

# ADVISOR: NEWCASTLE UNIVERSITY

STUDENTS: 23 000  
STAFF: 2500

UK

**The Centre for Rural Economy** (CRE) is an interdisciplinary university research centre working at developing novel and innovative approaches to rural

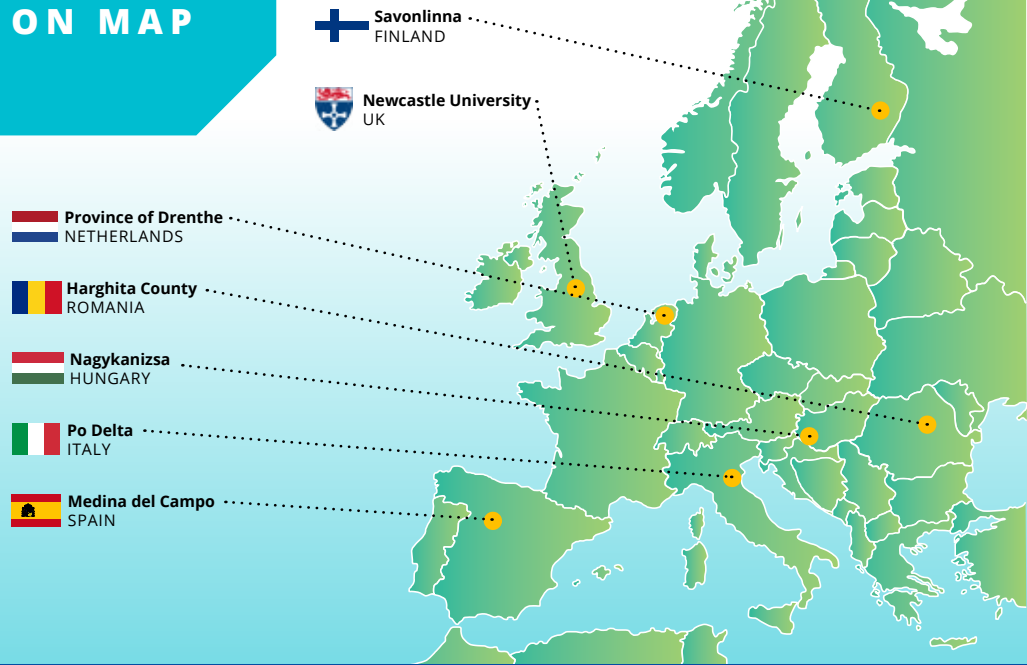
economy. CRE is part of Newcastle University's School of Agriculture, Food & Rural Development. We have expertise in networking and

exchanging activities and transferring ideas between research and practice.



By Sarah Cassidy - Own work, CC BY-SA 3.0  
https://commons.wikimedia.org/wiki/File:By Sarah Cassidy - Own work, CC BY-SA 3.0  
http://commons.wikimedia.org/wiki/File:By Sarah Cassidy - Own work, CC BY-SA 3.0  
http://commons.wikimedia.org/wiki/File:By Sarah Cassidy - Own work, CC BY-SA 3.0

## PARTNERS ON MAP



## FOLLOW PROJECT

Visit our website: [www.interregeurope.eu/ruralgrowth](http://www.interregeurope.eu/ruralgrowth)

Social media: @RuralGrowthIE



## TOGETHER WE BOOST RURAL GROWTH AND INNOVATIVENESS OF SME'S

An interregional cooperation project for improving SME competitiveness policies

RuralGrowth aims at improving policies supporting small rural businesses within the visitor economy through stimulating the uptake of green innovative solutions serving as a launchpad for SME competitiveness and a driver for sustainable development in rural regions.

### Project Partners

- Municipality of Medina del Campo (ES)
- Savonlinna Business Services Ltd (FI)
- Local Government of Nagykanizsa (HU)**
- DELTA 2000 Consortium Ltd (IT)
- Province of Drenthe (NL)
- Harghita County Council (RO)
- Newcastle University (UK)





# SAVONLINNA

REGION: SOUTH SAVO



Finland

**SOUTH SAVO (ETELÄ-SAVO) IS KNOWN FOR ITS UNIQUE LANDSCAPE; LAKE SAIMAA - THE FOURTH LARGEST ONE IN EUROPE, LABYRINTHINE ARCHIPELAGOES AND ENDANGERED RINGED SAIMAA SEAL. IT IS ALSO VALUED FOR ITS CLEAN AND FORESTED NATURE, SAFE ENVIRONMENT AND VERSATILE SERVICES.**



History  
Castle of St Olav



Culture/Event  
Opera



Nature  
Lake Saimaa district



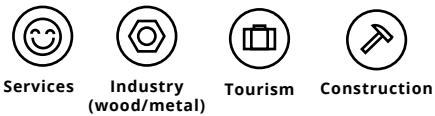
Saimaa ringed seal



"Super" Food /  
Blueberry

**South Savo** is known for its unique landscape; Lake Saimaa - the fourth largest one in Europe, labyrinthine archipelagoes and endangered ringed Saimaa seal. It is also valued for its clean and forested nature, safe environment and versatile services.

