

The logo for 'b2n' features the letters 'b' and '2n' in a bold, blue, sans-serif font. The '2' is stylized with a yellow outline that loops around it. Below the letters, the text 'business to nature' is written in a smaller, blue, lowercase sans-serif font.

business to nature



**European Union**

European Regional Development Fund



# Review of Regional and Countrywide Partner Profiles

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**INTERREG IVC**

**Interregional Cooperation Programme**

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## Review of Regional and Countrywide Partners Profiles

### TABLE OF CONTENTS

| <b>B2N</b>  |                             | <b>Page</b> |
|-------------|-----------------------------|-------------|
| <b>Ref</b>  | <b>PARTNER NAME</b>         |             |
| <b>PP1</b>  | <b>LP PART</b>              | 3           |
| <b>PP2</b>  | <b>Warmia-Mazury</b>        | 10          |
| <b>PP3</b>  | <b>Ourense</b>              | 14          |
| <b>PP4</b>  | <b>Östergötland, Sweden</b> | 20          |
| <b>PP5</b>  | <b>Perugia</b>              | 25          |
| <b>PP6</b>  | <b>Auvergne</b>             | 30          |
| <b>PP7</b>  | <b>Powys</b>                | 35          |
| <b>PP8</b>  | <b>Gran Paradis</b>         | 46          |
| <b>PP9</b>  | <b>Alto Tâmega</b>          | 55          |
| <b>PP10</b> | <b>Veliko Tarnovo</b>       | 58          |
| <b>PP11</b> | <b>Pivka</b>                | 66          |

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| <b>1 Regional information</b>                      |   |
| Name of Area (investigated within the B2N project) | <b>Natura 2000</b> is an ecological network of protected areas in the territory of Poland   |
| B2N Partnership Reference                          | <p>Nature conservation of Natura 2000 does not mean (and in any case in many places will not mean) decline in economic activity in these areas, and certainly business-friendly environment. It can even activate such activity - including above all tourism activities. In the context of Natura 2000, there is possibility of creating a new tourism brand - of course for environmentally friendly tourism. Natura 2000 areas may create opportunities to build new tourism products, enhance the existing ones - especially in the increasingly popular natural tourism. Thanks to tourism, not only will pose no threat to these areas, but on the contrary - the interests of tour operators will be environmentally friendly to protect natural assets - as the main attractions that attract new customers - amateur tour "green". The development of such tourism, especially in Natura 2000 sites must be properly and responsibly plan for and implement.</p> <p>PART will be cooperating with institutions that have already created a strong basis for further development of tourist products basing on Natura 2000: Institute for Ecodevelopment and Polish Society for the Protection of Birds (OTOP).</p> |
| <b>About your Organisation</b>                     |   |
| Name of Partner Organisation                       | Polish Tourism Development Agency   |
|  | <p>The Polish Tourism Development Agency SA (PART) is a governmental agency with a status of body governed by public law. PART advises Polish Voivodships (NUTS2) and local authorities in matters relating to regional and urban development. Its mission is to increase the competitiveness of Polish regions and to support them in their aspiration to become well developed and well managed pursuing the best EU practices. PART is also the initiator of creating a platform of cooperation in tourism between the state, private sector and regions.</p> <p>Since 1999 PART has been cooperating with partners from EU countries and was successfully identifying and implementing good practices in Poland and also in transferring them further on. PART supports sustainable development of regions and is a key player with real capacity to influence stakeholders. The other area of expertise is improvement of regional development policies</p>  |

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|   | related to entrepreneurship and SMEs development of territories benefiting from natural attractiveness. PART has a visible influence on all levels of policy in Poland: cooperation with Polish local and regional authorities has resulted in over 100 public policy strategies of tourist regional development, product development programmes and feasibility studies. The projects carried out in international partnerships are: 1) Pro-ecological management of natural areas in Western Pomeranian Region and Subcarpatian Region based on Spanish experience (Norwegian Funds) 2) Tourist and hotel industry development by training in new technologies based on Irish experience (ESF), 3) Revitalization of historic monuments and promotion of cross border cultural tourist routes CROSSBALT, Interreg IIIA. |
| Number of Employees   | PART employs appr. 20 people, working full-time on labour contract basis. The PART's experts are fully-trained and experienced in project management and dissemination activities at national and regional level.   |
| % of your organisations activity that is directly dedicated to actions that are the focus of B2N (staff/budget) | Three employees of PART are directly involved in B2N project management and implementation.   |
| Any other information you think is important for partners to know that will help the B2N project                | PART has created a strong base for the exchange of experiences among institutions actively working for Natura 2000. It was possible due to the Launch Conference preparation and promotion. 150 participants, 17 experts giving their input in the form of presentation   |
| NUTS classification (if applicable)   | NUTS1: Region Centralny<br>NUTS2: Mazowieckie<br>NUTS3: Miasto Warszawa   |
| <b>How can I find out more:</b>   |   |
| (website address, titles of 2-3 key documents e.g. annual report, Business Plan)                                | <a href="http://www.part.com.pl">www.part.com.pl</a><br><a href="http://www.business2nature.pl">www.business2nature.pl</a>  |
| <b>B2 N key Contact:</b>  |   |
| Name  | Magdalena Watorska-Dec  |
| Address   | Stawki 2, 00-193 Warsaw, Poland   |
| Telephone number  | +4822860 67 88  |
| Email:  | magdalena.dec@part.com.pl   |
| <b>About your B2N Area</b>  |   |
| Co-terminus with an administrative classification: yes/no   | NO  |
| If yes what classification:   |   |
| If no, briefly describe how and why your boundaries have been chosen  | PART has capacity to influence at local, regional and national level due to the long-term cooperation with the municipalities, regions and ministries. PART has elaborated over 100 public policy strategies of tourist regional development, product development programmes and feasibility studies.   |

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|                                | <p>For the purpose of this description please find below the basic information about Poland's administrative division. Within this division we will focus on voivodeships and districts with Natura 2000 sites:<br/> <a href="http://natura2000.gdos.gov.pl/natura2000/">http://natura2000.gdos.gov.pl/natura2000/</a></p> <p>Poland's current voivodeships (provinces) are largely based on the country's historic regions. Administrative authority at voivodeship level is shared between a government-appointed voivode (governor), an elected regional assembly (<i>sejmik</i>) and an executive elected by that assembly.</p> <p>The voivodeships are subdivided into <i>powiats</i> (often referred to in English as counties), and these are further divided into <i>gminas</i> (also known as communes or municipalities). Major cities normally have the status of both <i>gmina</i> and <i>powiat</i>. Poland currently has 16 voivodeships, 379 <i>powiats</i> (including 65 cities with <i>powiat</i> status), and 2,478 <i>gminas</i>.</p> |
| Area KMsq                      | The total area of Poland is 312,679 square kilometres  |
| Population                     | Poland has a population of over 38 million people  |
| Population/kmsq                | population density of 122 inhabitants per square kilometer (328 per square mile).  |
| Brief description (demography) | 96.74% of the population, consider themselves Polish, while 471,500 (1.23%) declared another nationality, and 774,900 (2.03%) did not declare any nationality.   |
| Brief Description (geography)  | <p>Geography of Poland – we focus in B2N project on area of Natura 2000. Please find below the basic information about geography of Poland:</p> <p>Poland's territory extends across several geographical regions. In the northwest is the Baltic seacoast, which extends from the Bay of Pomerania to the Gulf of Gdansk. This coast is marked by several spits, coastal lakes (former bays that have been cut off from the sea), and dunes. The largely straight coastline is indented by the Szczecin Lagoon, the Bay of Puck, and the Vistula Lagoon. The center and parts of the north lie within the North European Plain.</p> <p>Rising gently above these lowlands is a geographical region comprising the four hilly districts of moraines and moraine-dammed lakes formed during and after the Pleistocene ice age. These lake districts are the Pomeranian Lake District, the Greater Polish Lake District, the Kashubian Lake District, and the Masurian Lake</p>  |

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|   | <p>District. The Masurian Lake District is the largest of the four and covers much of northeastern Poland. The lake districts form part of the Baltic Ridge, a series of moraine belts along the southern shore of the Baltic Sea.</p> <p>South of the Northern European Lowlands lie the regions of Silesia and Masovia, which are marked by broad ice-age river valleys. Farther south lies the Polish mountain region, including the Sudetes, the Cracow-Częstochowa Upland, the Świętokrzyskie Mountains, and the Carpathian Mountains, including the Beskids. The highest part of the Carpathians is the Tatra Mountains, along Poland's southern border.</p>   |
| Brief Description (economy)   | <p>Poland is considered to have one of the healthiest economies of the post-communist countries and is currently one of the fastest growing countries within the EU. Poland is the only member of the European Union to have avoided a decline in GDP during the late 2000s recession. In 2009 Poland has had the greatest GDP growth in the EU. As of November 2009 the Polish economy has not entered the global recession of the late 2000s nor has it even contracted</p>  |
| What are the important natural features of the area your B2N project will focus on            | <p>There are about 500 Natura 2000 sites in Poland. We will select the most promising sites for tourism business development.</p>  |
| How natural areas contribute to the development of your area?                                 | <p>Natura 2000 begins to be perceived as an opportunity for the tourism development.</p>   |
| SWOT analysis (max 6 bullet points each SWOT item) of SME development potential of your area. | <p>Strengths</p> <ul style="list-style-type: none"> <li>▶ High potential for building the business on area of natural attractiveness</li> <li>▶ SMEs prove to be very flexible in a changing environment and to develop in accordance with the implementation objectives</li> </ul> <p>Weaknesses</p> <ul style="list-style-type: none"> <li>▶ Very little has been done in the field promote SMEs in the process of adaptation to management of Natura 2000</li> <li>▶ Low awareness of strengths and opportunities resulting from the location in Natura 2000</li> <li>▶ Hostile approach presented by many entrepreneurs towards Natura 2000</li> <li>▶ Low environmental awareness in Poland</li> <li>▶ Lack of practical knowledge within SME sector and financial institutions concerning the development opportunities</li> </ul> |

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|   | <p>for companies in Natura 2000</p> <p>Opportunities</p> <ul style="list-style-type: none"> <li>▶ Developing products and services not being dependent to seasonality</li> <li>▶ Human resources development</li> <li>▶ Strategic orientation to sustainable development and enhancement of environmental concern</li> <li>▶ Establishing cooperation network/system between the stakeholders</li> <li>▶ Finding innovative solutions in eco-businesses or businesses located in area of Natura 2000</li> </ul> <p>Threats</p> <ul style="list-style-type: none"> <li>▶ Inability to present effectively and as a consequence explain the pros of being located near Natura 2000</li> <li>▶ Intentional damage caused by SME not conducting their business according to the agreed standards and law</li> </ul>   |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of Tourism activity of your area.</p> | <p>Strengths</p> <ul style="list-style-type: none"> <li>▶ There is a raising demand in Poland for eco-holidays, eco-food, eco-innovations, green technologies</li> <li>▶ The Lisbon Treaty, which came into force last December, defines tourism as one of the competencies of the European Union. The new Commission, and namely, the Vice-President Tajani, as the new commissioner responsible for tourism, has included this sector as a priority in the economic strategy of the EU, “Europe 2020”.</li> <li>▶ Area of Natura 2000 in Poland is valued by European Union and tourist that are looking for unspoiled environment</li> </ul> <p>Weaknesses</p> <ul style="list-style-type: none"> <li>▶ Natura 2000 has become synonymous of the inability to engage in any business</li> <li>▶ Tourism industry is not environmentally friendly industry, in fact generates a significant level of pollution and consumes a large quantity of natural resources</li> <li>▶ Weak tourism and road infrastructure</li> </ul> <p>Opportunities</p> |

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|  | <ul style="list-style-type: none"> <li>▶ Preservation and promotion of local, regional, cultural and natural heritage</li> <li>▶ Natura 2000 can be developed into the tourism product – important brand in Poland</li> <li>▶ To join tourist offers raising the demand and at the same time the Natura 2000 recognition</li> <li>▶ transform tourism into an economic, cultural, environmental and social added value, so that the Polish society becomes more equitable and sustainable.</li> </ul> <p>Threats</p> <ul style="list-style-type: none"> <li>▶ tourism industry - in many rural regions the only major source of investment and employment.</li> <li>▶ Aging population</li> </ul>   |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of the natural environment of your area.</p> | <p>Strengths</p> <ul style="list-style-type: none"> <li>▶ Regional programmes promoting the environmental protection and investments supporting such policy</li> <li>▶ Many natural beauties</li> <li>▶ Growing demand for recreation and nature-provided services</li> <li>▶</li> </ul> <p>Weaknesses</p> <ul style="list-style-type: none"> <li>▶ The rural areas are mainly inhabited by the old population</li> <li>▶ Outflow of young people from the rural areas</li> <li>▶ Underdeveloped road infrastructure</li> </ul> <p>Opportunities</p> <ul style="list-style-type: none"> <li>▶ Regional focus on natural environment resulting in in-depth understanding of its importance</li> <li>▶ fewer people will bother to visit the region where the massive influx of visitors has led to the destruction of the landscape and the pollution of the environment</li> <li>▶ promotion of region and creation of new jobs</li> <li>▶ when properly managed, biodiversity offers business opportunities</li> </ul> <p>Threats</p> <ul style="list-style-type: none"> <li>▶ Intensification of agricultural and forestry production</li> <li>▶ uncontrolled development of mass tourism</li> <li>▶ Incorrect location of investment.</li> </ul> |

