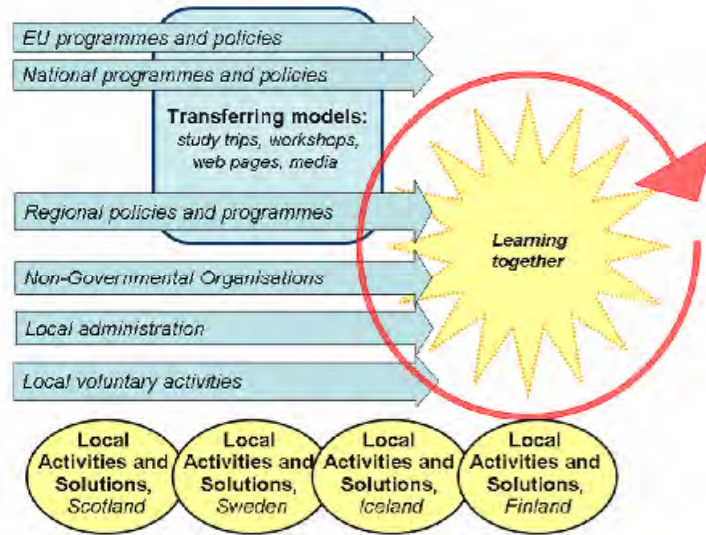


# npp Deserve The Project

[www.nppdeserve.info](http://www.nppdeserve.info)

Finland



## npp Deserve

The Finnish DESERVE project has brought together regional and local, as well as official and voluntary, developers from rural and social work organisations, and taken them on study trips to Scotland and Sweden. The trips formed part of a longer process where pre-trip expectations and post-trip lessons learned were documented. This was all worked over together in workshops where ideas for the future were talked about, with some even being put into practice in new ventures.

The lessons and conclusions have been simultaneously fed into the setting up of new regional plans, strategies and programmes, both regionally and on a district level, thus trying to improve conditions for new practical experiments. New pilots, partly with DESERVE pilot funding, and partly with expertise support only, have been encouraged and started. Examples of these are available in this leaflet and in the earlier one printed in June 2006.

### Conclusions

The delivery of services in remote and rural areas, via the transfer of the best practices or models tested by others, has to be done in a *flexible* manner. In this way, processes are combined, contributing to the creation of socially innovative networks activated by *joint learning* (e.g. study trips, seminars and workshops). In addition, it was crucial that each of the six pilots of service delivery took into consideration the *local characteristics* in terms of needs and resources, with results then being incorporated in future local activity. Furthermore, innovative mobile services were provided by *co-operation of different practitioners* active in different projects or programmes. The social networks, including representatives of public services and village workers, as well as programme and project leaders, made possible the transfer of ideas, expertise and knowledge, and resulted in the essential dynamic of joint learning. Researchers have taken a *mediatory role*, stimulating innovative solutions in a Triple Helix partnership of public authorities, research institutes, practitioners and voluntary organisations in Finland.

The DESERVE project seeks to establish the transferability of service delivery models to remote and rural areas among participating partners in Finland, Scotland, Sweden and Iceland. Information shared, from the various models of service delivery previously tested by partners in their own regions, enabled ideas, practices and knowledge to be transferred to different programme and project activities. A frame of service provision ideas was proposed for pilot project activities, resulting in practices and knowledge being incorporated in 6 pilot village projects that were financially supported by the DESERVE project in the Kainuu region. Furthermore, special services for human economies and women entrepreneurs have been created. The Finnish DESERVE project budget is 609,998 Euros (about £420,330).

### Transnationality

The Finnish concept of transferring experiences – learning together and creating socially innovative networks.

As the aim of the DESERVE project is to improve services by transferring models, the Finnish DESERVE team has tried to identify how the transfer of models takes place. When we focus on local and more practical events of service provision, it seems that the idea of learning together captures much of what it is really happening when a model is transferred successfully. It is unrealistic to believe that a model of service delivery can be transferred as such, as a ready package. What is more likely is the transfer of knowledge onto existing practices, resulting in the creation of a framework which enables

the customisation of models to the needs and resources of local communities. The formal ways of transferring models, such as study trips, workshops and publications, are useful if they are part of the joint learning of local practitioners. Very often, successful learning requires changes, such as new forms of cooperation, networking with new partners, and the crossing of borders of earlier routines (for example, the borders between administrative sectors, or borders between public, private and voluntary activities). The role of combining activities and joining forces has proved to be indispensable, especially when facing the difficult challenges of providing services to the remote Northern places of Europe.

