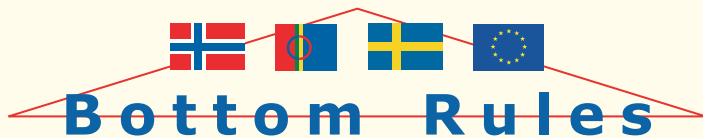


The Partners

Bottom Rules Project

Bottom Rules (bottom up strategies aimed at sustainable development in rural areas) is a 'supportive project' closely linked with DESERVE. The partners in Bottom Rules and DESERVE share similar problems such as: young and well educated inhabitants moving out of their areas,

a diminishing private sector and an ageing population. By linking with the DESERVE project, partners in Norway and Sweden have the opportunity to participate in transnational exchanges and bring new ideas and initiatives to their work.



For further information on the NPP DESERVE project contact

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NPP DESERVE website <http://www.nppdeserve.info>

The **Bottom Rules** project has participants from both regional and national level organisations:

16 Local Municipalities

- Norway: Grong, Snåsa; Høylandet; Røyrvik; Lierne; Namsskogan; Tjeldsund; Evenes and Skånland.
- Sweden: Östersund; Härjedalen; Åre; Berg; Bräcke; Krokomsund; Strömsund.

1 National Authority

- The Swedish National Rural Development Agency.

4 Regional Authorities

- The County Administrations of North Trøndelag.
- The County Administrations of Troms.

- The Regional Association of Local Authorities in Indre Namdal (Regionrådet).
- The Association of Local Authorities in The County of Jämtland.

The Association of Local Authorities in Jämtland, Sweden, is the Lead partner, and the Regional Association of Local Authorities in Indre Namdal (Regionrådet) is the responsible partner for Norway.

Further detailed information can be obtained from

Project Co-ordinator

Gunvor Sundin

who can be contacted at gunvor.sundin@kfz.se or telephone 00 46 642 300 72



Part funded by the Northern Periphery Programme of the European Regional Development Fund. Northern Periphery is an Interreg IIIB Programme promoting co-operation between the northernmost regions of Finland, Scotland, Norway and Sweden and all of Greenland, Iceland and Faeroe Islands.



NPP Deserve

www.nppdeserve.info

The Project

Iceland

The DESERVE project has a budget of 2.261 million euros, (approximately £1.158m). It began in March 2004 and completes its activities in June 2007. The project seeks to establish the transferability of models of service delivery to remote and rural areas among the participating partner regions within the Northern Periphery. Each region has partners in Scotland, Sweden, Iceland and Finland, and has implemented a project in its native region

utilising a model, or elements of various models, previously tested by partners in their own regions. The emphasis is on models of service delivery to remote and rural areas, rather than on the specific services provided in these areas. The rationale for this being that sectors may be able to learn lessons from one another. Partners are also keen to establish the extent to which models can be adapted to suit local contexts



The main objectives of the project are:

- To improve the viability of service provision.
- To test the transferability of models of rural service delivery among partners by implementing models employed in other partner regions: transferring and testing ideas and practices.
- To establish how these models can be adapted to suit regional contexts, to determine their flexibility and identify barriers.
- To improve the delivery of services to remote and rural areas within the Northern Periphery region.
- To improve accessibility of services within the Northern Periphery region by mainstreaming the new approaches across the transnational partnership area.

Project activities in the participating regions are designed to:

- Develop a better understanding of the economic and social circumstances of sparsely populated areas that may impact on rural service delivery.
- Benefit from transnational co-operation through the exchange of ideas and practices across the Northern Periphery region.
- Utilise joint working to address common problems.
- Improve the level and quality of rural service delivery and find new methods of delivery.
- Implement innovative approaches to common problems – what is already a solution in one region may be an innovation in another – towards finding new and improved ways of delivering rural services.
- Establish more integrated ways of working by moving away from the present sectoral approaches found in most partner regions, to a more co-ordinated and co-operative approach that should be more effective and efficient.



The Partners

The partners in the project are:

Scotland

- Argyll & Bute Council.
- Scottish Executive Environment & Rural Affairs Department.
- Scottish Council for Voluntary Organisations.

Sweden

- County Administrative Board of Västerbotten.

Iceland

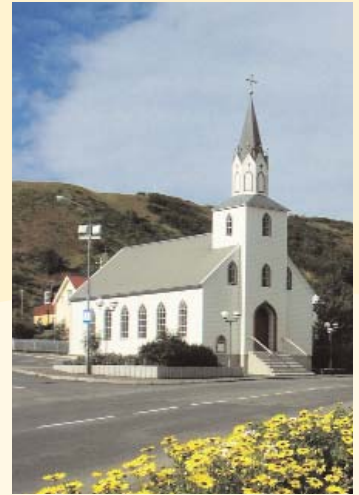
- The Icelandic Regional Institute.