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|   | <ul style="list-style-type: none"> <li>▶ Nature protection serves long-term local benefits, but in the short run, capital owners complain losses and disappear from the local market</li> </ul>  |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of the Built Heritage of your area.</p> | <p>Strengths</p> <ul style="list-style-type: none"> <li>▶ There are hardly no built heritage in area of Natura 2000 therefore the its strengths might be viewed by its uniqueness</li> </ul> <p>Weaknesses</p> <ul style="list-style-type: none"> <li>▶ Natura 2000 includes a very low number of built heritage</li> <li>▶ Lack of investment</li> <li>▶ No marketing and promotion</li> </ul> <p>Opportunities</p> <ul style="list-style-type: none"> <li>▶ Preservation and further development of built heritage that might be a very valuable element of tourism product</li> <li>▶ Future high property value</li> <li>▶ Raising awareness among local communities and decision-makers</li> </ul> <p>Threats</p> <ul style="list-style-type: none"> <li>▶ Risk of intentional or unintentional damage caused by the local communities</li> </ul> |
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| <b>Policy analysis:</b>   |  |
| Please use the document appraisal tool  |  |

| <b>Regional information</b>   |   |
|---|---|
| Name of Area  | Warminsko – Mazurskie Voivodeship / Warmia and Mazury Region  |
| B2N Partnership reference   | PP02  |
| <b>About your Organisation</b>  |   |
| Name of Partner organisation  | Warmia and Mazury Regional Development Agency JSC (WMRDA)   |
| General Purpose of organisation   | The WMRDA's mission is to operate for economic development of the entire region, particularly through support small and medium-sized enterprises.   |
| Number of employees   | 101   |
| % of your organisations activity that is directly dedicated to actions that are the focus of B2N (staff/budget) | Approximately 80% of activity is dedicated to the development of entrepreneurship   |
| Any other information you think is important for partners to know that will help the B2N project                | <ul style="list-style-type: none"> <li>- Non-profit organization</li> <li>- The largest shareholder is the Marshall's Office of Warminsko-Mazurskie Voivodeship</li> <li>- WMRDA's operation is closely related to running the European Union aid programmes</li> </ul> |
| NUTS classification (if applicable)   | Warminsko – Mazurskie Voivodeship is classified as a NUTS 2   |
| <b>How can I find out more:</b>   |   |
| (website address, titles of 2/3 key documents e.g. annual report Business Plan)                                 | <a href="http://www.wmarr.olsztyn.pl/">http://www.wmarr.olsztyn.pl/</a>   |
| <b>B2N key Contact:</b>   |   |
| Name  | Mrs Bożena Cebulska – The President of WMRDA  |
| Address   | Pl. Bema 3, 10-516 Olsztyn  |
| Telephone number  | +48 89 521 12 50  |
| Email:  | bozenac@wmarr.olsztyn.pl  |
| <b>About your B2N Area</b>  |   |
| Co-terminus with an administrative  | Yes   |

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| classification: yes/no   |   |
| If yes what classification:  | Voivodeship   |
| If no, briefly describe how and why your boundaries have been chosen               | –   |
| Area   | 24,191.8 km <sup>2</sup>  |
| Population   | 1,427,091   |
| Density  | 59/km <sup>2</sup>  |
| Brief description (demography)   | The Warmia and Mazury region is characterised by the high unemployment rate, which amounted to 16,8 % , while the national average is estimated at 9,5%. Labour market problems in the region is deepening by the low professional and spatial mobility of employees (long and costly commuting to work) and the high proportion of long-term unemployed.   |
| Brief Description (geography)  | The Warmia and Mazury region is located in the region of North –Eastern Poland. It borders of voivodeship: Podlaskie, Pomorskie, Mazowieckie and Kujawsko – Pomorskie. In the north it neighbours on the Kaliningrad District of the Russian Federation, and on the north-west – the Vistula Lagoon. The viovodeship is divided into 19 districts and 2 cities at rights of districts – Olsztyn and Elblag. Warmia and Mazury province covers an area of 24 191.8 km <sup>2</sup> , of which 55% is an arable land, 32% a forest land, less than 5% - surface water and built-up areas only 3,5%. |
| Brief Description (economy)  | The main branches of the economy are as follows: the production of food, wood industry, proecological forestry sector, ecotourism, building, production of tyres, machines and equipment produced with the use of clean industrial technologies and renewable sources of energy.  |
| What are the important natural features of the area your B2N project will focus on | The Warmia and Mazury Region is characterized by great tourist and natural values on European scale. The landscapes, forests, lakes, clean, natural environment, as well as numerous relics of architecture and culture, archaeological sites and places of historical interest make this land unusually attractive. Above all, the region is a perfect place for the development of recreational functions and qualified tourism – sailing, pedestrian tourism, bicycle and car tourism.   |
| SWOT analysis (max 6 bullet points   | STRENGTHS   |

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| <p>each SWOT item) of SME development potential of your area.</p> | <ul style="list-style-type: none"> <li>• Areas with strong innovative potential: furniture sector, agri-food processing, tourism, construction sector</li> <li>• R&amp;D potential of the University of Warmia and Mazury and other educational and R&amp;D institutions</li> <li>• Available investment sites</li> <li>• Presence of large domestic and foreign companies</li> </ul> <p>WEAKNESSES</p> <ul style="list-style-type: none"> <li>• Low R&amp;D potential of companies</li> <li>• Few links between science and businesses</li> <li>• Low willingness of entrepreneurs to build ties between themselves</li> <li>• Weak flow of information between entrepreneurs and business support institutions</li> <li>• Insufficient implementation of quality management and product certification systems</li> <li>• Educational system does not stimulate creativity</li> </ul> <p>OPPORTUNITIES</p> <ul style="list-style-type: none"> <li>• Membership in the EU</li> <li>• Increased awareness of the role of innovations in the development of regions and countries</li> <li>• Increased popularity of our region with foreign investors</li> <li>• Growing attention attached by foreign entities and institutions, including local administration, R&amp;D and educational establishments to co-operation with their counterparts in the region</li> <li>• National SME support policy</li> <li>• Technological advancement</li> </ul> <p>THREATS</p> <ul style="list-style-type: none"> <li>• Competition from other regions (migration, influx of investments)</li> <li>• Increased competitiveness associated with EU enlargement</li> <li>• Lack of system-wide financial solutions serving socio-economic development of the region</li> <li>• Restrictions in the taxation system impede enterprise</li> <li>• Obstacles to business contacts with countries from outside EU (Russia, Ukraine, Belorussia)</li> </ul> |
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| <p>SWOT analysis (max 6 bullet points each SWOT item) of Tourism activity of your area.</p>        | <p>STRENGTHS</p> <ul style="list-style-type: none"> <li>• Natural environment with strong tourist and economic potential (incl. agri-tourism)</li> <li>• Telecommunication infrastructure accessible in most parts of the region</li> <li>• Existing infrastructure for air traffic</li> </ul> <p>WEAKNESSES</p> <ul style="list-style-type: none"> <li>• Poor technical infrastructure, in particular in rural areas</li> <li>• Poor communication and transportation network in the region</li> <li>• Poor range and quality of tourism services</li> </ul> <p>OPPORTUNITIES</p> <ul style="list-style-type: none"> <li>• Gaining direct sea access</li> <li>• Development of public-private partnerships</li> <li>• The increase in external demand for tourism and leisure offered by the region</li> </ul> <p>THREATS</p> <ul style="list-style-type: none"> <li>• The planning of national and international transportation corridors tends to ignore the region</li> </ul> |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of the natural environment of your area.</p> | <p>STRENGTHS</p> <ul style="list-style-type: none"> <li>• Possibilities for developing organic farming</li> <li>• Favourable natural conditions</li> </ul> <p>WEAKNESSES</p> <ul style="list-style-type: none"> <li>• Difficult living conditions in rural areas</li> </ul> <p>OPPORTUNITIES</p> <ul style="list-style-type: none"> <li>• Growing market for products based on natural materials</li> <li>• Growing awareness of the need for healthy high quality food products</li> </ul> <p>THREATS</p> <ul style="list-style-type: none"> <li>• Lack of regional programmes for rural areas and agriculture</li> </ul>  |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of the Built Heritage of your area.</p>      | <p>STRENGTHS</p> <ul style="list-style-type: none"> <li>• Rich historical and cultural background of the region</li> </ul>  |

| <b>Regional information</b>   |  |
|---|--|
| Name of Area  |  |
| B2N Partnership reference   | PP3  |
| <b>About your Organisation</b>  |  |
| Name of Partner organisation  | Institute for Economic Development of Ourense Province (INORDE)  |
| General Purpose of organisation   | INORDE works to improve the economic development of Ourense from different fields of action, being farming and nature two of them. |
| Number of employees   | 30   |
| % of your organisations activity that is directly dedicated to actions that are the focus of B2N (staff/budget) | 10%  |
| Any other information you think is important for partners to know that will help the B2N project                |  |
| NUTS classification (if applicable)   | NUT 3  |
| <b>How can I find out more:</b>   |  |
| (website address, titles of 2/3 key documents e.g. annual report Business Plan)                                 | <a href="http://www.inorde.com">www.inorde.com</a><br><a href="http://www.institutodocampo.com">www.institutodocampo.com</a>       |
| <b>B2N key Contact:</b>   |  |
| Name  | Rocío Gómez Pérez  |
| Address   | Progreso, 28.<br>32005 Ourense   |
| Telephone number  | (0034) 988 391 085   |
| Email:  | rgp@inorde.com   |
|   |  |
|   |  |
| <b>About your B2N Area</b>  |  |
| Co-terminus with an administrative classification: yes/no   |  |
| If yes what classification:   |  |

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| If no, briefly describe how and why your boundaries have been chosen                          |  |
| Area KMsq   | 7.273  |
| Population  | 335.642  |
| Population/kmsq   | 46,1   |
| Brief description (demography)  | People live mainly in rural communities and there are a lot of small villages scattered all over the territory. The bigger town is the capital, which is home for the 35% of the population. There are some towns of about 10.000 people. The population ageing and emigration to more dynamic areas are the most important characteristics in recent years.   |
| Brief Description (geography)   | In the western area flows the main river through low and fertile lands. The eastern and southern areas are mountainous sometimes crossed by rivers that form fertile valleys. The highest peaks reach more than 1.700 m.   |
| Brief Description (economy)   | Most of the economy is based on farming where wine, wheat and potato are the main crops. Poultry and cattle have some importance as well. As far as industry is concerned, the slate transformation and mining are important activities on the eastern area. The main industrial park is near the biggest town where several business and factories are located, mainly SME's. Some smaller towns also have their own industrial parks but are much less relevant. |
| What are the important natural features of the area your B2N project will focus on            | The project will focus on areas that could be interesting from a natural and environmental point of view.  |
| SWOT analysis (max 6 bullet points each SWOT item) of SME development potential of your area. |  |
| SWOT analysis (max 6 bullet points each SWOT item) of Tourism activity of your area.          |  |
| SWOT analysis (max 6 bullet points each SWOT item) of the natural environment of your area.   |  |

SWOT analysis (max 6 bullet points each SWOT item) of the Built Heritage of your area.

### SWOT analysis of SME development potential

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| <b>Strengths</b> <ul style="list-style-type: none"><li>- Great variety of resources</li><li>- Ground communications improving</li><li>- Young population better educated</li></ul>   | <b>Weaknesses</b> <ul style="list-style-type: none"><li>- Strong lack of entrepreneurship initiative</li><li>- Low education level in general</li><li>- Poor coordination among governments</li><li>- The internet in rural areas</li></ul> |
| <b>Opportunities</b> <ul style="list-style-type: none"><li>- The use of new technologies</li><li>- Financial EU support</li><li>- Local government's support</li><li>- Changes in the way of life (eg. more women in the labour market)</li><li>- Outsourcing of some productive centres</li></ul> | <b>Threats</b> <ul style="list-style-type: none"><li>- Ageing of the population</li><li>- Migration to more dynamic areas</li><li>- Probable reduction of EU funding</li><li>- Individualism</li></ul>                                      |

### SWOT analysis of tourism activity

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| <b>Strengths</b> <ul style="list-style-type: none"><li>- Strong native culture</li><li>- Many touristic resources (landscape, nature, ...)</li><li>- Thermal springs</li><li>- Identification with quality (the rest of the country has this view)</li></ul> | <b>Weaknesses</b> <ul style="list-style-type: none"><li>- Low management skills</li><li>- Low innovation investment</li><li>- Resources very scattered</li><li>- Not a varied supply</li></ul> |
| <b>Opportunities</b> <ul style="list-style-type: none"><li>- Ground communications improving</li><li>- There is still a lot to do (not very developed)</li><li>- The use of the new technologies (dissemination)</li></ul>                                   | <b>Threats</b> <ul style="list-style-type: none"><li>- Other cheap emerging destinies</li><li>- Losing of population</li><li>- Forest fires and erosion</li></ul>                              |

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| <ul style="list-style-type: none"> <li>- We can take advantage of other areas' mistakes</li> <li>- Increase in the consumers quality demand</li> </ul> |  |
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### SWOT analysis of the natural environment

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| <p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- Forest resources</li> <li>- Natural areas with special protection</li> <li>- Privileged areas for farming</li> <li>- Animal wildlife</li> </ul> | <p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- Population ageing</li> <li>- People not yet enough concerned about nature</li> <li>- Migration and abandonment of natural activities</li> </ul> |
| <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Great variety of natural resources</li> <li>- Increasing interest in environmental matters</li> <li>- Not very exploited</li> </ul>         | <p><b>Threats</b></p> <ul style="list-style-type: none"> <li>- Pollution</li> <li>- Forest fires and erosion</li> <li>- Global warming</li> </ul>   |

## SWOT analysis of the built heritage

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| <b>Strengths</b> <ul style="list-style-type: none"><li>- Built heritage abundance</li><li>- Well distributed</li><li>- Great diversity</li></ul> | <b>Weaknesses</b> <ul style="list-style-type: none"><li>- Low interest by local people</li><li>- Conservation needs money</li></ul> |
| <b>Opportunities</b> <ul style="list-style-type: none"><li>- Restoration</li><li>- Touristic promotion</li></ul>                                 | <b>Threats</b> <ul style="list-style-type: none"><li>- Robberies</li><li>- Conservation status</li></ul>                            |

| <b>Regional information</b>   |   |
|---|---|
| Name of Area  | The Oak District in the province of Östergötland, Sweden  |
| B2N Partnership reference   |   |
| <b>About your Organisation</b>  |   |
| Name of Partner organisation  | Östergötland County Administrative Board (CAB)  |
| General Purpose of organisation   | CAB is the National Governments representative authority in the County                          |
| Number of employees   | Around 250  |
| % of your organisations activity that is directly dedicated to actions that are the focus of B2N (staff/budget) | 5%.   |
| Any other information you think is important for partners to know that will help the B2N project                |   |
| NUTS classification (if applicable)   | 3   |
| <b>How can I find out more:</b>   |   |
| (website address, titles of 2/3 key documents e.g. annual report Business Plan)                                 | <a href="http://www.lansstyrelsen.se/ostergotland">http://www.lansstyrelsen.se/ostergotland</a> |
| <b>B2N key Contact:</b>   |   |
| Name  | Tommy Ek  |
| Address   | Östgöttagatan 3, S-581 86 Linköping, Sweden   |
| Telephone number  | +4613196343   |
| Email:  | tommy.ek@lansstyrelsen.se   |
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| <b>About your B2N Area</b>  |   |
| Co-terminus with an administrative classification: yes/no   | No  |
| If yes what classification:   |   |

