

Case Studies

Vuolijoki's village shops electronic points

This project is run by the Vuolijoki municipality in the villages of Vuottolahti and Ojanperä, where the two village shops, Aho and Ojanperä, were equipped to become a multi-service point in the manner of the Swedish shops. The modern computers, equipped with internet connection and webcam, have been sited in the shops and access is free of charge.

This allows various other services to be accessed using the internet e.g. bank services. Osuuspankki Bank even provided training on how to use its electronic services for payments. The presence of the computers in the shop contributed to the villagers becoming familiar with the internet, and an electronic notice board will be built in co-operation with the municipality.



The last phase of the project

The transferring of good practice relating to service delivery will continue through seminars and the development of rural services. Joint seminars processing the experience gathered in the study trips and own activities updated the training package for rural women. The activities of the five village level projects: Nakertajat network

services, Mobile Technology, Village shops electronic business points, Heinis networking and Hiisi care are the main ongoing components. Conclusions on the transferability will be drawn from all activities, and the network will continue to meet in a constant search for better ways to improve rural services and development.

Local Partnership Structure

The core partnership structure in Finland includes practitioners Pro Agria Kainuu, regional authorities (Joint Authority of Kainuu Region, Regional Council of North Karelia) and research units (Lönnrot Institute from the University of Oulu, Karelian Institute from the University of Joensuu). The activity is also supported by the Ministry of the Interior, Finland. The Lönnrot Institute, Kajaani University Consortium is the DESERVE lead partner in Finland and has designed and co-ordinated the overall project implementation in

Finland, and has an active role in project implementation in Kainuu region. Experts from the Regional Councils of Kainuu and North Karelia have also been involved in DESERVE preparation, decision making, and implementation processes. Pro Agria Kainuu is responsible for the Business Services sub-section targeting rural women and has subcontracted some of these services to Pro Agria North Karelia. Specific partnership structures have been developed by each of the six pilot projects.

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Finnish DESERVE websites

General info:
www.kajaaninyliopistokeskus.oulu.fi/proj/alupro/DESERVE.htm
Finnish language site:
<http://cc.joensuu.fi/~alma/DESERVE/>



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NPP Deserve The Project

www.nppdeserve.info

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. Projects in Finland have also

used elements of various models, previously tested by partners in their own regions. Partners are keen to establish the extent to which models have to be adapted to suit local contexts.



From an Idea to a Project

The Northern Periphery Programme Secretariat arranged a Parteneriat meeting in Scotland at which organisations with ideas for projects had the opportunity to meet and discuss their plans. This led to the award of a Preparatory project with a value of 64,000 euros (approximately £44,000) funded equally by the Scottish Executive and the Northern Periphery

Programme. This facilitated meetings between potential partners from Finland, Scotland, Sweden and Iceland, and led to the submission of the final approved NPP DESERVE project with a duration of 3 years and a total value of 2.261 million euros (approx £1.558 million).

The Finnish project budget is 609,998 euros (approx £420,330).

The Planning Phase – Building New Networks

Encouraging a smooth integration of service concern at all levels, and the bottom-up processes at village level, required careful preparation. The information phase allowed different actors from local and regional levels to become familiar with DESERVE activities, and also with the service models developed in Scotland, Sweden and Iceland. Officials from administrative level, together with Leader programme representatives and various rural activists and associations, were involved in joint workshops. In addition information was made

available in English and Finnish, looking carefully not only at the initial models provided by the other DESERVE countries but also the newly developed activities, such as the Cowal transportation service. Detailed information was developed in Finnish and circulated using e-mail lists and the Finnish language website. This allowed the dissemination of practices developed in Scotland, Sweden and Iceland to a wide range of key activists in the rural areas of Kainuu and North Karelia.

Discussing the information about the activities in specially designed workshops and group meetings allowed the transfer of ideas and concepts in a meaningful way at all levels. Impact was made on rural activities and programmes through presentations at seminars and conferences, organised by agencies such as Leader groups, and regional meetings concerning rural development in Kainuu and North Karelia. As a result of preparation, a multi-level network of key actors was formed.