### Project information and Objectives

DESERVE Finland supported the creation of innovative services which help rural households. DESERVE Finland started from the local village needs for services and from the problems of the providers of these services.

The partnership structure in Finland includes practitioners (ProAgria Kainuu), regional authorities (Joint Authorities of Kainuu Region, Regional Council of North Karelia) and research units (University of Oulu – Lönnrot Institute, University of Joensuu – Karelian Institute). The activity is also supported by the Ministry of the Interior, Finland. The

Lönnrot Institute, Kajaani University Consortium, University of Oulu is the Finnish lead partner. Initially, the reinforcement of rural and regional development involved locating help points at village level, combining village halls (Scotland), the multi-service concept (Sweden), and the SMART communities models (Iceland). During the implementation of the project, a wider and softer manner of transferring knowledge has been considered, by collaboration with regional programmes and authorities, as well as with village representatives and associations.

### Project implementation – concentrating on activities after June 2006

Improvement of local strategies for rural services and the associated pilot projects continued, as well as study trips and workshops. Representatives of the Finnish DESERVE team from North Karelia and Kainuu attended regional programmes' preparatory meetings, transferring the knowledge on service delivery acquired during

the project's lifetime. The activity of the six pilot projects continued in Kainuu. By transfer of knowledge and co-operation with local developers, a new form of mobile services has been developed in North Karelia. Finnish DESERVE hosted two other study tours: one in September 2006 for the DESERVE international group (Scotland, Iceland & Sweden), and another in April 2007 for BOTTOM RULES representatives (Norway & Sweden).

Further information can be obtained from the national co-ordinator: Finland Andra Aldea-Partanen [andra.aldea-partanen@oulu.fi](mailto:andra.aldea-partanen@oulu.fi)



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### Project Results

When a library bus was becoming unused, local activists of Outokumpu town, in co-operation with the Finnish DESERVE team and Joensuu district Leader action group

created a new model of mobile services. Now the bus runs weekly on its routes, serving villagers in shopping, culture and health issues. Its kiosk also provides local products, home delivery services, library services, wireless web connection, and a meeting place. In addition, one may check one's blood pressure or sugar level, or just to have a chat with an amiable driver, and take a ride to the next bus stop.



Re-using Library bus for Combined Village Services

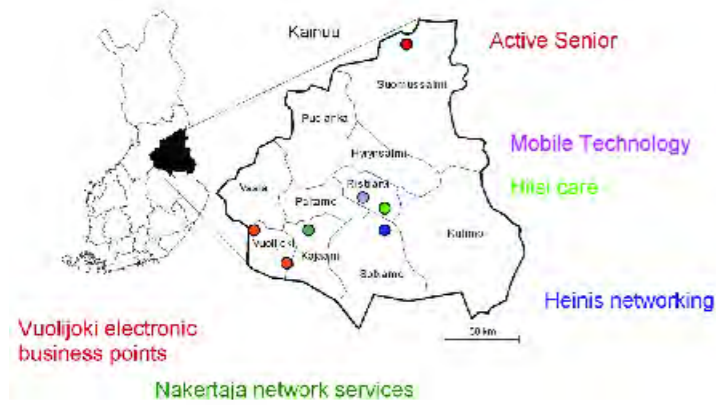


Figure: Pilot projects in Kainuu region

## Up dates on the activities and pilot projects in Kainuu

**ProAgria Kainuu** continued improving and developing the Expert Register of Kainuu women, also based on a customer survey. ProAgria North Karelia conducted the training on the Agro-women key skills, based on the package developed first in Kainuu.

The frame provided for pilot projects, incorporating elements from Scotland, Sweden and Iceland, has been customised to suit the local needs of specific villages, making good use of the available local resources.