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| <p>If no, briefly describe how and why your boundaries have been chosen</p> | <p>The boundaries are following the high-value tract <i>The Oak District Linköping-Åtvidaberg</i> identified in the <i>Regional Strategy for the Legal Protection of Forest Land</i> and used in the <i>Regional Landscape Strategy 2008-2015: A Living Oak Landscape</i>. The boundaries of the high-value tracts are delineated through a landscape analysis of the geographical distributions of high-value cores of oak habitats and redlisted species connected to oak habitats. Initially a national analysis was made, followed by a more detailed regional analysis.</p> <p><i>Definition of a high-value tract in the National strategy for the legal protection of forest land:</i> A section of landscape with especially high ecological preservation value. Compared with the characteristics of typical landscapes, high-value tracts contain a significantly larger proportion of high-value cores for plant and animal life, including important ecological structures, functions and processes.</p> <p>The idea with giving priorities in different aspects (efforts, resources) to high value tracts is to create conditions for the long term survival of also the most threatened and specialised species connected to the focal habitats in these tracts. This is done by ensuring enough area of high quality focal habitat with a location so that connectivity between the habitat patches is reached and thereby long-term ecological functionality is achieved.</p> |
| <p>Area KMsq</p>  | <p>586</p>  |
| <p>Population</p>   | <p>11 500</p>   |
| <p>Population/kmsq</p>  | <p>20</p>   |
| <p></p>   | <p></p>   |
| <p>Brief description (demography)</p>                                       | <p>The population in the area has been declining for a long period. In the last 15 years the population have decreased by 1000 inhabitants (8 percent). The decrease is due to both a natural population decrease and a negative net migration. The decrease has been much greater in the town of Åtvidaberg than in the smaller villages and in the countryside, where the population have been relatively stable for the last 15 years.</p> <p>Compared to national and regional age structure the area has more population in the ages from 60 and upwards as well as persons in their teens. On the other hand the area has a low part of its population in the ages between 20 and 35. In common with the whole nation the area has large population groups around their 60's which in a few years will have left the labour force.</p>  |
| <p>Brief Description (geography)</p>  | <p>The project area consists of a mosaic of forests, both coniferous and deciduous, tree covered natural grasslands, fields and lakes. One small town, Åtvidaberg (8000 inhabitants) is located inside the project area, otherwise the built areas are concentrated to small villages or as single houses on the countryside.</p>   |
| <p>Brief Description (economy)</p>  | <p>The area was until the late 19<sup>th</sup> century a centre for copper mining and copper smelting, but today there is none left of that industry. Up until the late 70<sup>th</sup> Åtvidaberg was a thriving</p>   |

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|  | <p>manufacturing town, but from the 80<sup>th</sup> the manufacturing industry has been slowly declining. Even so the manufacturing industry is still very important for the local economy. Åtvidaberg is also a local centre for trade and services.</p> <p>Farming and forestry is, compared to regional and national averages, important in the area, employing over 5 percent of the working population.</p> <p>The area is very dependent on outward commuting, mainly to the regional centre Linköping.</p>   |
| <p>What are the important natural features of the area. your B2N project will focus on</p>           | <p>The focus will be on preserving and sustainably managing the oak forests and oak pastures in the project area. Southern Sweden contains some of Europe's most valuable oak dominated agricultural landscapes. Some of the finest areas of oak are in Östergötland and the largest area in Östergötland is the Oak District Linköping-Åtvidaberg. There is an extraordinarily high biodiversity connected to the ancient oaks themselves but there is also a high biodiversity connected to ancient trees of other tree species, coarse woody debris, natural deciduous high forest and the grass sword. The mosaic landscape structure of dense forest, semi-open areas, bushes and grass sword is also in itself a valuable feature for the fauna and flora and the districts high degree of attractiveness. The oak habitats also have high cultural values since they are products of several thousand years of grazing and hay-making. The Oak habitats could be considered a biological cultural heritage of outmost importance.</p>  |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of SME development potential of your area.</p> | <p>Streangths</p> <ul style="list-style-type: none"> <li>• High production potential for forestry, meat production and renewable energy</li> <li>• Increasing popularity to live in the countryside</li> <li>• Short distance to the city Linköping (145.000 inhabitants) for the northern half of the project area (service and labour market)</li> <li>• Acceptable distance to commercial service in most of the area</li> <li>• Centre for the development of enterprises located in Åtvidaberg</li> </ul> <p>Weaknesses</p> <ul style="list-style-type: none"> <li>• Low quality of infrastructure in parts of the area</li> <li>• Low profit in the small-scale agriculture</li> <li>• Lack of knowledge of market and marketing</li> <li>• Lack of venture capital</li> <li>• Lack of entrepreneurship spirit</li> <li>• Low profit for commercial service outside Linköping and Åtvidaberg</li> </ul> <p>Opportunities</p> <ul style="list-style-type: none"> <li>• Diversification</li> <li>• Increased production of renewable energy, especially bioenergy (woodchips), biogas and wind power</li> </ul> |

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|   | <ul style="list-style-type: none"> <li>• New co-operation forms for companies</li> <li>• Taking advantage of the economical growth in Linköping</li> <li>• Attractive housing</li> <li>• Develop new agricultural products, especially food products</li> <li>• Increase nature and culture tourism</li> </ul> <p>Threats</p> <ul style="list-style-type: none"> <li>• The prices of real estates are getting higher</li> <li>• Reduction of public transport</li> <li>• 30% of the countryside food shops have to low turnover to survive</li> <li>• High prices on gas and large costs to establish stations for alternative fuels</li> </ul>  |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of Tourism activity of your area.</p> | <p>Streangths</p> <ul style="list-style-type: none"> <li>• High natural and cultural values and attractiveness</li> <li>• Short distance to the larger city Linköping (for Swedish conditions) for the northern half of the project area (service and labour market)</li> <li>• Acceptable distance to commercial service in most of the area</li> </ul> <p>Weaknesses</p> <ul style="list-style-type: none"> <li>• Low quality of infrastructure in parts of the area</li> <li>• Lack of knowledge of market and marketing</li> <li>• Lack of venture capital</li> <li>• Lack of entrepreneurship spirit</li> <li>• Low profit for commercial service outside Linköping and Åtvidaberg</li> <li>• Few and small tourism companies with little tradition of co-operation</li> </ul> <p>Opportunities</p> <ul style="list-style-type: none"> <li>• Diversification</li> <li>• Co-operation between tourism companies for example to make attractive tourist packages</li> <li>• Taking advantage of the economical growth in Linköping</li> <li>• Develop new agricultural products, especially food products</li> <li>• Increase the awareness of the attractive natural and cultural assets abroad</li> </ul> <p>Threats</p> <ul style="list-style-type: none"> <li>• Increasing prices on real estates</li> <li>• 30% of the countryside food shops have to low turnover to survive</li> </ul> |
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| <p>SWOT analysis (max 6 bullet points each SWOT item) of the natural environment of your area.</p> | <p>Streangths</p> <ul style="list-style-type: none"> <li>• High natural and cultural values</li> <li>• High attractiveness</li> <li>• Local interest (social economy)</li> </ul> <p>Weaknesses</p> <ul style="list-style-type: none"> <li>• Low profit in the small-scale agriculture – overgrowing of valuable oak habitats</li> <li>• Large percentage of the former (19<sup>th</sup> century) habitat is destroyed. Fragmentation of remaining habitat.</li> <li>• Low degree of legal protection of valuable areas</li> <li>• Low knowledge of the long term effects of the ongoing forestry (which includes around 95% of the area) on the natural environment</li> </ul> <p>Opportunities</p> <ul style="list-style-type: none"> <li>• Increasing economy in the agricultural companies/sector dealing with grazing</li> <li>• Develop nature and culture tourism in a sustainable way</li> <li>• Increase the interest in forestry in broad leaved forests, including increasing the area of broad leaved forests</li> <li>• Develop planning tools for regional and local urban planning and infrastructure</li> <li>• Increased production of bioenergy (woodchips), if done with sustainable production methods</li> </ul> <p>Threaths</p> <ul style="list-style-type: none"> <li>• Overgrowing landscape</li> <li>• Forestry methods with less nature considerations, for example an extensive use of monocultures of spruce</li> <li>• Larger proportion of forest owners that not are living on their property, meaning a risk of low knowledge and interest in the property and the management of the property</li> <li>• Increased production of bioenergy (woodchips), if done with non-sustainable production methods</li> <li>• Exploitation when developing urban areas and infrastructure</li> </ul> |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of the Built Heritage of your area.</p>      | <p>Streangths</p> <ul style="list-style-type: none"> <li>• High values in the built heritage, especially manor houses and churches</li> <li>• Local interest (social economy)</li> </ul> <p>Weaknesses</p> <ul style="list-style-type: none"> <li>• Many culturally valuable buildings are large and expensive to take care of</li> <li>• Low demand for use of some valuable building</li> <li>• Abandonment of buildings due to migration from the countryside</li> </ul>  |

Opportunities

- Increase nature and culture tourism in a sustainable way
- Finding new ways to use valuable buildings, for example for tourist accomodation

Threats

- Deterioration of valuable buildings due to lack of resources

| <b>Regional information</b>   |  |
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| Name of Area  | Perugia Province   |
| B2N Partnership reference   | P5   |
| <b>About your Organisation</b>  |  |
| Name of Partner organisation  | Perugia Province   |
| General Purpose of organisation   | Provincia di Perugia is a local authority, an intermediate level between the municipalities and the region (Umbria region). It represents the community of the province, protects its interests and promotes and coordinates economic, social, civil and cultural development. It aims at achieving a sustainable balance in the structure of its territory taking into account the environmental quality as well as life quality  |
| Number of employees   | About 1200   |
| % of your organisations activity that is directly dedicated to actions that are the focus of B2N (staff/budget) | At this stage of the project the employees involved in the implementation are: Bruno Palazzetti (approx.15% of his working time) and Silvia Calabresi (approx. 10% of her working time). Among five principal departments of our Organisation one of them is entirely dedicated to Environmental protection of the territory (Area Ambiente e Territorio), whereas all matters related to SMEs, tourism and economy and productive activities are dealt with in another of the five departments: (Area Sviluppo Economico e Culturale) . |
| Any other information you think is important for partners to know that will help the B2N project                | -  |
| NUTS classification (if applicable)   | NUTS3  |
| <b>How can I find out more:</b>   |  |
| (website address, titles of 2/3 key documents e.g. annual report Business Plan)                                 | www.provincia.perugia.it   |
| <b>B2N key Contact:</b>   |  |
| Name  | Bruno Palazzetti   |
| Address   | Provincia di Perugia – Piazza Italia, 11   |
| Telephone number  | +39.0753681300   |
| Email:  | bruno.palazzetti@provincia.perugia.it  |

| <b>About your B2N Area</b>   |   |
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| Co-terminus with an administrative classification: yes/no            | Yes   |
| If yes what classification:  | Perugia province (NUTS3)  |
| If no, briefly describe how and why your boundaries have been chosen | -   |
| Area KMsq  | 6.334   |
| Population   | 664.523   |
| Population/kmsq  | 104,91  |
| Brief description (demography)                                       | By analyzing statistical indicators, Perugia Province has got a quite low population density, 104 pop/kmsq (OECD identifies rural areas as communities with a population density below 150 inhabitants per square km). There is an important population increasing rate (7,9% in 2002-2008 years) , in part due to foreigners' flows (foriegners increasing rate is 1,6% in 2002-2008 years) . Perugia province has got a quite high level of >65 yeas old population: 21,4% versus 19,1% Italy's rate.   |
| Brief Description (geography)  | Perugia province is located in Umbria region (NUTS2) in the centre of Italy.<br>Its territory in constituted by: mountains areas (32%), hills (61%) and plains (7%).<br>Perugia Province is crossed by the Apennines, a large part of the province has got limestone composition, these areas are subject to the "choreographies" of erosion: sinkholes, natural springs, rivers, streams and lakes embellish the expanses of woods, pastures, and fields cultivated with care.<br>Perugia Province has got an important idrographic system with a big lake (Trasimeno Lake) and rivers (Tevere River and its feeders). |
| Brief Description (economy)  | Perugia province's economy is based on: agriculture, manufacturing, services, trade and tourism.<br>Perugia Province' s GDP is so distributed:<br><ul style="list-style-type: none"> <li>- agriculture sector: 2%</li> <li>- manufacturing: 18%</li> <li>- home building sector: 7%</li> </ul>  |

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|  | <ul style="list-style-type: none"> <li>- trade and tourism: 20%</li> <li>- services: 53%</li> </ul>   |
| <p>What are the important natural features of the area your B2N project will focus on</p>            | <p>Perugia province many protected areas (78 areas of which 75 SIC sites of Community interest and 3 SPAs – Special Protection Areas), they are very different according to their natural features, in any case Perugia Province is going to involve in B2N are: -) Lake areas; -) Mountains areas; -) Park areas.</p>  |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of SME development potential of your area.</p> | <p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>- Agriculture: <ul style="list-style-type: none"> <li>o Good presence of organic farming</li> <li>o Good presence of typical food (also agricultural farm products and foodstuffs with Eu label as PDO, PGI, TSG, and quality wines)</li> </ul> </li> <li>- Manufacturing: <ul style="list-style-type: none"> <li>o Good presence of handicraft entrepreneurs with a high level of quality production</li> <li>o Presence of strategic industrial districts, such as typographic district, textile district, mechanic district</li> </ul> </li> </ul> <p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>- Agriculture: <ul style="list-style-type: none"> <li>o Strong reliance on European policies (CAP policies)</li> <li>o Low cooperation level between farmers</li> <li>o High oldness rate of managers</li> </ul> </li> <li>- Manufacturing: <ul style="list-style-type: none"> <li>o Prevalence of SME versus big companies</li> <li>o Low ITC' s diffusion in SME</li> </ul> </li> </ul> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>- Agriculture: <ul style="list-style-type: none"> <li>o Possibility to make a more strong connection with rural tourism activities</li> </ul> </li> <li>- Manufacturing <ul style="list-style-type: none"> <li>o ITC and internationalization of SMEs</li> </ul> </li> </ul> <p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>- Agriculture: <ul style="list-style-type: none"> <li>o Abandoning countryside</li> </ul> </li> </ul> |

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|   | <ul style="list-style-type: none"> <li>- Manufacturing <ul style="list-style-type: none"> <li>o High mortality rate due to mondial crisis</li> </ul> </li> </ul>   |
| SWOT analysis (max 6 bullet points each SWOT item) of Tourism activity of your area.        | <p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>- Richness of built heritage</li> <li>- Richness of natural heritage</li> <li>- High life quality level</li> <li>- Many artistic and historical events (Calendimaggio held in Assisi, Palio dei Terzieri held in Città della Pieve, Corsa dei Ceri in Gubbio, Palio della Quintana in Foligno);</li> <li>- High number of rural receptiveness buildings</li> </ul> <p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>- Low coordination level by local institutions</li> <li>- Low infrastructures level (no railways in some rural area)</li> <li>- High periodicity level of tourists' flows</li> </ul> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>- To create package holiday</li> <li>- To create integrated routes "culture-events- natural heritage"</li> </ul> <p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>- Higher competitiveness level in neighbouring areas</li> <li>- Low tourists' staying level</li> </ul> |
| SWOT analysis (max 6 bullet points each SWOT item) of the natural environment of your area. | <p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>- Richness of natural heritage</li> <li>- Strong presence of natura 2000 areas (78 areas of which 75 SIC sites of Community interest and 3 SPAs – Special Protection Areas);</li> </ul> <p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>- Lack of infrastructure</li> <li>- Low level of renewable energy infrastructure</li> </ul> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>- To increase sustainable development</li> </ul> <p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>- environmental damage</li> </ul>  |
| SWOT analysis (max 6  | <b>Strengths:</b>  |

