pohjois-Satakuntary will take care of the running and co-ordination of the project by its common parts and steering meetings. National accounting will be taken care of at the each single partner projects expense as part of general accounting procedure. The partners will care accounting by themselves according to national rules.

Organizing transnational working schedule:

Every single project partner organises proper work basing to proper funding.

The LAG Aktiivinen Pohjois-Satakuntary:s project will employ persons on regular basis, but use also volunteers and professionals already engaged in fair organization. The local (each area) project leader will be responsible for day to day running of the project, reporting, organizing events and dissemination of information. The partners will cure the proper activities and employing of personnel in proper countries and areas independently and follow the instructions on project result dissemination and respond by their part on proceeding of the project only by common parts.

## **8. Budget and financing**

Each partner has the proper budget. No transfers of funding are needed.

Each partner covers the proper expenses (accommodation etc). The fair department and space is offered by organizing partners (tex. Masiinamessut/LAG Aktiivinen for the participating for Finnish event and then following time tex. Austrain partner offers space for participating).

Minimum participation budget is not required ( a part on national basis and on every single nations regulations).

## **9. Risks**

The greatest risk involved in the project would be a failure or inability to activate and communicate with the target audience and operatives. To communicate with and activate the target audience will require the correct type of information being released at the correct time and in the using the correct methods, as well as getting partners to fully commit to the project.

## ***10. Organization and leadership of TNC supervision***

A project supervisory group made up of representatives of these parties will oversee the running of the project.

The transnational supervisory group will meet regularly, at least 2 times during the project life cycle. It will have the purpose of supervising the process of the project and ensure that it stays within budget, as well as being a support group for the project leader or responsible of managing. The meetings can be organized in connection to common activities.

Other professional services required by the project will be organized through outsourcing.

## ***11. Monitoring and information***

Monitoring of the projects progress will be conducted according to the rules set by the project funding organization (a progress report halfway through and a final report at the end of the project). The project leader shall be responsible for writing the reports with the collaboration of the partners by proper part.

Distribution of information about the project will include both internal and external dissemination. Internal dissemination will be between participants in the project (the supervisory group, youth taking part etc) and will consist of e-mail, personal contact, the projects home pages and Facebook (other social media can be used as well).

External dissemination will be towards partner groups and the general public. External dissemination shall be conducted with the use of relevant media outlets (topics will include the beginning of the project, project related journeys/camps/training periods etc, the ending of the project, results and future continuation etc), the projects home pages and Facebook (other social media can be used as well).

The projects home pages shall be at least in part bilingual (Finnish and English) and will contain among other things, details of the project, details of upcoming events, sound and video recordings made during the project and presentations of bands participating in the project.

Dissemination of information will be the responsibility of the project leader and partners.