**Active Senior** continued its activity in the autumn of 2006, culminating with a Christmas party dedicated to seniors. Furthermore, due to the attendance of the Pyhäkylä village association's representative in the Study trip in Sweden (May 2006), the local village shop has been saved, with ideas inspired from abroad (Sweden) and from a neighbouring region (North Karelia). The transfer of practices has been done in a flexible manner, local entrepreneurs adapting them to the local needs.

**Mobile Technology** continued testing the Sonoco Easy Care device.

The results of the testing are made available to Seniorpolis concept and they are taken into consideration in the facilities to be provided to seniors.

**Hiisi Care** kept on organising its thematic health evening; they have been combined whenever possible with measurements of blood pressure, blood sugar and cholesterol. The last event is planned to take place in May 2007. As a result of renovations, a special treatment room is available for villagers of all ages, where measurements and special therapies take place in a pleasant environment.

**Heinis Networking** continued as planned its activity, by providing IT training for villagers, as well as by planning the design of the website.

**Nakertaja Network Services** continued practicing the content building of Net TV, using the very first rural digital studio to do real time broadcasts, such as from the Information Society Seminar for Eastern and Northern Finland (2006) and Kainuu Village Days (2007).

**Vuolijoki electronic business points** continued their activity. New websites were set up for village shops in co-operation with the municipality. The youth and the summer inhabitants, including the ones using the caravan site near the Aho village shops, enjoyed the availability of the electronic services.

Local service experiments from the villages of Nakertaja, Ristijärvi, Vuottolahti, Ojanperä and Hiisijärvi hosted international guests: in September 2006, the DESERVE group; and in April 2007, the BOTTOM RULES group.



The village shop website screens

### Number of participants in project activities in 2004-2006, by gender and age

	Male	Female	Total
<b>Over 25 years</b>	782	599	1381
<b>25 years and under</b>	149	205	354
<b>Total</b>	931	804	1735



Local youth broadcasting Kainuu Village Days event to Net TV, January 2007



BOTTOM RULES study group member visiting a local shop selling Nature's Aromas.

## Dissemination and Transfer of Experiences

The DESERVE study tour and steering group event of September 2006 included a press release and conference, with members of the local press accompanying the tour on two of the days. The BOTTOM RULES study tour of April 2007 focused on service delivery examples, such as cases of small food production and tourism provision, as well as on five out of six pilot projects, where on site presentations were given. In this way the lessons learned in DESERVE Finland, together with other examples of service provision, have also been made available to twenty three Nordic colleagues (15 Norwegians and 8 Swedes). Two articles on DESERVE activities have been presented in international events: Creative Futures Conference on 10 October 2006 and 1st Conference

for Nordic Innovations on 8 December 2006 in Finnkampen. These were then published in the corresponding proceedings, documenting the functioning of socially innovative networks in DESERVE generally, but especially in Finland. Presentations about DESERVE have been given to a delegation of the German Parliament and to a Country Review Group of the OECD visiting Finland. Finnish language leaflets and posters have been made available in different events related to information society technology, as well to rural development, taking place in Kainuu and North Karelia. Two websites were created, one each in English and Finnish, the latter one offering translations of DESERVE experiences to Finnish partner networks.

## What did the Finns learn from Study Trips?

### In Scotland

- Many problems are similar: ageing population, sparse settlement structure, problems in access to training and education, and difficulties in transport.

- Road transportation in Finland is much easier than in Scotland.

- The importance of knowing people.

- Village halls represent social capital.

### In Sweden

- The importance of cultural factors: the way of communication by both the officials and the villagers.

- Focus on action - not on problems or on shortage of money.

- Courage and persistent co-operation takes forward even crazy ideas.

- Enthusiasm and belief overcomes obstacles, like lack of funding or negative attitudes.

### Recommendations for Study Trip

- The group should consist of persons with different and complementary competencies, yet who share a common objective.

- The trip should be an opportunity to learn to know new people who have similar interests and challenges.

- The joint learning process should be continued after the trip in group discussions and seminars.

- The trip should support a longer-term process of networking and co-operation.



The BOTTOM RULES project Group (Sweden & Norway) at their departure from Kajaani, Finland.