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| <p>bullet points each SWOT item) of the Built Heritage of your area.</p> | <ul style="list-style-type: none"> <li>- Richness of archaeological patrimony (Many traces remain of the Etruscan civilization but also of the Ancient Umbrii, other pre-Roman populations and of the Roman themselves (the Eugubian Tablets spring to mind and the role they played in understanding the language, religious and social life of the Ancient Umbrii);</li> <li>- Richness of museums, castles and fortresses (Castle Bufalini in Città di Castello, Castle of Petroia in Gubbio; Pieve del Vescovo in Corciano; Castle of Vallingegno in Gubbio; Rocca Flea in Gualdo Tadino; Rocca d'Aries in Pietralunga, Rocca Albornoziana in Spoleto, Rocca del Leone in Castiglione del Lago, Castle of the Knights of Malta in Magione, Rocca di Assisi in Assisi);</li> </ul> <p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>- Lacking of thematic tourists' routes</li> </ul> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>- Favourable conditions to attract tourists</li> </ul> <p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>- Higher competitiveness level in neighbouring areas</li> </ul> |
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| <b>Regional information</b>   |   |
|---|---|
| Name of Area  | Auvergne Region   |
| B2N Partnership reference   | PP06 FR AUVERGNE  |
| <b>About your Organisation</b>  |   |
| Name of Partner organisation  | Regional Committee for Tourism Development of Auvergne  |
| General Purpose of organisation   | To promote Auvergne region, to organise tourism training plan, to create and implement the regional tourism development strategy of the Regional Council of Auvergne and to help develop tourist economy.   |
| Number of employees   | 47  |
| % of your organisations activity that is directly dedicated to actions that are the focus of B2N (staff/budget) | 20%   |
| Any other information you think is important for partners to know that will help the B2N project                |   |
| NUTS classification (if applicable)   | 2   |
| <b>How can I find out more:</b>   |   |
| (website address, titles of 2/3 key documents e.g. annual report Business Plan)                                 | <a href="http://www.auvergne-tourisme.info/">http://www.auvergne-tourisme.info/</a><br><a href="http://www.auvergne.org/">http://www.auvergne.org/</a><br><a href="http://www.auvergne.org/economie/developpement-du-tourisme-et-des-loisirs-bilan-a.html">http://www.auvergne.org/economie/developpement-du-tourisme-et-des-loisirs-bilan-a.html</a> |
| <b>B2N key Contact:</b>   |   |
| Name  | Thomas DUCLOUTRIER  |
| Address   | Parc Technologique Clermont-Ferrand La Pardieu<br>7 allée Pierre de Fermat, CS 50502<br>63178 Aubière Cedex<br>FRANCE   |
| Telephone number  | +33 (0)4 73 29 49 40  |
| Email:  | <a href="mailto:thomas.ducloutrier@crdt-auvergne.fr">thomas.ducloutrier@crdt-auvergne.fr</a>  |
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| <b>About your B2N Area</b>  |   |
| Co-terminus with an administrative classification: yes/no                           | Yes   |
| If yes what classification:   | French administrative region  |
| If no, briefly describe how and why your boundaries have been chosen                |   |
| Area KMsq   | 26 013  |
| Population  | 1 339 247   |
| Population/kmsq   | 51 inhabitants by square kilometre  |
| Brief description (demography)  | More than 1 300 000 inhabitants in Auvergne shared between 4 departments. The most populated department, Puy-de-Dôme, has 600 000 inhabitants including the main city: Clermont-Ferrand (urban area: 400 000 inhabitants). Population increases slightly and 65 % lives in urban area. Maintaining population in rural areas is an important issue for the region.                                |
| Brief Description (geography)   | Auvergne is divided into four departments: Allier, Cantal, Haute-Loire and Puy-de-Dôme. The main city is Clermont-Ferrand. Hills in the North, volcanoes, mountains, lakes and forests in Centre and South. An important river called "rivière Allier" runs through the region from South to North.   |
| Brief Description (economy)   | Successful business sectors: Agri-business, Aeronautics, Nutrition/Health, Materials, Wood/Cardboard/paper and Tourism. Global leaders: Michelin, Volvic, Limagrain, Valeo ...and a strong network of SME/SMI<br>Businesses in percentage of job: 67 % in services (including tourism), 26 % in industry, 7 % in agriculture.<br>524 000 jobs with 18 300 tourist jobs (4% of the regional total) |
| What are the important natural features of the area. your B2N project will focus on | 51 % of the regional area is in relation with a natural protection or natural management organization: natural area protected by law, natura 2000 network, Regional nature parks...   |

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| <p>SWOT analysis (max 6 bullet points each SWOT item) of SME development potential of your area.</p> | <p>Strengths:</p> <ul style="list-style-type: none"> <li>- high value-added in SMEs (3/4 of regional value-added from SMEs)</li> <li>- an important industrial activity with a real potential development in chemistry/plastic, metallurgy, agri-business, wood and paper industry</li> <li>- an traditional agriculture activity</li> <li>- a strong services sector (including tourism)</li> <li>- a good research engineering potential (public and private sectors)</li> </ul> <p>Weaknesses:</p> <ul style="list-style-type: none"> <li>- an economic growth less strong than other regions</li> <li>- an economic activity concentrated in urban areas</li> </ul> <p>Opportunities:</p> <ul style="list-style-type: none"> <li>- a strong SMEs network, 99% of small or medium-sized businesses (less than 250 employees)</li> <li>- small-sized businesses (less than 20 employees) are important in rural area</li> <li>- an interesting development potential of services and new technologies</li> <li>- a strong economic opportunity in tourism activity</li> </ul> <p>Threats :</p> <ul style="list-style-type: none"> <li>- the overall setting-up of companies and businesses decreases because the taking over of businesses decreases</li> <li>- scattered and specialised tourism activities</li> </ul> |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of Tourism activity of your area.</p>          | <p>Strengths:</p> <ul style="list-style-type: none"> <li>- natural heritage of great value for nature sport activities and leisure</li> <li>- important winter activities (ski resorts)</li> <li>- important economic sector, tourist consumption is between 7% and 10% of regional GDP</li> <li>- an important Romanesque heritage and culture activities</li> <li>- spa heritage and facilities (health; well-being)</li> <li>- traditional food</li> <li>- wide range of accommodation (campsite, hotel, self-catering cottage, guesthouse...)</li> </ul> <p>Weaknesses:</p> <ul style="list-style-type: none"> <li>- old facilities requiring high investments for refurbishment</li> <li>- an important low and intermediate quality hotel</li> </ul> <p>Opportunities:</p>  |

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|   | <ul style="list-style-type: none"> <li>- local policy to improve quality of hotel business (high end quality)</li> <li>- local policy to increase rate of foreign clientele</li> <li>- local policy to develop a sustainable tourist supply</li> <li>- public-private partnership development</li> </ul> <p>Threats:</p> <ul style="list-style-type: none"> <li>- to preserve natural heritage with tourist development</li> <li>- to scatter public funds</li> <li>- to develop sustainable tourist services and facilities (concentrated and scattered network)</li> <li>- to stay away from tourist commercial network and tourist invests</li> </ul>   |
| SWOT analysis (max 6 bullet points each SWOT item) of the natural environment of your area. | <p>Strengths:</p> <ul style="list-style-type: none"> <li>- important wetland network, water system (Allier river) and volcanoes water-spring for biodiversity, domestic consumption and agriculture</li> <li>- important forest areas</li> <li>- 51 % of the regional area is in relation with an environmental conservation (natural habitation and species), a flora and fauna catalogue or natural management organization: natural area protected by law, natura 2000 network, "Grand Site" Operation, Regional nature parks...</li> <li>- rural area is necessary for nature tourism development</li> <li>- wood industry provide the first renewable energy in Auvergne</li> <li>- high air quality and environment</li> <li>- landscapes</li> </ul> <p>Weaknesses:</p> <ul style="list-style-type: none"> <li>- low knowledge about environmental heritage</li> <li>- urban spread develops motorized movement</li> </ul> <p>Opportunities:</p> <ul style="list-style-type: none"> <li>- public policy to give information and control sightseeing traffic</li> </ul> <p>Threats:</p> <ul style="list-style-type: none"> <li>- intrusive flora and fauna</li> <li>- slow and steady extinction of biodiversity</li> </ul> |
| SWOT analysis (max 6 bullet points each SWOT item) of the Built Heritage of your area.      | <p>Strengths:</p> <ul style="list-style-type: none"> <li>- specific, historic and original heritage (gallo-Roman heritage, medieval heritage, Auvergne Romanesque architecture, Belle Epoque, spa activities heritage)</li> <li>- satisfying conservation of built heritage</li> </ul>   |

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|  | <ul style="list-style-type: none"><li>- implementation of city planning and law about heritage conservation</li></ul> <p>Weaknesses:</p> <ul style="list-style-type: none"><li>- lack of heritage promotion through tourism</li><li>- funds generated by tourist heritage site are deficient for maintenance (for public and private sites)</li><li>- law doesn't always allow to adapt (unusable) heritage for current needs</li></ul> <p>Opportunity:</p> <ul style="list-style-type: none"><li>- to use new ways of conveying cultural information (new technologies)</li><li>- interest regarding heritage increases</li><li>- local policy to improve organization and promotion of remarkable villages ("most beautiful villages of France" certificate)</li></ul> <p>Threats:</p> <ul style="list-style-type: none"><li>- danger to give priority to vernacular heritage (small fountain, washing place...) without general overview of town planning nor tourist development strategy instead of most important heritage</li><li>- low resources of public funds</li><li>- heritage refurbishment project without economic strategy</li></ul> |
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| <b>Regional information</b>   |   |
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| Name of Area  | Powys   |
| B2N Partnership reference   | PP07  |
| <b>About your Organisation</b>  |   |
| Name of Partner organisation  | Powys County Council  |
| General Purpose of organisation   | Local Authority   |
| Number of employees   | 7120  |
| % of your organisations activity that is directly dedicated to actions that are the focus of B2N (staff/budget) | Use No of staff in countryside services – planning and Regeneration (tourism, econ and community)<br>127 = 1.783%   |
| Any other information you think is important for partners to know that will help the B2N project                | <p>Powys County Council (Cyngor Sir Powys) is the governing body for Powys, one of the Principal areas of Wales. It has three shire committees -- one for each of Brecknockshire, Radnorshire and Montgomeryshire to which the council delegates its functions.</p> <p>Powys County Council:</p> <ul style="list-style-type: none"> <li>• Has 73 area based elected councillors</li> <li>• 112 Town and Community Councils</li> <li>• PCC is the largest employer in the county</li> <li>• Employs 8,000 staff in various locations</li> <li>• Has responsibilities for: <b>education, social care</b>, regeneration, tourism, <b>leisure</b> services, <b>roads</b> and bridges, <b>planning, waste</b> management</li> <li>• Total budget is £300 million (approx €330m)</li> </ul> |
| NUTS classification (if applicable)   | Powys is classified as a NUTS III area (UK L24)   |
| <b>How can I find out more:</b>   |   |
| (website address, titles of 2/3 key documents e.g. annual report Business Plan)                                 | <a href="#">Powys County Council</a>  |
| <b>B2N key Contact:</b>   |   |
| Name  | Filippo Compagni  |

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| Address  | European Policy and External Funding Manager<br>Powys County Council<br>County Hall<br>Llandrindod Wells<br>Powys  |
| Telephone number   | +44 1597 826641  |
| Email:   | filippo.compagni@powys.gov.uk  |
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| <b>About your B2N Area</b>   |  |
| Co-terminus with an administrative classification: yes/no            | Yes  |
| If yes what classification:  | local authority area, but also includes part of Brecon Beacons National Park   |
| If no, briefly describe how and why your boundaries have been chosen | —  |
| Area KMsq  | 5,197 km <sup>2</sup>  |
| Population   | 132,598 pop  |
| Population/kmsq  | 26   |
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| Brief description (demography)                                       | <ul style="list-style-type: none"> <li>• One of 22 Welsh counties: <ul style="list-style-type: none"> <li>– The largest: 5,197 km<sup>2</sup></li> <li>– The most sparsely populated: 132,598 pop.</li> <li>– Only 26 persons per km<sup>2</sup></li> </ul> </li> <li>• Households in Powys - 58,654 [2007]</li> <li>• Population of Largest towns: <ul style="list-style-type: none"> <li>• Newtown: 12,800</li> <li>• Brecon: 10,000</li> </ul> </li> <li>• Average age in Powys: 44 yrs</li> <li>• 26,000 Welsh speakers</li> </ul> |

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|   | <p>Powys has a relatively aged population, with the average age being 44 years old, compared to an average age in Wales of 40.9 years. In 2006, an estimated 59% of Powys residents lived in villages, hamlets and isolated dwellings compared with 17% in Wales and 11% in England and Wales (Powys County Council).</p> <p>The main towns in Powys consist of Welshpool, Newtown, Machynlleth, Builth Wells, Llandrindod Wells, Hay-on-Wye, Brecon and Ystradgynlais. Of these, Newtown is the largest town in the county, with a population of around 12,500. Newtown is home to offices of the Welsh Assembly Government, whilst the county council's main offices are located in the Victorian spa town of Llandrindod Wells. There are good rail links throughout the county and easy road connections to the Midlands, south Wales and the M4 corridor.</p> <p>There are no Universities in Powys, although the higher education college Coleg Powys has sites in Brecon, Llandrindod Wells, Newtown and Ystradgynlais. Although there is no University in Powys, its population boasts a slightly higher than national (Wales) proportion with NVQ4 or higher qualifications (27.5% in Powys with this level of qualification, compared to 26.5% across Wales and 29% in GB).</p> <p>The Office for National Statistics' figures record that 65,400 economically active and 14,900 economically inactive people resided in Powys in 2008 (giving a total working age population for 2008 as 80,300). 15.7% of people in Powys are recorded as being self-employed. This is a significantly higher percentage than both the Wales and UK figures (8.8% and 9.2% respectively)<sup>2</sup>. There are over 10,000 jobs directly or indirectly supported by tourism and over 3,000 tourism related businesses. Tourism related employment is relatively high in Powys (11.9%), compared with 8.8% in Wales and 8.2% GB.</p> |
| <p><b>Brief Description (geography)</b></p> | <p>Powys - eastern Wales (Mid Wales) is an extensive, largely upland and extremely rural county covering 2000 square miles, that is about a quarter of the area of Wales. With only 1 person in every 10 acres (4 hectares) it is one of the most sparsely populated local authority areas in England and Wales.</p> <p>The county has tremendous landscape assets, from the dramatic mountains of the Brecon Beacons National Park and the rolling hills of Radnor Forest to the Berwyn Mountains in the north, and some of Britain's most spectacular river valleys - the Severn, Wye and Usk .</p> <p>Excellent natural tourism product – Rural Landscape, National Parks</p>   |

