

Deserve



*Delivering Services in Rural & Remote Areas:
A Transnational Exchange of Ideas and Practices*

*Palvelujen saatavuus syrjäisellä maaseudulla:
mallien ja kokemusten siirtäminen maasta toiseen*



DESERVE-FINLAND

Three partners:

- **University of Oulu, Kajaani University Consortium, Lönnrot Institute**
- **University of Joensuu, Karelian Institute**
- **ProAgria Kainuu**

Associated partners:

- **Joint authority of Kainuu Region**
- **Regional Council of North Karelia**



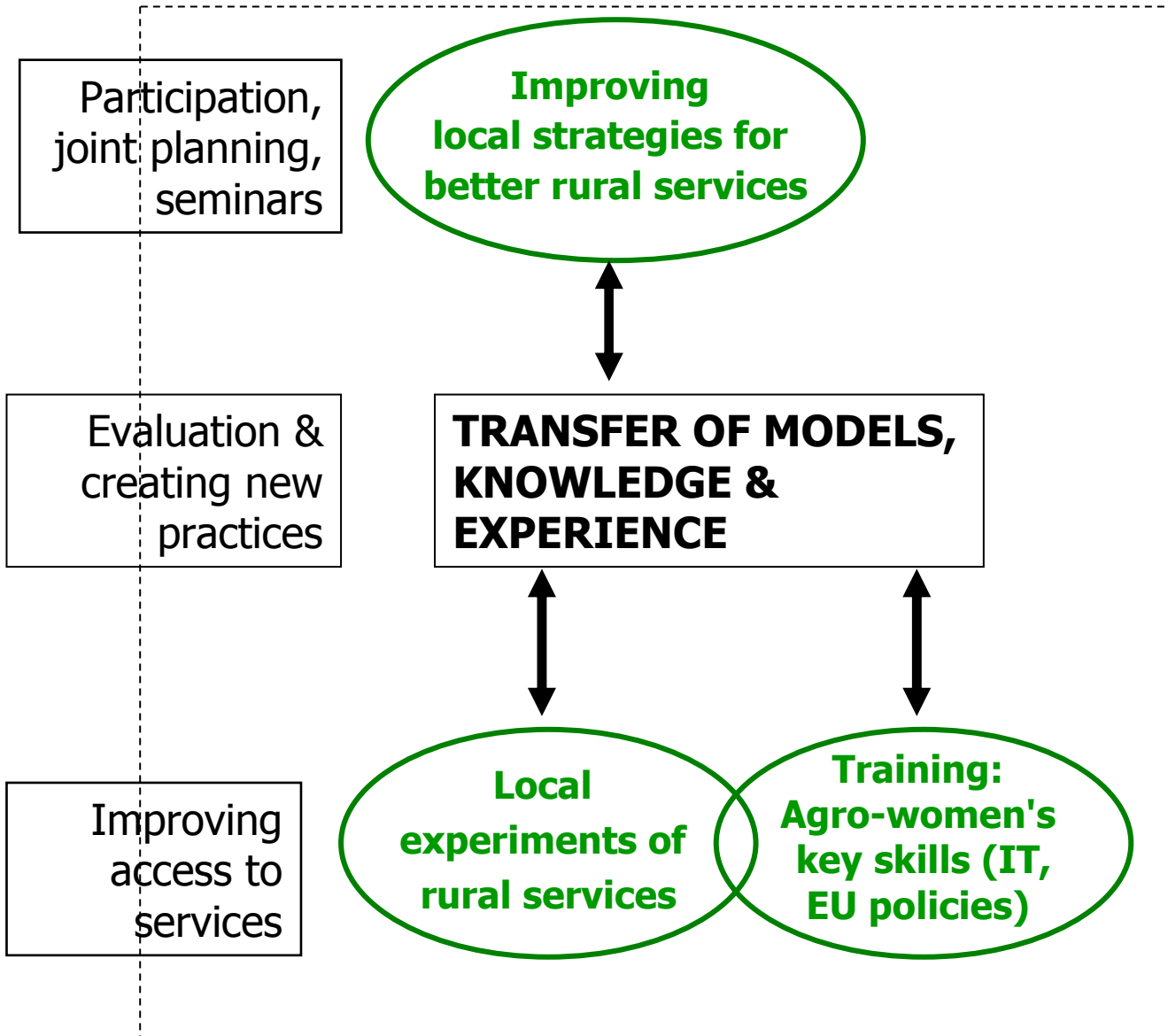
FOCUS of DESERVE FINLAND ACTIVITIES

POLICIES

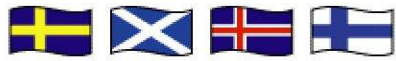
- Rural policy
- Social policy
- Regional policy
- EU programmes

LOCAL RURAL DEVELOPMENT

- Projects, pilots
- Villages
- Local action groups (private – public partnerships)



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Local experiments of rural services

- **Implementation of help-points (Kainuu)**

- Village competition for implementing Deserve help-points, different incorporation of ideas from Iceland, Scotland and Sweden, customised to local needs and regional realities (October-November 2005).
- Starting implementation of Deserve help points (December 2005).

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Training for rural women (Kainuu & North Karelia, ProAgria)

Training module of **"Agro women's key skills"** includes training in information technology and EU policies

- households and women's groups in Kainuu and North Karelia experiment connecting via internet and partly via video conversations.

"Rural entrepreneurship and possibilities of modern technology"

- ProAgria North Karelia and Women's Resource centre Karelli
-welfare services to rural regions by developing a model of network of entrepreneurs

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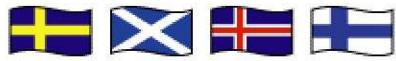


Improving local strategies for better rural services (1)