Finland

- Lönnrot Institute; University of Oulu.
- Pro Agria of Kainuu.
- Karelian Institute, University of Joensuu.
- Regional Council of North Karelia.
- Joint Authority of Kainuu Region.

Bottom Rules

The NPP DESERVE project does not have a formal partner in Norway. However, the BOTTOM RULES project, with partners in Sweden and Norway, has been approved by the Northern Periphery Programme as a Supportive Project, and participants in BOTTOM RULES attend NPP DESERVE Steering Group and Study visits.



Scottish Project

The Scottish Project, which is located in the Cowal area of Argyll, was originally intended to test the model of 'an organised community transport programme that takes services to the individuals, as well as taking individuals to services, based on models of service delivery tested in Finland and Sweden.' However, this was redefined as 'The Cowal DESERVE project aims to improve access to services for vulnerable people within the rural areas of the Cowal peninsula.' This more general wording takes into consideration the fact that although primarily a community transport service, other rural

services are involved and will benefit from the project.

Consultants are currently completing a report on Rural Shops in the Cowal area. It is expected that they will report shortly on how elements of the support given to Swedish rural shops through their government aid, could be adapted for use within the Cowal area.

Further detailed information can be obtained from the Project Co-ordinator Bridget Paterson who can be contacted at cowal-deserve@tiscali.co.uk or telephone 00 44 1369 705577

Swedish Project

The Swedish DESERVE project operates in two of the Northern counties - Norrbotten and Västerbotten, where 8 out of 29 municipalities are actively participating. The municipalities are interested in how best to co-ordinate public, private and voluntary organisations within the constraints of local conditions. In remote and rural areas, it is particularly necessary to ensure that these three sectors are co-ordinated. The Swedish programme has examined the Scottish way of running Village Halls and Service Points as

these are of specific interest for participating municipalities. The municipalities are keen to develop the internet as a method of delivering further services, and the Swedish partners have also studied an Icelandic project which uses the internet for communication and service delivery.

Further detailed information can be obtained from the Project Co-ordinator

Erica Lundstrom who can be contacted at Erica.lundstrom@ac.lst.se

Tel 00 46 90 107233



Finnish Project

The Finnish DESERVE project has been active at regional development programme and local village levels, in Kainuu and North Karelia. On the programme level, DESERVE Finland was involved in preparing regional and local development strategies so that various development agencies have been able to mention explicitly the strategic importance of services in programme documents. At local level DESERVE Finland has been involved in creating new kinds of networks for rural services, e.g. bringing together village associations, social sector, voluntary organisations and the public

sector, and helping them to start pilot projects and activities which improve access to services. Models of particular interest are the Scottish village halls, the Swedish multi-service concept and the Icelandic SMART communities.

Further detailed information can be obtained from the Project Co-ordinator

Andra Aldea-Partanen who can be contacted at andra.aldea-partanen@oulu.fi

Tel 00 35 886 324803

The Partners

Iceland Project

The actual Icelandic project, which is budgeted to cost 260 m IKR (approximately 3 million Euros), is not being funded through NPP DESERVE, but is instead part of a new Icelandic government policy in rural and regional development. The Icelandic input to the NPP DESERVE project is to report implementation of the SMART COMMUNITIES RURAL INITIATIVE. The aim is to transfer knowledge within Iceland and to transnational partners of the progress of the SMART COMMUNITIES programme, and to inform the Icelandic partners of the progress of the NPP DESERVE project.

The Smart Communities are South 3 (3 municipalities in South Iceland) and Mobilize All (3 municipalities in

North East Iceland). Both projects are experiments in the use of IT to provide wider and better services in rural areas.

The main components in the South 3 Smart Community Programme are virtual squares: Smart Service Square; Smart Economy Square; Co-operation between Municipalities, and Electronic Upbringing.

There are 4 target groups in the South 3 projects

1. Citizen e-service portal – target the general public
2. Office hotel (telecottage) – target the economy and employment
3. Improved administrative efficiency – target local government

4. Youth training and participation – target schools

Mobilize All are electronic squares covering a range of sectors including:

Main centre – entry gate news and general information

Residents centre – self service, order school lunches, pay bills etc

Learning Centre – distance learning, interactive training

Health Centre – e-booking system, prescriptions

E-Market centre – avenue for small businesses

Finance Centre – development of financial management.

The overall aim of the Smart Communities programme is to establish and demonstrate the usefulness of ITC in improving access to rural services.

There is an Icelandic representative on the International Steering Group. In addition, Iceland has hosted an International Steering Group/Study visit and there have been further exchange visits between the Swedish and Icelandic projects.

Further detailed information can be obtained from the Project Co-ordinator

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