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|  | <p>Powys has the natural asset of its rural landscape, which includes the Brecon Beacons National Park and the Elan Valley Estate. As well as the scenery, wildlife, cycle routes, outdoor activities and walking opportunities, history and heritage, the County also hosts three of Wales' large events. These are the Royal Welsh Agricultural Show, Hay Festival and Brecon Jazz. The county also has a strong 'local food' selling point.</p>  |
| <p>Brief Description (economy)</p>   | <p>The economy is based on agriculture and tourism, with high self-employment and small businesses predominating, and an important contribution to employment opportunities from the public sector.</p> <ul style="list-style-type: none"> <li>• Unemployment level: 5.1%</li> <li>• 8,600 VAT registered businesses in Powys</li> <li>• 73% are micro businesses</li> <li>• 4.7 million visitors to Powys in 2008</li> <li>• Staying a total of 2.1m bed-nights</li> <li>• Total number of bed-spaces in Powys in 2008 = 8760</li> <li>• 3.4 million day visitors</li> <li>• Visitor spend 2008 was £647.2m</li> </ul> |
| <p>What are the important natural features of the area. your B2N project will focus on</p> | <p><b>Dyfi Biosphere</b> UNESCO designation (2009) Managed by a local partnership 9 in the UK Dyfi Biosphere is the <b>first in Wales</b></p> <p><b>Brecon Beacons National Park</b> Designated in 1957 UK government defined (1 of 14 in UK, 3 in Wales)</p> <p><b>Forest Fawr Geopark</b> European designation 35 in Europe, 8 in UK Designated in 2005, the first in Wales</p> <p><b>Cambrian Mountains</b> – a sparsely populated upland area that has been self designated by local people as an area in which to develop economic initiatives</p>   |
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| SWOT analysis (max 6 bullet points each SWOT item) of SME development potential of your area. | <b>Strengths</b>   | <b>Weaknesses</b>   |
|   | <ul style="list-style-type: none"> <li>• Environment – built, and natural</li> <li>• Strong cultural heritage</li> <li>• Distinctive communities</li> <li>• Commitment of public sector to engage and work proactively with communities</li> <li>• Small business</li> <li>• Examples of strong businesses built on natural resources</li> <li>• Countryside and landscape</li> <li>• Natural products and resources and processing capacity</li> <li>• High rainfall and diversity of microclimates</li> <li>• Rich wildlife – red kites, otters, buzzards</li> <li>• Clean, natural and unpolluted environment</li> <li>• Diversity of rural environment</li> <li>• No motorways</li> <li>• Night skies – limited light pollution</li> <li>• Extensive rivers and reservoir network</li> <li>• Geopark status</li> </ul> | <ul style="list-style-type: none"> <li>• Tendency to be inward looking</li> <li>• Limited skills base and animateurs</li> <li>• Low resource base</li> <li>• Lack of higher education establishment</li> <li>• Ways of supporting transport</li> <li>• Access to services</li> <li>• Reducing local service provision</li> <li>• No major employers</li> <li>• Unwillingness to take risks</li> <li>• Too much dependence on commodity products – Powys lacks sufficient capacity for processing</li> <li>• The perceived seasonality of the tourist season</li> <li>• Inferior transport links – congested spots and lack of over taking places</li> <li>• A lot of Powys’ export is water from the Elan Valley and Lake Vyrnwy – the value of which does not come back into the local economy</li> <li>• Much of Rights of Way network in sub-standard condition</li> </ul> |
|   | <b>Opportunities</b>   | <b>Threats</b>  |
|   | <ul style="list-style-type: none"> <li>• Untapped skills</li> <li>• Social enterprise – community based potential</li> <li>• Tourism</li> <li>• Potential to develop distinctive products/ markets</li> <li>• Cultural products</li> </ul>   | <ul style="list-style-type: none"> <li>• Reduced mainstream public sector provision</li> <li>• Reducing public funding</li> <li>• Sectoral vested interests difficult to change</li> <li>• Global working and changes in global economy</li> <li>• Climate change</li> <li>• Loss of young people</li> </ul>  |

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|   | <ul style="list-style-type: none"> <li>• ICT changes</li> <li>• Largest area of open land in Wales</li> <li>• Brecon Beacons National Park within Powys boundary and neighbouring Snowdonia National Park</li> <li>• Fforest Fawr Geopark</li> <li>• Extensive footpath network</li> <li>• Relative close urban population</li> <li>• Climate change – opportunities for green tourism</li> <li>• The large potential for expansion in the tourism sector on a seasonal, geographic and capacity basis</li> <li>• Encouraging the growing and use of local food and timber products for local markets, with associated opportunities for shortening the supply chain</li> <li>• Dyfi Biosphere Area</li> <li>• Green energy and renewables business knowledge pool particularly in the Dyfi Valley.</li> </ul> | <ul style="list-style-type: none"> <li>• Ageing communities</li> <li>• Costs of housing</li> <li>• No joined up thinking</li> <li>• Marketing</li> <li>• Continued inward looking</li> <li>• Climate change</li> <li>• NIMBYs</li> <li>• Resistance to change</li> <li>• Policy changes from central government and their impact on the landscape – reducing sheep numbers is leading to increasing gorse and bracken coverage on the hills</li> <li>• High compensatory payments for land have increased the price of land to the point where new/young entrants into the farming sector cannot afford to start an agri-business</li> <li>• Green taxes on road fuel will make it expensive to travel to Mid-Wales</li> </ul> |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of Tourism activity of your area.</p> | <p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Excellent natural tourism product – Rural Landscape, National Parks</li> <li>• Powys County Council takes a leading role in promoting and developing tourism</li> <li>• Excellent tourism projects in the County</li> <li>• Awareness of the need to improve</li> </ul>   | <p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of required ICT skills in Tourism Department and difficult to source within the Authority</li> <li>• Reliance on paper based marketing / insufficient emarketing activity</li> <li>• Lack of suitable visitor database</li> <li>• Use of approved ICT systems or in-house ICT services can hinder effective use of ICT in tourism</li> <li>• Tourist information centres numbers are reduced and devolved, leading to possible quality issues</li> </ul>  |

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|  | <p>ICT services and deliver more tourism information electronically</p> <ul style="list-style-type: none"> <li>• Good working partnerships with other key partners</li> </ul>  | <p>and potential gaps in information provision</p> <ul style="list-style-type: none"> <li>• Limited budgets and staff reductions have reduced activity.</li> </ul>   |
|  | <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Improvements to the Web presence in Powys</li> <li>• Green tourism</li> <li>• Improved destination management on-line</li> <li>• Improved use of emarketing</li> <li>• Communicate more effectively with tourists while in Powys using ICT</li> <li>• Introduction of Touch Screens, outside of the County</li> </ul> | <p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Economic situation (disposable income, fuel prices)</li> <li>• Lower than UK average use broadband and varying quality and availability of broadband</li> <li>• Poor 2G and 3G mobile coverage</li> <li>• Competition from other tourism destinations who are making more use of ICT</li> <li>• Fall in staying visitor numbers and increased tendency for 'day visits'</li> <li>• Climate change</li> </ul>                                |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of the natural environment of your area.</p> | <p><b>Strengths:</b></p>   | <p><b>Weaknesses:</b></p>  |
|  | <ul style="list-style-type: none"> <li>• High value of natural environment by visitors</li> <li>• Existing infrastructure for walking, cycling, etc</li> <li>• Network of managed land for nature conservation</li> <li>• Uplands act as 'sink' for carbon and flood prevention</li> <li>• Attractive place to work and set up rural</li> </ul>  | <ul style="list-style-type: none"> <li>• High dependency upon uncertain agricultural grants to manage and retain wildlife interest</li> <li>• Highly variable commitment by local authorities and Government to managed public access to support walking, riding, etc activities</li> <li>• Uplands are fragmented and overgrazed, limiting their role as carbon and water stores</li> <li>• Requires high level of long-term commitment and financial security for landowners to management of</li> </ul> |

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|  | <p>businesses</p> <ul style="list-style-type: none"> <li>• High rainfall and many watercourses</li> <li>• Wide variation in landscapes and geography</li> <li>• Recognised as supporting mental and physical well-being</li> <li>• Supports farming, wildlife tourism, active outdoors activity tourism and health benefits</li> </ul>   | <p>land management for environmental gains</p> <ul style="list-style-type: none"> <li>• Examples of good environmental practices are poorly promoted and information on such is disparate.</li> <li>• Competition between and with governmental agencies for resources and competing interests for such.</li> <li>• Land management governed by wide range and number of large number of private owners</li> </ul>  |
|  | <p><b>Opportunities:</b></p>   | <p><b>Threats:</b></p>  |
|  | <ul style="list-style-type: none"> <li>• Modest investment in land management for small-scale tree planting can significantly reduce episodes of flooding after heavy rain.</li> <li>• Promote and exploit the managed trail network across Wales for local businesses.</li> <li>• Create clear links between food, farming and wildlife and increase visitor spend in the same general area.</li> <li>• Create longer term vision for land management and grant system to support it.</li> <li>• Exploit WAG desire to plant significant new woodlands for community and rural business benefits.</li> <li>• Huge opportunities to exploit renewable energy from small scale wind and hydro schemes across the county.</li> <li>• Large forestry and diverse woodland sector allows for small scale renewable power generation and wood-based skill sector</li> </ul> | <p>No strategic view or investment in micro energy may continue trend of ad hoc and uncertain investment opportunities<br/> Year-on-year budget cuts will see withdrawal of investment in trail management leading to dissatisfaction from visitors and loss of rural jobs.<br/> Grants for land management short term limiting commitment from land managers<br/> Failure to deliver long-term security for wildlife sensitive places.<br/> WAG Woodland planting aspirations could be delivered on marginal land and reduce wildlife interest rather than improve it.<br/> Micro-energy schemes could damage ecology and have adverse landscape impact.<br/> Rural visitors dependent upon weather patterns.<br/> Limited links, grant competition and variable support between wildlife site managers minimizes likelihood of coherent strategy to stop loss of species and habitats.<br/> Unmanaged Visitor numbers or over-use can disturb and destroy wildlife and sensitive sites<br/> Difficulties and costs in effective communication to visitors of behavior in accessing wildlife and</p> |

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|  | <ul style="list-style-type: none"> <li>• Better management of uplands could benefit micro-hydro energy generation and improve long-term storage of carbon in peatlands.</li> <li>• Skilled jobs in path and trail management.</li> <li>• Long-term viability of B&amp;Bs associated with walking and wildlife tourism.</li> <li>• Better linkages and promotion of wildlife areas to increase and improve visitor numbers and management.</li> <li>• Improved good practice information on visitor management in wildlife sensitive areas</li> </ul> | ecologically sensitive areas   |
| SWOT analysis (max 6 bullet points each SWOT item) of the Built Heritage of your area. | <p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• In-house expertise of staff who are gaining in knowledge of settlements, sites, architectural styles and of the needs and aspirations of local communities.</li> <li>• Ability and willingness to work in partnership with other services, agencies, groups and organisations</li> <li>• Ability in recent years to attract substantial external partnership heritage funding (HLF, WAG, Cadw and ERDF initiatives) and lever in additional private sector funds</li> </ul>        | <p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Insufficient Built Heritage staff resources and extent of grant work has led to: (i) inability to perform all conservation officer functions (ii) inability to provide the full conservation service expected by the public and (iii) staff retention problems</li> <li>• Lack of emphasis on the quality of built heritage work as opposed to quantitative outputs associated with built heritage grants.</li> </ul> |

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|  | <ul style="list-style-type: none"> <li>• Scope of section provides balance between meeting the needs of both development and conservation demonstrating a commitment to sustainability</li> </ul>  |  |
|  | <p><b>Opportunities:</b></p>   | <p><b>Threats:</b></p>   |
|  | <ul style="list-style-type: none"> <li>• Opportunity to seek match-funding for the Powys built heritage fund, including the Severn Valley through the EU Regional Competitiveness and Employment programme.</li> <li>• Opportunity to develop a conservation strategy, and depending on the scale of grant work possible following efforts to attract significant built heritage match-funding, to undertake wider conservation duties</li> <li>• To make use of the Buildings at Risk database to target built heritage resources to the buildings most under threat</li> <li>• To explore new ways of working with Development Control in order to secure more effective handling of planning applications related to built heritage</li> <li>• Opportunity to build closer links with corporate policy, community strategy</li> </ul> | <ul style="list-style-type: none"> <li>• Staffing levels limit the ability of section to perform all the necessary functions, some of which are statutory duties e.g. carrying out conservation area appraisals and enhancement schemes and comments on listed building consent applications.</li> <li>• Limited external match-funding opportunities to support the Council's supported borrowing contributions to the Powys Built Heritage Fund</li> <li>• Damage to listed buildings and built heritage due to staff capacity levels e.g. unable to carry out conservation area reviews / appraisals and designate Article 4 directions.</li> </ul> |