### THE MAIN WORK PROVIDERS:



### PARTNER: Savonlinna Business Services Ltd (SYKE)

**Helps companies establish, expand, develop and internationalise their business and operations. Our experienced staff are ready to respond to all business related challenges and needs.**

### WE OFFER

- Destination development tools
- Business incubation services
- Innovation process management
- Experience in gross-border cooperation
- Well-functioning SME support schemes

### OUR EXPECTATIONS

- Digital platforms for direct distribution
- Reaching visitor markets more efficiently
- Bartering good practices and innovative ideas
- Sustainable destination management tools
- New innovative rural startups

### AREA INFO



READ MORE  
[WWW.VISITSAIMAA.FI](http://WWW.VISITSAIMAA.FI)



# MEDINA DEL CAMPO

REGION: CASTILLA Y LEÓN



Spain

**MEDINA DEL CAMPO IS KNOWN AS THE VILLA DE LAS FERIAS AND IT IS LOCATED IN THE PROVINCE OF VALLADOLID, CASTILE AND LEÓN AUTONOMOUS REGION. ITS ECONOMY IS MOSTLY BASED ON FARMING AND RELATED PROCESSING INDUSTRY AND TRADE.**



History & Heritage



Enotourism



Culture



Wine



Easter Events

**Medina del Campo** is renowned for the historic tradition of fairs and events. Its visitor economy relies significantly on local traditions of production, mainly wine making. Rueda Wine Route is established to promote region's wine tourism industry.

### THE MAIN WORK PROVIDERS:



### PARTNER: Municipality of Medina Del Campo

**Is the local city authority which prepares and implements its Sustainable Development Strategic Plan (SDSP) in a collaborative way with the citizens.**

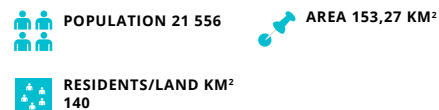
### WE OFFER

- Participative planning of regional policies
- Strategic Action Plan for Sustainable Development
- Rueda Wine Route Association

### OUR EXPECTATIONS

- Promoting entrepreneurship
- Developing and implementing new business models
- Supporting SMEs' growth into national and international markets
- Promoting the growth and consolidation of SMEs

### AREA INFO



READ MORE [WWW.MEDINA21.ES](http://WWW.MEDINA21.ES)  
& [WWW.RUTADELVINODERUEDA.COM](http://WWW.RUTADELVINODERUEDA.COM)



# SOUTHWEST DRENTHE

REGION: DRENTHE

© The Province of Drenthe



# PO DELTA

REGION: EMILIA-ROMAGNA

© DELTA 2000

## The Netherlands

## Italy

THE REGION OF DRENTHE HAS ATTRACTIVE HEATHLANDS, NATIONAL PARKS AND PROTECTED LANDSCAPES WITH EXCELLENT POTENTIAL, MAINLY IN SLOW TOURISM.



History



Variety of landscapes



Nature areas



Small villages



Cultural heritage

Drenthe has a rich cultural heritage, with glacial remains, megalithic monuments and features of colonisation, and has been nominated for Unesco's World Heritage List. Southwest Drenthe is an attractive area to live and work in.

### THE MAIN WORK PROVIDERS:



Agriculture Tourism Services

### PARTNER: The Province of Drenthe

Responsibilities include coordinating and facilitating cooperations between municipalities and stakeholders

### WE OFFER

- Experience in interregional cooperation
- Experience in a variety of work fields
- Specialization in the quality of life in rural areas

### OUR EXPECTATIONS

- Reaching visitor markets more efficiently
- Cooperation and innovation in digital platforms
- Bartering good practices and innovative ideas with partners
- New innovative rural startups
- Improvement and boost for restructuring of residential recreation

### AREA INFO



EMILIA-ROMAGNA IN THE NORTH OF ITALY IS ONE OF THE MOST URBANIZED AND ECONOMICALLY ADVANCED REGIONS IN THE EU, WITH A WELL-BALANCED ECONOMY THAT ALSO COMPRISES ITALY'S BIGGEST AGRICULTURAL AND FOOD SECTOR.