Service **models from other DESERVE countries were translated and presented** to experts working in ministries, specialists in peripheral regions and local developers. Seminars were organised in Kainuu and North Karelia (village associations, Leader groups, social service organisations, municipal officers).

The material was made available also via web-pages, e-mail and leaflets.

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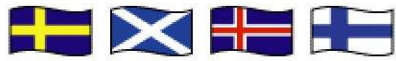


Improving local strategies for better rural services (2)

Regional **strategic development programmes** are under preparation. DESERVE team has participated in the meetings preparing the regional rural plan for North Karelia and Kainuu, which will be also a part of the national rural policy plan for Finland.

By presenting Deserve models, we have been able to improve the awareness of the role of services in rural development.

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Improving local strategies for better rural services (3)

Leader Associations are preparing development priorities for the next EU programme period. DESERVE is involved in the work of Joensuu District Leader group, when they are planning strategies for developing services. DESERVE has close co-operation with Oulujärvi Leader from Kainuu region, in particular with two specific projects of international co-operation (Kansainvälinen polku) and rural innovative labour market (Välke)

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Improving local strategies for better rural services (4)

Group **visit to DESERVE international meeting in Scotland** brought together local developers from the two counties of Kainuu and North Karelia. After the journey, two seminars were organised during the summer, to process together the lessons of the visit. Seminars were attended by village committee activists, Leader action group members, social work voluntary associations' representatives and regional development officials.

The results of **the survey about the group travel to Scotland** were presented to and discussed by the group.