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|  | <p>and regeneration as a result of the establishment of the Regeneration and Development Service. This should enable a positive and pro-active role in development and regeneration initiatives including spatial planning.</p> |  |
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| <b>Regional information</b>   |  |
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| Name of Area  | Aosta Valley, part of the Grand Paradiso National Park (7 municipalities)  |
| B2N Partnership reference   | PPO8 Grand Paradis Foundation  |
| <b>About your Organisation</b>  |  |
| Name of Partner organisation  | Grand Paradis Foundation   |
| General Purpose of organisation   | Promoting and developing natural and cultural tourism within the territory of Grand Paradiso National Park   |
| Number of employees   | 8 permanent employees and 8 seasonal ones  |
| % of your organisations activity that is directly dedicated to actions that are the focus of B2N (staff/budget) | 100% of both our staff and budget are dedicated to actions that are focused on the topics of B2N. The focus of our Foundation is, in fact, to promote and support (in both direct or indirect ways) the development of the SMEs dealing with natural tourism.  |
| Any other information you think is important for partners to know that will help the B2N project                | The Board of Directors of Grand Paradis Foundation is made up of the representatives of all the public stakeholders of the area.   |
| NUTS classification (if applicable)   | Level 1: North, West<br>Level 2: Aosta Valley<br>Level 3: Aosta Valley   |
| <b>How can I find out more:</b>   |  |
| (website address, titles of 2/3 key documents e.g. annual report Business Plan)                                 | <ul style="list-style-type: none"> <li>• <a href="http://www.grand-paradis.it">www.grand-paradis.it</a></li> <li>• organization chart</li> <li>• Grand Paradis Foundation presentation</li> <li>• Annual report, business plan (available in Italian) and institutional law (available in Italian and French)</li> </ul> |
| <b>B2N key Contact:</b>   |  |
| Name  | Luisa Vuillermoz   |
| Address   | Fondation Grand Paradis, Villaggio minatori, 11012 Cogne (Aosta), Italy  |
| Telephone number  | +39-0165-749264; Fax: +39-0165-749618  |
| Email:  | <a href="mailto:luisa.vuillermoz@grand-paradis.it">luisa.vuillermoz@grand-paradis.it</a>   |
| Name  | Roberta lamonte  |
| Address   | Fondation Grand Paradis, Villaggio minatori, 11012 Cogne (Aosta), Italy  |

| Telephone number   | +39-0165-749264; Fax: +39-0165-749618  |                |                     |                      |                            |                      |                            |              |            |      |     |     |     |      |       |       |     |      |       |      |      |       |        |      |      |     |      |      |       |
|--|--|----------------|---------------------|----------------------|----------------------------|----------------------|----------------------------|--------------|------------|------|-----|-----|-----|------|-------|-------|-----|------|-------|------|------|-------|--------|------|------|-----|------|------|-------|
| Email:   | roberta.iamonte@grand-paradis.it   |                |                     |                      |                            |                      |                            |              |            |      |     |     |     |      |       |       |     |      |       |      |      |       |        |      |      |     |      |      |       |
| <b>About your B2N Area</b>   |  |                |                     |                      |                            |                      |                            |              |            |      |     |     |     |      |       |       |     |      |       |      |      |       |        |      |      |     |      |      |       |
| Co-terminus with an administrative classification: yes/no            | Yes  |                |                     |                      |                            |                      |                            |              |            |      |     |     |     |      |       |       |     |      |       |      |      |       |        |      |      |     |      |      |       |
| If yes what classification:  | Our area covers 7 municipalities whose territory is, at least in part, inside the Gran Paradiso National park.   |                |                     |                      |                            |                      |                            |              |            |      |     |     |     |      |       |       |     |      |       |      |      |       |        |      |      |     |      |      |       |
| If no, briefly describe how and why your boundaries have been chosen |  |                |                     |                      |                            |                      |                            |              |            |      |     |     |     |      |       |       |     |      |       |      |      |       |        |      |      |     |      |      |       |
| Area KMsq  | 557.33 kmsq  |                |                     |                      |                            |                      |                            |              |            |      |     |     |     |      |       |       |     |      |       |      |      |       |        |      |      |     |      |      |       |
| Population   | 5,903  |                |                     |                      |                            |                      |                            |              |            |      |     |     |     |      |       |       |     |      |       |      |      |       |        |      |      |     |      |      |       |
| Population/kmsq  | 10.59 p/kmsq   |                |                     |                      |                            |                      |                            |              |            |      |     |     |     |      |       |       |     |      |       |      |      |       |        |      |      |     |      |      |       |
| Brief description (demography)                                       | <p>According to the 31/12/2008 official data<sup>1</sup>, the total population number of the 7 municipalities' area is 5903, with a density of 10.59 people/kmsq. The inhabitants are not homogeneously distributed through the municipalities; the most populated municipality is Aymavilles, showing 2,009 inhabitants, whilst the lowest number of inhabitants is registered in Rhêmes -Notre-Dame (122). The following table summarizes the main demographic data (birth rate, mortality rate, natural growth rate, migratory rate, structural dependence rate and oldness rate) of our area (percentages):</p> <table border="1"> <thead> <tr> <th>MUNICIPALITY</th> <th>BIRTH RATE</th> <th>MORTALITY RATE</th> <th>NATURAL GROWTH RATE</th> <th>TOTAL MIGRATORY RATE</th> <th>STRUCTURAL DEPENDENCE RATE</th> <th>OLDNESS RATE</th> </tr> </thead> <tbody> <tr> <td>Aymavilles</td> <td>13.5</td> <td>8.0</td> <td>5.5</td> <td>8.0</td> <td>46.4</td> <td>116.7</td> </tr> <tr> <td>Cogne</td> <td>5.4</td> <td>16.8</td> <td>-11.4</td> <td>14.8</td> <td>68.5</td> <td>186.7</td> </tr> <tr> <td>Introd</td> <td>16.4</td> <td>14.8</td> <td>1.6</td> <td>27.9</td> <td>55.7</td> <td>114.6</td> </tr> </tbody> </table> | MUNICIPALITY   | BIRTH RATE          | MORTALITY RATE       | NATURAL GROWTH RATE        | TOTAL MIGRATORY RATE | STRUCTURAL DEPENDENCE RATE | OLDNESS RATE | Aymavilles | 13.5 | 8.0 | 5.5 | 8.0 | 46.4 | 116.7 | Cogne | 5.4 | 16.8 | -11.4 | 14.8 | 68.5 | 186.7 | Introd | 16.4 | 14.8 | 1.6 | 27.9 | 55.7 | 114.6 |
| MUNICIPALITY   | BIRTH RATE   | MORTALITY RATE | NATURAL GROWTH RATE | TOTAL MIGRATORY RATE | STRUCTURAL DEPENDENCE RATE | OLDNESS RATE         |                            |              |            |      |     |     |     |      |       |       |     |      |       |      |      |       |        |      |      |     |      |      |       |
| Aymavilles   | 13.5   | 8.0            | 5.5                 | 8.0                  | 46.4                       | 116.7                |                            |              |            |      |     |     |     |      |       |       |     |      |       |      |      |       |        |      |      |     |      |      |       |
| Cogne  | 5.4  | 16.8           | -11.4               | 14.8                 | 68.5                       | 186.7                |                            |              |            |      |     |     |     |      |       |       |     |      |       |      |      |       |        |      |      |     |      |      |       |
| Introd   | 16.4   | 14.8           | 1.6                 | 27.9                 | 55.7                       | 114.6                |                            |              |            |      |     |     |     |      |       |       |     |      |       |      |      |       |        |      |      |     |      |      |       |

<sup>1</sup> Data provided by the *Economic and Social Observatory* of Aosta Valley Region.

|                             |      |      |       |       |      |       |
|-----------------------------|------|------|-------|-------|------|-------|
| <b>Rhêmes-Notre-Dame</b>    | 24.7 | 0.0  | 24.7  | -16.5 | 58.4 | 73.1  |
| <b>Rhêmes-Saint-Georges</b> | 0.0  | 14.3 | -14.3 | 28.6  | 74.4 | 164.7 |
| <b>Valsavarenche</b>        | 5.2  | 5.2  | 0.0   | 20.8  | 52.8 | 179.2 |
| <b>Villeneuve</b>           | 8.8  | 5.6  | 3.2   | 12.8  | 51.0 | 100.9 |

An official survey of the resident people in the 7 municipalities over more than one century (from 1861 to 2001) points out that the number of people living in the medium height area (Introd and Rhêmes-Saint-Georges) is more and more dwindling. A part from Cogne, where the mining development has been gradually substituted by the tourist one, the number of resident people in the high mountain municipalities (Valsavarenche and Rhêmes -Notre-Dame) is considerably decreasing too. Being located in the boundaries of Aosta (the main town of the region), the number of people living in Villeneuve and Aymavilles has not sensibly diminished and, as far as Villeneuve is concerned, it has slightly increased . This is an indication of an important phenomenon concerning the medium and high mountainous areas: the depopulation one. The following table shows the resident population census in the area in 1861, 1951 and in 2001.

| MUNICIPALITY                | 1861 | 1951 | 2001 |
|-----------------------------|------|------|------|
| <b>Aymavilles</b>           | 1921 | 1380 | 1850 |
| <b>Cogne</b>                | 1633 | 1772 | 1467 |
| <b>Introd</b>               | 988  | 615  | 550  |
| <b>Rhêmes-Notre-Dame</b>    | 344  | 123  | 112  |
| <b>Rhêmes-Saint-Georges</b> | 777  | 355  | 195  |
| <b>Valsavarenche</b>        | 639  | 309  | 180  |

|                               | Villeneuve   | 956 | 1035 | 1082 |
|-------------------------------|--|-----|------|------|
| Brief Description (geography) | <p>Nowadays, in our area, the problem of depopulation is being faced thanks to a kind of tourism able, even through the valorization of the agricultural and handicraft reality, to create job opportunities for local people, especially for young ones, in order to avoid the problem of the abandon of the territory.</p> <p>Our area covers 7 municipalities that are set throughout the three valleys of the Gran Paradiso National Park belonging to Aosta Valley's territory: Cogne Valley, Rhêmes Valley and Valsavarenche. Aosta Valley is a mountainous autonomous region in the North-West of Italy. It is bordered by France to the West, Switzerland to the North and the Italian region of Piedmont to the South and East. With its side valleys it includes the Italian slopes of Monte Bianco, Monte Rosa and the Matterhorn; its highest peak is Monte Bianco (4810 m). With an area of 3263.25 km sq and a population of about 127,000 resident people, it is the smallest, least populous, and least densely populated region of Italy. The region is divided into 74 municipalities grouped in 8 mountain communities. The 7 municipalities Grand Paradis Foundation deals with (Aymavilles, Cogne, Introd, Rhêmes-Notre-Dame, Rhêmes-St-Georges, Valsavarenche and Villeneuve) are part of Grand Paradis Mountain Community, which groups together 13 municipalities located on both slopes of the central furrow of Aosta Valley, covering an almost 826 kmsq area.</p> <p>The municipality of Cogne is set amid the unspoilt vegetation of Cogne Valley. The impressive North side of Grivola, one of the most beautiful mountains of the region, trails down with its glacier to the green expanse of pastures of the grazing area of Gran Nomenon. The contrast of colours, the pastures, the woods and the chance of seeing grazing animals, make this area one of the pearls of the park.</p> <p>The municipalities of Aymavilles, Introd and Villeneuve lie at the entrance of the Gran Paradiso Valleys. Aymavilles and Villeneuve municipalities are the nearest to Aosta, which is the main town and province of Aosta Valley, and are the less immersed in the territory of the National Park. Aymavilles, which is 640 m a.s.l., is the lowest point of our area. It boasts the presence, in its territory, of one of the most beautiful and well-preserved Roman monuments: the aqueduct of Pont D'Ael, and of the Castle of Aymavilles, the most characteristic and recognizable element of the Community for its position and architecture characterized by the four</p> |     |      |      |

cylindrical towers crowned by "murder holes" that enclose a central body with a square base. The municipality of Villeneuve is characterized by the presence of the ruins of Chatel Argent, once a Roman fortress protecting the Empire borders from Barbaric invasions. The village of Introd borders downwards the river Dora Baltea and upwards the alpine peaks. It's also delimited by the streams Dora of Rhêmes and Savara, which gave the name to the village: in French *Entre Eaux* (between waters).

Going through Rhêmes valley you can see Rhêmes-St-Georges, a typical mountain rural community. On the right of the mid Val di Rhêmes there are two ravines, covered in splendid conifer forests at the bottom and green meadows higher up. The area is particularly interesting for its fauna, from the marmots, always alert for any possible danger, and the ibex and chamois grazing on the high pastures to the many types of birds that inhabit the forests of the valley floor. The upper valley opens up to a scenario of moraines and glaciers that run down along the Granta Parei and the other glaciers of the valley. Rhêmes-Notre-Dame, which is set 1,725 m a.s.l., is the highest municipality of our territory.

Valsavarenche is a real paradise for nature lovers seeking wilderness and authenticity. Driving up the valley you get astonished by its steep sides. It is characterized by the presence of small streams that in winter turn into ice and are apparently still. The road leads to Pont, 2,000 m a.s.l., where nature becomes the absolute queen either in summer or in winter. Here starts the path reaching the highest Italian massif: Gran Paradiso.

The Gran Paradiso National Park covers an area of 70,000 hectares, in a high mountainous area, between the 800 m at the bottom of the valley and the 4,061 m of mount Gran Paradiso. In the woods along the valley bottom there are a number of larch trees, red spruce, Swiss stone-pines and silver fir trees. As you climb, the trees give way to alpine pastures, that are radiant with flowers in spring, then to rocks and ice glaciers. Among the rare flowers in the park are: the *Potentilla pensylvanica*, in the arid pastures above 1,300 m; the *Astragalus alopecurus*, only found in Valle d'Aosta; the *Aethionema thomasianum*; the *Linnaea borealis*, a glacial relict in the coniferous woods; the *Paradisea liliastrum*, a splendid white lily which gave the name to the historical Paradisia botanical garden. Inhabited zones on the valley floor, permanent dwellings at high altitudes, important grazing areas near the highland plains, bare stone shelters near the highest pastures, up to an altitude of 2,600 m: this is the human architecture of the park, with 222 settlements, 171 in Piedmont and 54 in Aosta Valley, and 450 grazing structures, paths and paved mule-tracks (once main communication routes and today a network of nature trails for tourists), signs of agricultural activity, with dry stone walls that terrace the steep slopes and small irrigation canals made of earth and stone. A

|                             |   |
|-----------------------------|---|
|                             | <p>territory in slow evolution, where the trees are gaining round on the open spaces that were once used to grow cereals, and on the abandoned settlements.</p> <p><b>Sources:</b><br/>Aosta Valley website (<a href="http://www.regione.vda.it">www.regione.vda.it</a>), Gran Paradis Mountain Community website (<a href="http://www.cm-grandparadis.vda.it">www.cm-grandparadis.vda.it</a>), Gran Paradiso National Park website (<a href="http://www.pngp.it">www.pngp.it</a>)</p>  |
| Brief Description (economy) | <p>One of the main features of the economy of our territory is that there is a remarkable segmentation among the low, the medium and the high areas. As far as the lower area is concerned, people living in Aymavilles and Villeneuve are usually commuter working in Aosta and are generally employed in the service industry. In this area agriculture is practiced too, especially concerning vineyards and orchards.</p> <p>The economy of the medium area, on the other hand, is characterized by the practice of farming (bovines and ovines) and agriculture.</p> <p>With regard to the higher area, it is important to notice that, despite people still practice agriculture and vertical transumance<sup>2</sup>, the service industry is becoming more and more important. In Rhêmes, Cogne and Valsavarenche valleys, in fact, tourism acts as a flywheel sector for many other activities as, for instance, craftsmanship and local food and wine production and distribution. Gran Paradiso valleys offer their guests plenty of possibilities, particularly for summer activities, as for instance animal watching, excursions, trekking, rafting, mountain bike and climbing. The most diffused kind of tourism in these valleys is therefore the naturalistic one, strictly linked to the presence of the Gran Paradiso National Park. As far as winter tourism is concerned, it is particularly linked to Alpine, mountain and cross country skiing, to snowshoes excursions and to ice and mountain climbing, but the presence of tourists is predominantly focused in summer period. Nevertheless, Cogne is an internationally known cross country skiing location.</p> <p><b>Sources:</b><br/>Aosta Valley website (<a href="http://www.regione.vda.it">www.regione.vda.it</a>), Gran Paradis Mountain Community website (<a href="http://www.cm-grandparadis.vda.it">www.cm-grandparadis.vda.it</a>), Gran Paradiso National Park website (<a href="http://www.pngp.it">www.pngp.it</a>), <i>Guida rurale della Valle d'Aosta</i> (Grand Paradis Mountain community volume, pdf version), <i>Studi propedeutici per il piano del Parco Nazionale Gran Paradiso</i> (multiple authors, 2000; Aosta,</p> |