Typical foods



Culture



Local wines



Handicraft



Cervia sweet salt

Po Delta area, World Heritage Site, has the biggest Italian extension of protected wetlands. The Po Delta area's the most important territorial goal in visitor economy is on development of slow tourism, building on local resources (e.g. traditional agricultural products, gastronomy) and the activity of broad range of local SMEs.

### THE MAIN WORK PROVIDERS:



Industry (metal) Agriculture Food Services Tourism

### PARTNER: Delta 2000 Consortium Ltd

DELTA 2000 is a Local Development Agency promoting local resources and economic activities in a harmonic and integrated way in order to start a local development process based on the self-representation of local communities.

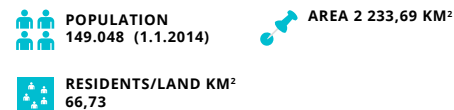
### WE OFFER

- Experience in thematic tourism in rural areas
- Specific tourism development strategies
- Slow tourism policy programming tools

### OUR EXPECTATIONS

- Developing and supporting local entrepreneurs
- Involving SMEs in developing sustainable tourism
- Valorising local natural assets
- Improving the competitiveness of rural SMEs

### AREA INFO



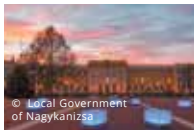


# NAGYKANIZSA

REGION: ZALA COUNTY

Hungary

NAGYKANIZSA IS A CITY IN HUNGARY IN THE CENTRE OF THE SOMOGY-ZALA HILLS LYING BETWEEN THE WESTERN CORNER OF THE LAKE BALATON AND THE CROATIAN AND SLOVENIAN BORDER. AT THE SAME TIME THIS PULSING BORDER TOWN WITH ITS 55.000 INHABITANTS IS THE CENTRE OF THE THE SOUTHERN PART OF ZALA COUNTY. IT IS ALSO THE TRADITIONAL TRANSIT PLACE OF THE TRADE AND TOURISM HEADING FOR OR ARRIVING FROM THE ADRIATIC AND ITALIAN HARBOURS.



Architecture



Events



Culture



Statues



Local traditions

Nagykanizsa has outstanding natural resources, which, together with the living traditions possess immense potentials for boosting green rural leisure and hospitality industry. The territory is characterised by small villages.

### THE MAIN WORK PROVIDERS:



Pumps



Light sources



Furniture production



Water treatment



Tourism

### CITY INFO

POPULATION APPROX. 50 000

AREA 148.40 KM<sup>2</sup>

RESIDENTS/LAND KM<sup>2</sup> 340

### PARTNER: The Local Government of Nagykanizsa

Participated in many projects supporting SMEs, local producers and touristic service providers in cooperation with NGOs and universities.

#### WE OFFER

- Experience in preparing strategic policy instruments
- Experience in proposing the needed structural change within the OP
- Developing and implementing larger scale projects targeting economic development

#### OUR EXPECTATIONS

- Improving SMEs' capacity for innovation uptake
- Boosting the traditional rural economic sectors to be market-driven and smart

# HARGHITA COUNTY

HISTORIC REGION: TRANSYLVANIA



Romania

HARGHITA COUNTY EMBRACED BY THE CARPATHIAN MOUNTAINS IS ESPECIALLY RICH IN NATURAL BEAUTIES AND CULTURAL HERITAGE AND IS A VERY POPULAR TOURISM DESTINATION.



Nature



Local traditions



Culture



Gastronomy



Over 2000 mineral water springs

The woodlands lay on more than 35% of the county's surface, that is why we call Harghita county an "evergreen land". Visitor economy represents a major source of income in the county, the related services and production contribute to local employment substantially.

### THE MAIN WORK PROVIDERS:



Wood



Foods and beverages



Textile



Agriculture



Tourism

### AREA INFO

POPULATION 333 674

AREA 6639 KM<sup>2</sup>

RESIDENTS/LAND KM<sup>2</sup> 50,3

### PARTNER: Harghita County Council

Is the elected authority of county. Its responsibilities are coordination of the local council's activities, public services and coordinating development programs.

#### WE OFFER

- The competence to influence regional level economic development policy
- Project generation support
- Successful stakeholder cooperation system

#### OUR EXPECTATIONS

- Improving SMEs' competences and capabilities to operate as part of a larger network
- Making innovation available to all partners
- Taking a step towards a more complex level of service provision



READ MORE  
[WWW.NAGYKANIZSA.HU](http://WWW.NAGYKANIZSA.HU)



READ MORE  
[WWW.HARGHITACOUNTY.RO](http://WWW.HARGHITACOUNTY.RO)