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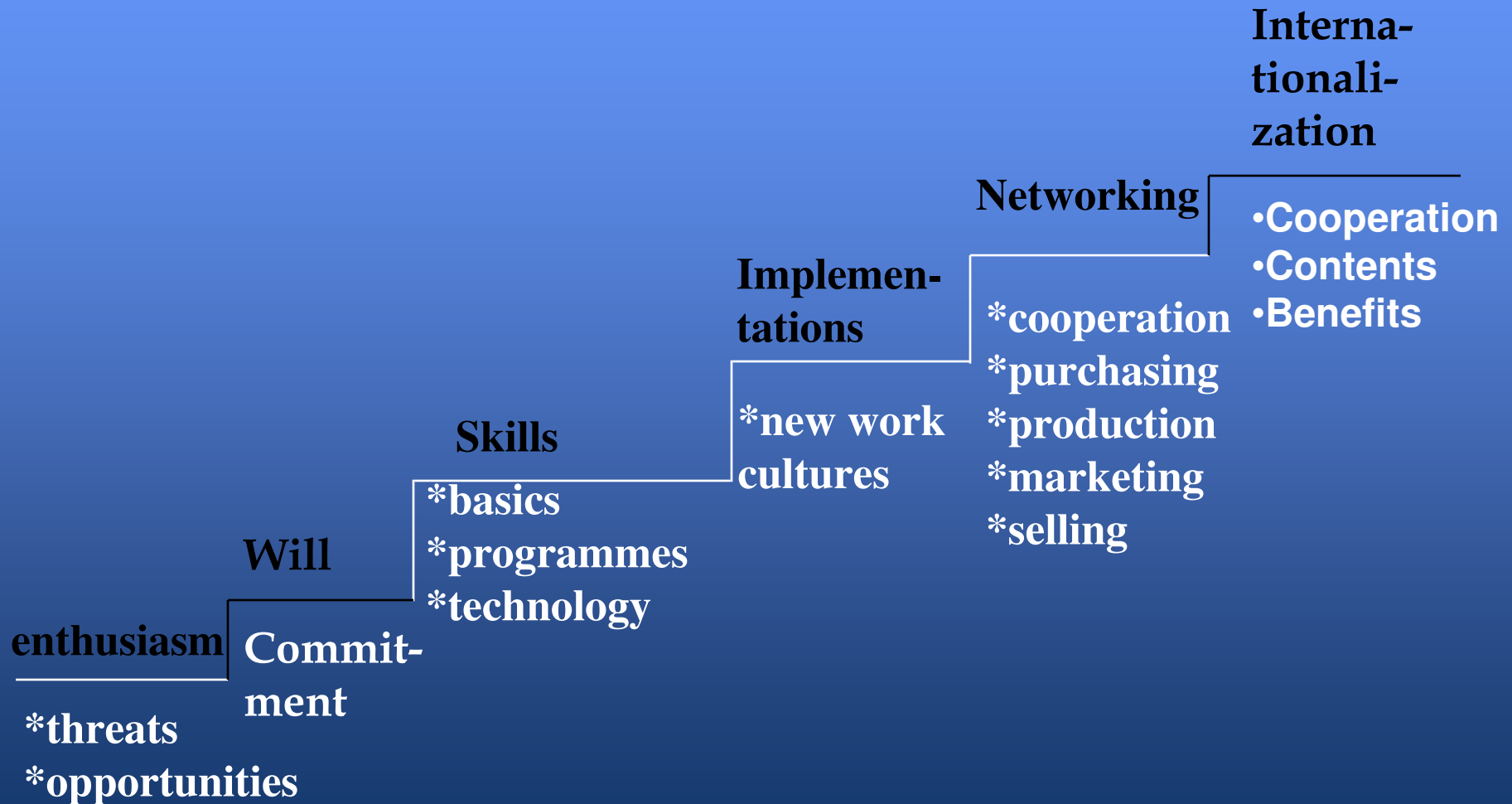


Improving local strategies for better rural services (5)