<sup>2</sup> progressively moving the cattle, throughout the year, from the fields on the valley floor to the mid-altitude pastures and then to those at high altitude, where the grazing areas are.

|   |  |   |
|---|--|---|
|   | Tipografia Valdostana)   |   |
| What are the important natural features of the area your B2N project will focus on            | -biodiversity of the park<br>- uniqueness of territorial conformation  |   |
| How natural areas contribute to the development of your area?                                 | The presence of the natural area of Gran Paradiso National Park makes our area an attractive location for tourists, particularly in summer.  |   |
| SWOT analysis (max 6 bullet points each SWOT item) of SME development potential of your area. | <b>STRENGTHS</b> <ul style="list-style-type: none"> <li>• GRAN PARADISO NATIONAL PARK BRAND</li> <li>• AOSTA VALLEY REGIONAL AUTONOMY</li> <li>• FACILITY AND RAPIDITY OF COMMUNICATION WITH THE AUTHORITIES DUE TO THE REDUCED DIMENSIONS OF THE REGION</li> </ul>    | <b>WEAKNESSES</b> <ul style="list-style-type: none"> <li>• LACK OF A CRITICAL MASS</li> <li>• PAROCHIAL LOGIC</li> <li>• LACK OF A SYSTEM NETWORK DUE TO TERRITORIAL CONFORMATION</li> <li>• SELF-REFERENTIALITY</li> </ul>   |
|   | <b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>• COMARKETING AGREEMENTS WITH OTHER PLAYERS</li> <li>• JOB OPPORTUNITIES LINKED TO NATURALISTIC TOURISM (NATURE GUIDES, ECC)</li> <li>• REGIONAL LEGISLATION</li> </ul>                                    | <b>THREATS</b> <ul style="list-style-type: none"> <li>• YOUNG PEOPLE'S DISCOURAGEMENT AND ABANDON OF LOCAL ACTIVITIES</li> <li>• INTERNATIONAL COMPETITION</li> <li>• ECONOMIC CRISIS</li> </ul>  |
| SWOT analysis (max 6 bullet points each SWOT item) of Tourism activity of your area.          | <b>STRENGTHS</b> <ul style="list-style-type: none"> <li>• PRESENCE OF THE GRAN PARADISO NATIONAL PARK</li> <li>• NATURAL ENVIRONMENT</li> <li>• QUIETNESS</li> <li>• LOYAL CUSTOMERS</li> <li>• SUMMER ACTIVITIES</li> <li>• AOSTA VALLEY REGIONAL AUTONOMY</li> </ul> | <b>WEAKNESSES</b> <ul style="list-style-type: none"> <li>• SCARSITY OF SERVICES</li> <li>• SCARSITY OF INFRASTRUCTURES AND MEANS OF TRANSPORT</li> <li>• LACK OF A QUALITY OFFER FOR A FOREIGN TARGET</li> <li>• ONLY FOCUSED ON SUMMER</li> <li>• SELF-REFERENTIALITY</li> </ul> |
|   | <b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>• LINKING ENVIRONMENTAL PRESERVATION POLICIES AND SUSTAINABLE TOURISM DEVELOPMENT POLICIES</li> </ul>  | <b>THREATS</b> <ul style="list-style-type: none"> <li>• COMPETITORS</li> <li>• ECONOMIC CRISIS</li> </ul>   |

|   |   |  |  |
|---|---|--|--|
|   | <ul style="list-style-type: none"> <li>CREATING A TOURIST OFFER MATCHING NATURE, CULTURE, WELLNESS AND LOCAL FOOD AND WINE</li> </ul>   |  |  |
| SWOT analysis (max 6 bullet points each SWOT item) of the natural environment of your area. | <p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>QUALITY OF LIFE</li> <li>ENVIRONMENTAL PROTECTION POLICY OF THE GRAN PARADISO NATIONAL PARK</li> <li>UNIQUENESS OF TERRITORIAL CONFORMATION</li> </ul>   | <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>FRAGILITY OF ECOSYSTEMS</li> <li>DIFFICULTY OF INTEGRATION OF THE PROTECTED AREA IN THE TERRITORIAL AND SOCIO-ECONOMIC CONTEST</li> </ul>  |  |
|   | <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>LINKING ENVIRONMENTAL PRESERVATION POLICIES AND LOCAL SUSTAINABLE DEVELOPMENT POLICIES (AND POSSIBILITY FOR LOCAL PEOPLE TO BECOME MORE AND MORE AWARE THAT PARK IS RATHER A SOURCE THAN A LIMIT, E.G. ORGANIZATION OF NATURE TRAILS AND NATURALISTIC JOURNEYS OR REALIZATION OF A HIGH LEVEL PATH NETWORK)</li> </ul> | <p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>MASS TOURISM</li> <li>BUILDING TRADE EXPANSION</li> <li>FIRES AND ARSONS</li> <li>HYDROGEOLOGICAL INSTABILITY</li> <li>CLIMATE CHANGES</li> </ul>   |  |
| SWOT analysis (max 6 bullet points each SWOT item) of the Built Heritage of your area.      | <p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>RICHNESS AND PECULIARITY OF BOTH MATERIAL AND IMMATERIAL CULTURAL HERITAGE</li> <li>PRESENCE OF CASTLES, EVIDENCES OF PAST RURAL ARCHITECTURE AND OF ETHNOGRAPHIC MUSEUMS;</li> <li>PROTECTION OF THE BUILT HERITAGE</li> </ul>  | <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>SCARCITY OF PUBLIC MEANS OF TRANSPORT TO REACH THEM AUTONOMOUSLY</li> <li>PRESENCE OF A FEW NUMBER OF ABANDONED BUILDINGS THAT ARE EVIDENCES OF OUR PAST TRADITION (E. G. SOME MOUNTAIN PASTURES)</li> </ul> |  |

|  |   |  |
|--|---|--|
|  | <p>THROUGH LEGISLATION AND POLICY;</p> <ul style="list-style-type: none"> <li>DISLOCATION THROUGHOUT THE TERRITORY</li> </ul>   |  |
|  | <p>OPPORTUNITIES</p> <ul style="list-style-type: none"> <li>PROMOTION AND FRUITION OF THE HERITAGE LINKED TO OUR PECULIAR IDENTITY, IN ORDER TO CREATE TOURIST ATTRACTION</li> <li>DRAWING ON THE SYNERGY BETWEEN NATURAL AND CULTURAL HERITAGE TO REACH A PARTICULAR TARGET</li> </ul> | <p>THREATS</p> <ul style="list-style-type: none"> <li>BUILDING TRADE EXPANSION</li> <li>RISK OF LOSING OUR IMMATERIAL HERITAGE (E.G. RELIGIOUS TRADITIONS, RECIPES, KNOWLEDGE OF THE TERRITORY, LINGUISTIC PECULIARITY)</li> </ul> |

| <b>Regional information</b>   |   |
|---|---|
| Name of Area (investigated within the B2N project)  | Alto Tâmega   |
| B2N Partnership reference   | PP9   |
| <b>About your Organisation</b>  |   |
| Name of Partner organisation  | ADRAT   |
| General Purpose of organisation   | Non-profit  |
| Number of employees   | 12  |
| % of your organisations activity that is directly dedicated to actions that are the focus of B2N (staff/budget) | 25%   |
| Any other information you think is important for partners to know that will help the B2N project                |   |
| NUTS classification (if applicable)   | NUT III   |
| <b>How can I find out more:</b>   |   |
| (website address, titles of 2-3 key documents e.g. annual report, Business Plan)                                | <a href="http://www.adrat.pt">www.adrat.pt</a>  |
| <b>B2 N key Contact:</b>  |   |
| Name  | Susan Luzio   |
| Address   | Av. Cooperação Ed. Inditrans<br>Lote A1 n.º 2 Outeiro Seco<br>Chaves  |
| Telephone number  | +351276340920   |
| Email:  | <a href="mailto:Susan.luzio@adrat.pt">Susan.luzio@adrat.pt</a>  |
| <b>About your B2n Area</b>  |   |
| Co-terminus with an administrative classification: yes  | yes   |
| If yes what classification:   | National Park<br>Natura 2000 Network  |
| If no, briefly describe how and why your boundaries have been chosen  |   |
| Area KMsq   | Municipality of Montalegre / National Park – 210,14 kmsq<br>Municipality of Chaves/Natura 2000 Network – 31,49 kmsq<br>Municipality of Vila Pouca de Aguiar / Natura 2000 Network – 134,95 kmsq |
| Population  | Municipality of Montalegre / National Park – 13229<br>Municipality of Chaves/Natura 2000 Network – 12077  |

|                                |  |
|--------------------------------|--|
|                                | Municipality of Vila Pouca de Aguiar / Natura 2000 Network – 19146   |
| Population/kmsq                | Municipality of Montalegre / National Park – 62.95/kmsq<br>Municipality of Chaves/Natura 2000 Network – 383.51/kmsq<br>Municipality of Vila Pouca de Aguiar / Natura 2000 Network – 141.87/kmsq  |
| Brief description (demography) | The majority of the population is concentrated in the main centers, where the municipalities' headquarters are located. There are around 104.768 inhabitants in the region and there is great percentage of population exodus, especially the young (to other countries and to the main cities Porto and Lisbon). The population in the rural areas is aging and there is a depopulation of the small villages.  |
| Brief Description (geography)  | The Alto Tâmega's region comprehends 6 municipalities Boticas, Chaves, Montalegre, Ribeira de Pena, Valpaços e Vila Pouca de Aguiar, it has a total area of de 2.932Kms2 and its classified as NUT III. This region has two very fertile valleys (Chaves and Vila Pouca), with good agriculture use; a plateau (Boticas and Montalegre), very good for cereals and animal grazing and a mountain area with altitudes between 800 and 1500 meters with good ability to forest. The Montalegre municipality is integrated in the only National Park called <i>Peneda – Gerês</i> . |
| Brief Description (economy)    | The main activity in these protected regions is the primary sector which is dominant, as well  |

|   |   |
|---|---|
|   | as the preparation and transformation of agricultural products and livestock assume a great importance for the region's economy. The thermal waters are also very important in all Alto Tâmega and attract many visitors. The installation of industrial parks is increasing and has a great importance especially for the border region. |
| What are the important natural features of the area your B2N project will focus on            | The area integrating this project will be the Natura 2000 Network and a part of the National Park <i>Peneda Gêres</i> . These areas have a great variety of biodiversity classifies as being of communitarian interest.   |
| How natural areas contribute to the development of your area?                                 | These areas bring every year a great number of visitors, and it is increasing; visitors come to do nature activities and active tourism.  |
| SWOT analysis (max 6 bullet points each SWOT item) of SME development potential of your area. | Tourism<br>Accommodation<br>Typical food restaurants<br>Energy (wind farms)   |
|   |   |
| SWOT analysis (max 6 bullet points each SWOT item) of Tourism activity of your area.          | Active Tourism activities<br>Water activities<br>Trekking and bicycles<br>Bird watching   |
|   |   |
| SWOT analysis (max 6 bullet points each SWOT item) of the natural environment of your area.   | Mountain area with aptitude for forest;<br>Natural Habitat of several species (fauna and flora);<br>Unique ecosystems- at national level;   |
| SWOT analysis (max 6 bullet points each SWOT item) of the Built                               | Several archaeological remains from the roman period;   |

|  |  |
|--|--|
| Heritage of your area.                 | Old castles and fortress;<br>Mills and bridges ; |
|  |  |
| <b>Policy analysis:</b>                |  |
| Please use the document appraisal tool |  |

| <b>Regional information</b>   |   |
|---|---|
| Name of Area  | Veliko Turnovo  |
| B2N Partnership reference   | <b>PP10</b>   |
| <b>About your Organisation</b>  |   |
| Name of Partner organisation  | Veliko Turnovo Municipality   |
| General Purpose of organisation   | Public body – local authority   |
| Number of employees   | 180   |
| % of your organisations activity that is directly dedicated to actions that are the focus of B2N (staff/budget) | 11% regarding the actions of the staff;<br>4 % regarding the budget   |
| Any other information you think is important for partners to know that will help the B2N project                |   |
| NUTS classification (if applicable)   | BG321   |
| <b>How can I find out more:</b>   |   |
| (website address, titles of 2/3 key documents e.g. annual report Business Plan)                                 | <a href="http://www.veliko-turnovo.bg">www.veliko-turnovo.bg</a>      |
| <b>B2N key Contact:</b>   |   |
| Name  | Ivo Naydenov – Deputy Mayor, Social care and environmental protection |
| Address   | Bulgaria, 5 000 Veliko Turnovo, 2 Maika Bulgaria Square               |
| Telephone number  | + 359 62 619 300  |
| Email:  | bagirasivo@mail.bg  |

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| <b>About your B2N Area</b>   |  |
| Co-terminus with an administrative classification: yes/no            | Yes  |
| If yes what classification:  | The data taken into consideration in the process of analyzing of the information will cover not only the territory of city of Veliko Turnovo, but also all populated areas /36/ in Veliko Turnovo Municipality.  |
| If no, briefly describe how and why your boundaries have been chosen |  |
| Area KMsq  | 885  |
| Population   | 90 432   |
| Population/kmsq  | 102.18   |
| Brief description (demography)                                       | <p>At the end of 2009 population in Veliko Turnovo Municipality is 90 432 persons. Due to the negative natural population increase and negative net international migration, trend toward decreasing the population is observed.</p> <p><b>Population up</b> to 31.12.2009: <b>43 344.06</b> men; <b>47 087.94</b> women<br/> Female population share is higher: 52.07%, 1 086 women correspond to 1 000 men in 2008.</p> <p><b>Rate of natural increase</b> - Population natural increase is the difference between the number of births and deaths observed. As the number of deaths is higher compared to the number of births since 1990, the difference is negative and the number of population in Veliko Turnovo region decreases gradually..<br/> Natural increase rate is minus 7.9 ‰;</p> <p><b>Mortality</b> - there is an increase of mortality observed in 2009 compared to the previous year. For 2009 the mortality rate was 1657.4 per 100 000 persons while in 2008 – 1583.9.</p> |