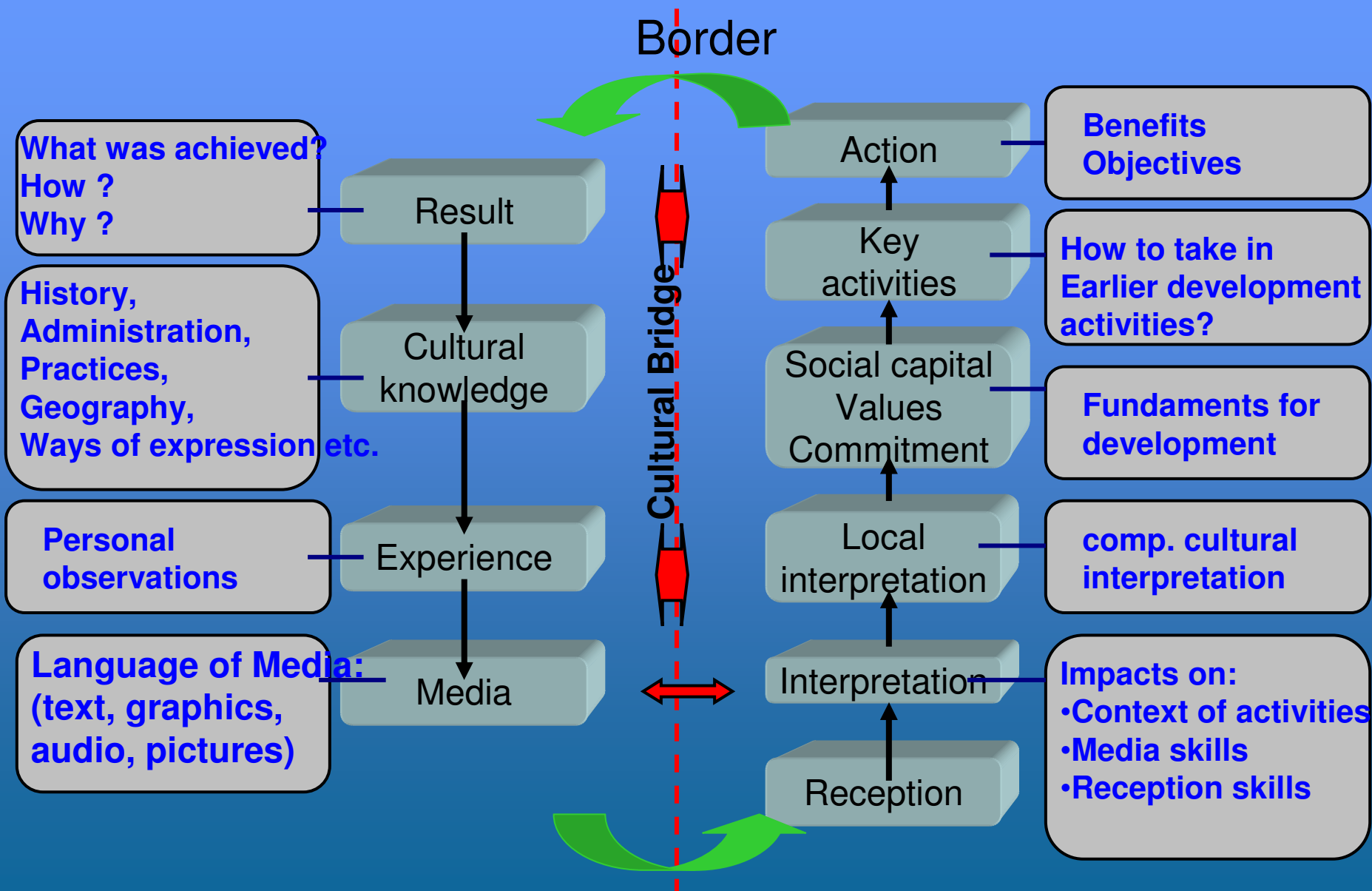
This network have had enthusiastic discussions about international transfer experiences and models for rural areas.

The National Association of Finland's Village Committees is organising a large seminar on the "**internationalization of villages**" and DESERVE team is taking part in it.