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|                               | <p>Higher mortality is observed for male population (1808.9 per 100 000) compared to female (1517.9 per 100 000) .</p> <p><b>Infant mortality</b> - After reaching a high level of infant mortality in 1997 - 17.5‰ it continuously decreases and is 10.7‰ in 2009.</p>  |
| Brief Description (geography) | <p>Veliko Turnovo Municipality is situated in the central part of North Bulgaria and it is included in the administrative and territorial boundaries of Veliko Turnovo district. Veliko Turnovo is almost in the middle of the distance between the biggest cities in the country – Sofia, Varna, Plovdiv and Burgas.</p>  |
| Brief Description (economy)   | <p>The economic profile of Veliko Turnovo Municipality is characterized with development of modern tourist industry, which provides cognitive, cultural, congress, rural and ecological tourism. Structure defining branches are wood processing and processing industry, electronics, construction works, food industry, commerce and services.</p> <p>In 2009 <b>the economically active population</b> aged 15-64 was 57 333.89 and accounted 63.4 % of the population in the same age group. Compared to 2008 the activity rate (15-64) went down by 1.9 percentage points.</p> <p><b>The employment rate</b> (15-64) was 58.3 %.</p> <p><b>The unemployment rate in 2009</b> increased by 3 percentage points in comparison with 2008 to 9.8%.</p> <p><b>Relative share</b> of the enterprises with <b>up to 9 employed persons</b> in the total number of companies in the region: 89.24 %;</p> <p><b>Relative share</b> of the enterprises with <b>10-19 employed persons</b> in the total number of companies in the region: 5.36 %;</p> <p><b>Relative share</b> of the enterprises with <b>20-49 employed persons</b> in the total number of companies in the region: 3.24 %;</p> <p><b>Relative share</b> of the enterprises with <b>50-249 employed persons</b> in the total number of companies in the region: 1.87 %;</p> <p><b>Relative share</b> of the enterprises with more than <b>250 employed persons</b> in the total number of companies in the region: 0.29 %;</p> |

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| <p>What are the important natural features of the area. your B2N project will focus on</p> | <p>The territory of Veliko Turnovo Municipality is characterised by good environmental features, which are defined by the favourable soil, microclimate and sanitary-hygiene conditions, as well as by the existence of mineral water springs, which provide a base for balneological development in the region. In the framework of B2N project the attention will be paid at the quality of the atmospheric air, and the rivers waters, as well as at the natural areas.</p> |
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SWOT analysis (max 6 bullet points each SWOT item) of SME development potential of your area.

**STRENGTHS**

- Geographical location along the European corridor and transport network;
- Highly educated and trained labor force;
- Schools for secondary education and the universities are base for creating knowledge;
- Existence of entrepreneurial interest;

**WEAKNESSES**

- Tradition of large enterprises;
- Insufficient inter-action between the different institutions and cooperation between neighboring municipalities;
- Amortized physical environment in the populated areas;
- Lack of finance for SMEs

**OPPORTUNITIES:**

- Improvement of logistics through reconstruction of the road network;
- Existing experienced entrepreneurs;
- Funding of the infrastructure project by the Structural Funds of EU and other donor organizations;
- Attracting new investors;

**THREATS:**

- Lack of financial resources;
- Continuing migration of the population;
- Limited activities of the companies;
- Slow increase of the working places for highly educated labor force;

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| <p>SWOT analysis (max 6 bullet points each SWOT item) of Tourism activity of your area.</p> | <p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Historic city;</li> <li>• River location;</li> <li>• Recent and current investment;</li> <li>• Cultural heritage, events, festivals and tradition</li> </ul> <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• River unused;</li> <li>• Rural area underused;</li> <li>• Attraction availability;</li> <li>• Lack of entire information strategy</li> </ul> <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Participation in international tourism exhibitions;</li> <li>• Ability of the area to appeal to the various market segments by providing appropriate ‘attractors’, accommodation and services in order to compete effectively with other destinations;</li> <li>• Competitiveness of the area in terms of value based quality delivered for the price paid by the visitor;</li> <li>• Marketing effectiveness in attracting visitors to the area;</li> </ul> <p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Lack of coordination among the institutions;</li> <li>• Rising costs of marketing and decreasing responses of target groups;</li> <li>• New destinations and increase of low-cost travel providers;</li> <li>• Climate change</li> </ul> |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of the natural</p>                    | <p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Low pollution level of the waters;</li> </ul>   |

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| <p>environment of your area.</p>  | <ul style="list-style-type: none"> <li>• High level of the constructed water supply system;</li> <li>• Rich biological diversity and protected areas;</li> <li>• Existence of legislation and adopted programs for applying of the policies for environmental protection;</li> </ul> <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Insufficient and amortized infrastructure for collection, supplying and treatment of the waters;</li> <li>• Existence of a big number of polluted areas;</li> <li>• Limited internal financial resources for environmental investments;</li> <li>• Insufficiently developed systems for collection and transportation of waste</li> </ul> <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Use of the financial instruments of EU for solving the problems related to the protection of the environment;</li> <li>• Introduction of effective and modern techniques related to the environmental protection;</li> <li>• Potential for higher energy efficiency as a result of the new organisation of the energy sector;</li> <li>• Institutional framework for information and participation in decision-making processes</li> </ul> <p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Global climate change;</li> <li>• Eventual additional costs regarding the application of the environmental legislation;</li> <li>• Decrease of the biological diversity</li> <li>• Negative attitude on behalf of the civil society regarding the construction of the new waste treatment facilities</li> </ul> |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of the Built Heritage of your area.</p> | <p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Great number of distinctive buildings, monuments, culture and history;</li> <li>• Different historical periods they belong to;</li> </ul>  |

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|  | <ul style="list-style-type: none"> <li>• Good commercial and geographical location;</li> <li>• Strong community awareness</li> </ul> <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Lack of funding, human resources and time;</li> <li>• Lack of aggressive and effective marketing and promotional strategies;</li> <li>• Lack of long term planning strategy</li> <li>• Different kind of propriety;</li> </ul> <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Investment in the city using the EU fundings;</li> <br/> <li>• Commercial opportunities / development of economy of the town;</li> <li>• Renewal and refurbishment of buildings and monuments;</li> <li>• Government initiatives</li> </ul> <p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Loss of heritage buildings</li> <li>• Budget constraints/ inability to acquire funding</li> <li>• Bureaucracy</li> <li>• Natural processes</li> </ul> |
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| <b>Regional information</b>   |   |
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| Name of Area (investigated within the B2N project)  | Inner-Karst region  |
| B2N Partnership Reference   | LDC has just concluded the project “Crossed Borders” within the Interreg IIIA project Slovenia-Hungary-Croatia 2000 – 2006. The aim of the project was to re-vitalise abandoned military heritage in this strategic region and provide conditions for development of cultural/historic tourism. LDC take an active part also in some other EU projects, specially in cooperation with Regional Development Agency and Municipality Pivka. Regional project “ECO REGION” was supported by EU Regional Fund and as a result a new brand “GREEN KARST” was established for Inner-Karst Region. |
| <b>About your Organisation</b>  |   |
| Name of Partner Organisation  | Local Development Center Pivka  |
|   | Organization was established for the development of entrepreneurship in the Municipality of Pivka, as well as the development of SME, tourism business and farmhouses.  |
| Number of Employees   | 6 employees   |
| % of your organisations activity that is directly dedicated to actions that are the focus of B2N (staff/budget) | Two of the employees of the Local Development Centre work on the project B2N. Andreja Požar does about 60% of the work, Janko Boštjančič about 20%.   |
| Any other information you think is important for partners to know that will help the B2N project                | /   |
| NUTS classification (if applicable)   | NUTS 3  |
| <b>How can I find out more:</b>   |   |
| (website address, titles of 2-3 key documents e.g. annual report, Business Plan)                                | www.pivka.si  |
| <b>B2 N key Contact:</b>  |   |

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| Name   | Andreja Pozar   |
| Address  | Kolodvorska 5   |
| Telephone number   | +386 59940519   |
| Email:   | andreja.pozar@pivka.si  |
| <b>About your B2N Area</b>   |   |
| Co-terminus with an administrative classification:                                 | NO  |
| If yes what classification:  |   |
| If no, briefly describe how and why your boundaries have been chosen               | Local Development Center Pivka was established by the Municipality of Pivka. Pivka is located in the Inner Karst region which is an underdeveloped region of Slovenia. LDC cooperates with Regional Development Agency of Inner Karst on their project Green Karst. Inner Karst region has the unique characteristics of the area which provide an opportunity for sustainable development of economy, utilisation of energy potential through the exploitation of renewable energy sources and further development of tourism considering and preserving the natural features. |
| Area KMsq  | 1456 km <sup>2</sup> (7,2 % of the Slovenian area)  |
| Population   | 51.483  |
| Population/kmsq  | 35/km <sup>2</sup>  |
| Brief description (demography)   | Rarely inhabited region of Slovenia, it has 5 times less inhabitants per km <sup>2</sup> as the most densely populated region: Central–Slovenian. Higher rate of population growth in recent years due to immigration.  |
| Brief Description (geography)  | Inner Karst region includes areas of municipalities Bloke, Cerknica, Ilirska Bistrica, Loška dolina, Pivka and Postojna. It is a small region characterized by vast forest and the typical karst features: intermittent lakes that appear in spring and autumn, Karst fields, valleys, sinkholes, photoles and other.   |
| Brief Description (economy)  | The region of Inner Karst is among the economically disadvantaged in the country, and contributes to the Slovenian GDP only 1,9 %.  |
| What are the important natural features of the area your B2N project will focus on | The Inner Karst region is in terms of natural and cultural heritage a very colourful area. In our region we find natural and cultural attractions such as caves, with the most famous Postojna Cave, Predjama Castle, Cerknica, Alpine field, and other. Our B2N project will focus on the treatment of military historical heritage in our area, the study of disappearing lakes and the study of Javorniki- Snežnik   |

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|   | woods.  |
| How natural areas contribute to the development of your area?                                 | <ul style="list-style-type: none"> <li>- The development of tourists services, which take advantage of natural conditions.</li> <li>- Preserved nature provides good opportunities for tourism development.</li> </ul>  |
| SWOT analysis (max 6 bullet points each SWOT item) of SME development potential of your area. | <p><b>Advantages:</b> - export oriented economy</p> <ul style="list-style-type: none"> <li>- importance of the timber industry for employment</li> <li>- low unemployment rate</li> <li>- well developed regional road network</li> <li>- development of innovative and enabling industries (electrical industry, electronics, chemical industry)</li> </ul> <p><b>Disadvantages:</b> -dependence on large firms</p> <ul style="list-style-type: none"> <li>- weak investment activity of enterprises</li> <li>- late start of the construction of business zones</li> <li>- bad internal transport links</li> <li>- weak information structure</li> <li>- inadequate economic structure-lower level of service activity</li> </ul> <p><b>Opportunities:</b> - development of small business and crafts</p> <ul style="list-style-type: none"> <li>- improve cooperation with educational and research institutions</li> <li>- improve the structure of the economy</li> <li>- promoting new ways of working (telework, work at home, e-work)</li> </ul> <p><b>Risk:</b> - Loss of energy and the critical mass of a desire to carry out too many projects.</p> <ul style="list-style-type: none"> <li>- relocation of production facilities</li> <li>- companies compete with low prices rather than innovation</li> <li>- stagnation due to lack of business support infrastructure</li> <li>- companies do not plan their own development</li> </ul> |
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| SWOT analysis (max 6 bullet points each SWOT item) of Tourism activity of your area.          | <p><b>Advantages:</b> -preserved nature provides good opportunities for tourism development</p> <ul style="list-style-type: none"> <li>- geographical location: close to the Italian and Croatian borders and established tourist destinations</li> <li>- a wide offer of cultural and natural heritage</li> </ul>  |

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|  | <ul style="list-style-type: none"> <li>- Postojna cave is the most visited cave in Europe</li> <li>- the willingness of investors to invest</li> <li><b>Disadvantages:-</b> the region is characterized by outdated tourists infrastructure</li> <li>- there is a shortage of small tourism providers</li> <li>- there is a lack of investment in promotion, education and motivating people in the field of tourism</li> <li>- lack of knowledge about marketing in tourism and visitors animation</li> <li>- lack of integration between the various tourism service providers</li> <li><b>Opportunities:</b> - a large number of transit tourists</li> <li>- the development of tourists services, which take advantage of natural conditions</li> <li>- integration offers significant and small providers of tourist services and the total comes to market</li> <li>- year-round tourism development</li> <li>- connect to suppliers outside the region's tourism</li> <li><b>Risk:</b> - reduction of transit tourism</li> <li>- Failure Inner-Karst regions by the Slovenian Tourist Office in the promotion of Slovenia</li> <li>- ecological disaster</li> </ul> |
| <p>SWOT analysis (max 6 bullet points each SWOT item) of the natural environment of your area.</p> | <ul style="list-style-type: none"> <li><b>Advantages:</b> - great potential for exploitation of energy and water resources</li> <li>- no major contaminant which would constitute a great threat to the natural environment</li> <li>- well preserved areas of natural and cultural landscape</li> <li><b>Disadvantages:</b> - abandoned industrial and illegal dumps</li> <li>- overgrowth of the landscape</li> <li>- large loss of water in the water system</li> <li>- bad equipment with canalization??</li> <li><b>Opportunities:</b> - renewable energy sources</li> <li>- Inner Regional park</li> <li>- unspoiled nature, landscape areas of national recognition</li> <li>- rivers Ljubljanica and Reka as developmental axis (razvojni osi)</li> <li><b>Risk:</b> - degradation of the environment due to emissions and water pollution</li> <li>- there are no programs of development and environmental protection</li> </ul>   |

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| <p>SWOT analysis (max 6 bullet points each SWOT item) of the Built Heritage of your area.</p> | <p><b>Advantages:</b> - high landscape diversity<br/> - tradition preserved architecture<br/> <b>Disadvantages:</b> - lack of education of users of architecture heritage<br/> - lack of knowledge by the operators<br/> <b>Opportunities:</b> - restoring the architectural heritage and its integration into daily life<br/> - upgrading of architectural heritage<br/> - awareness of the importance and role of architecture heritage (necessary to attract businesses, clubs, schools, individuals).</p> |
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| <b>Policy analysis:</b>   |   |
| Please use the document appraisal tool  |   |