Steps of internationalisation of villages



Transferring Experiences Across Borders





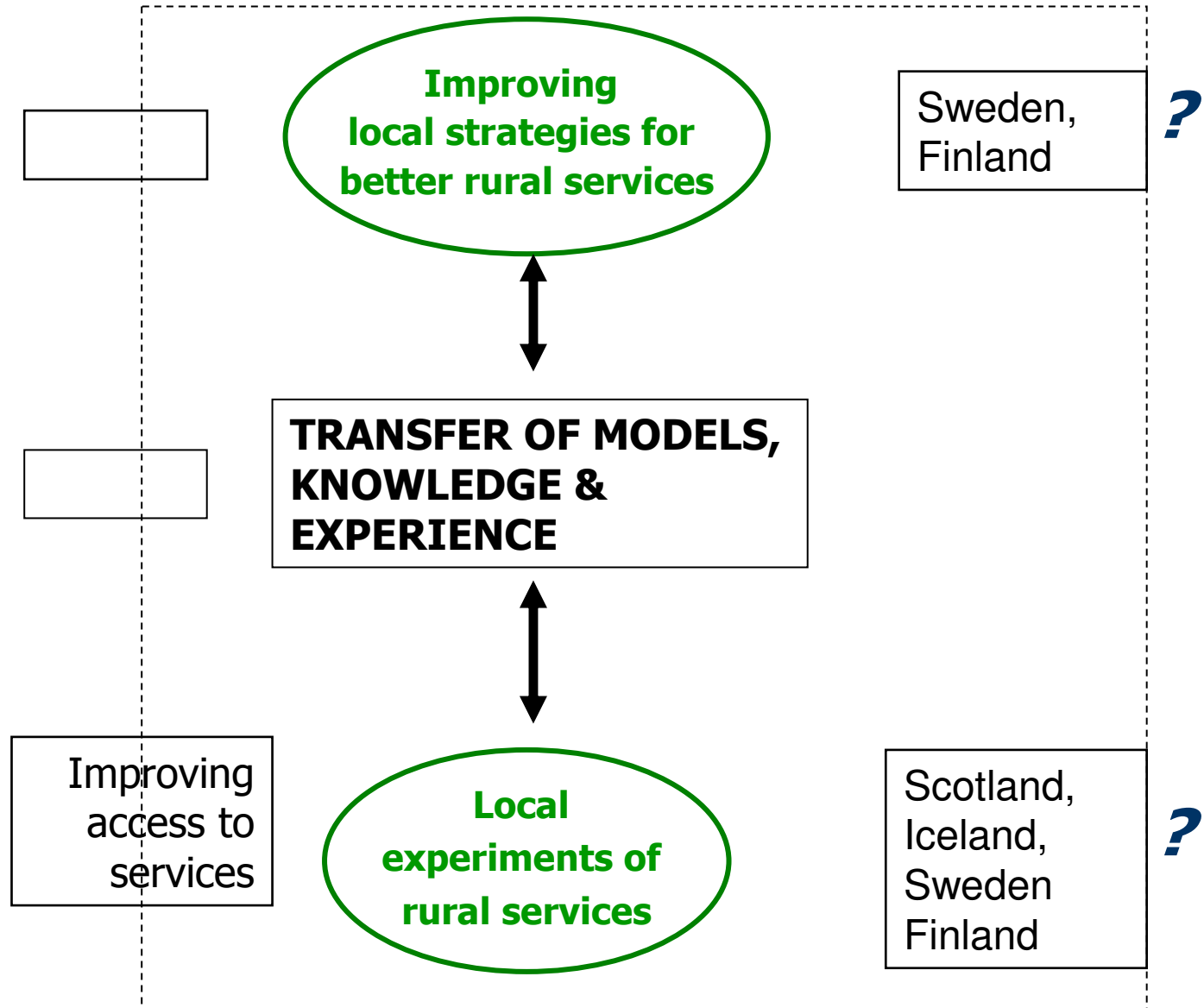
FRAMEWORK FOR INTERNATIONAL COMPARISON

POLICIES

- Rural policy
- Social policy
- Regional policy
- EU programmes

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Contact information

**University of Oulu,
Kajaani University
Consortium, Lönnrot
Institute**

**PO. Box 51,
87101 Kajaani,
Finland**

Andra Aldea-Partanen

[andra.aldea-
partanen@oulu.fi](mailto:andra.aldea-partanen@oulu.fi)

Mob +358 505 147 097

Phone +358 8 632 4803

**University of
Joensuu, Karelian
Institute**

**PO. Box 111,
80101 Joensuu,
Finland**

Esko Lehto

esko.lehto@joensuu.fi

Phone +358 13 251 4661

Jukka Oksa

jukka.oksa@joensuu.fi

Phone +358 13-251 2454

ProAgria Kainuu

**Osmonkatu 9
87100 Kajaani,
Finland**

Tuula Haverinen

[tuula.haverinen@pr
oagria.fi](mailto:tuula.haverinen@proagria.fi)

Phone +358 20 747 3910