Transferability

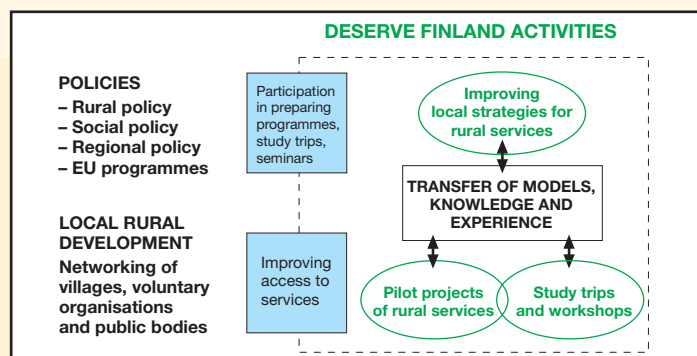
“The Finnish DESERVE project has delivered models and experiences from different DESERVE countries”

Each of the DESERVE project partners has provided a model detailing how certain aspects of service provision are delivered within their own region; these models are then transferred and tested by partner groups. The project aims to establish how these models have to be adapted to suit regional contexts: to determine their flexibility and identify any barriers. Integral to the transferability theme are a number of study visits by project managers, local and national officials and politicians and community representatives allowing participants in the project the opportunity to see for themselves how other countries provide services in remote and rural areas.

A special survey was conducted by the Finnish team and a description of mobile services (e.g. mobile shops, mobile library) and citizens networks using ICT in Kainuu and North Karelia was made available to Scottish, Swedish and Icelandic partners.

The Finnish DESERVE project has been active at regional development programme and local village levels.

On the programme level, DESERVE Finland was involved in preparing regional and local development strategies so that various development agencies have been able to explicitly mention 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. On both levels, the transferring of models and experiences has been the most effective way of influencing local and regional development. The Finnish DESERVE project has delivered models and experiences from different countries using publications, seminars and a Finnish language web site. It has organised a series of networking events consisting of study trips to Scotland and Sweden, supported by feedback questionnaires and workshops. These events form a joint learning process for policy makers,



programme writers and village developers from two peripheral Finnish regions - Kainuu and North Karelia. Activities of the Finnish DESERVE project are presented in the diagram top right. Within the rural development framework are mini pilot projects and business activities targeting rural women. These consist of multi-service help points, assessing the role of electronic communication networks in rural village service provision. The help points, equipped with phone and computer connected to internet and various ICT systems are located in villages, these combine ideas from village halls (Scotland), the multi-service concept (Sweden) and elements from the SMART communities model (Iceland).

In some of the pilot projects, a special system available in help points and accessible to home users is being designed to facilitate communications between village, municipal and regional levels. Business activities targeting rural women from Kainuu and North Karelia consist of a training package on agro-women key skills and a register of women entrepreneurs from Kainuu. As a result of the Finnish DESERVE project activities, a new project on welfare services emerged in North Karelia. The Finnish DESERVE project aims to strengthen the participating communities' ties with each other and also their ties with the municipal and regional systems.

The Implementation Phase

Seminars, pilot projects and study trips

In order to become better acquainted with the realities of DESERVE, representatives of rural associations, rural development projects, Leader programmes and regional bodies participated in a study trip to Scotland in May 2005. Having experienced the Scottish rural realities, the multi-level group met to discuss further their experiences of the trip and the findings of the ex-ante and post-hoc survey. A range of seminars covered the study visit experiences together with the activities newly developed by some of the network members. The opportunity to participate in the rural pilot projects was advertised by informing the

municipalities via email of the existing and proposed opportunities, as well as by inviting them to the joint meetings and seminars. The invitations to submit project applications allowing the improvement of access to services in the village and the development of a village level multi-purpose service point (e.g. social and health care, citizens' feedback, administrative and communication services) were issued in September 2005. A grant of €7000, given in two installments (€4000 advance payment, €3000 second installment for final part of the project) gave the opportunity to fund one or more of the following activities:

improvement of technology, training and knowledge, and the experience exchange with other DESERVE countries. The selection group met in October 2005 and agreed to fund the following projects: Active Senior (Pyhäkylä, Suomussalmi), Nakertaja Network Services (Nakertaja, Kajaani), Mobile Technology (Ristijärvi), Village Shops Electronic Business Points (Vuottolahti and Ojanperä in Vuolijoki), Heinis Networking (Heinämäki, Sotkamo), and Hiisi Care (Hiisijärvi, Ristijärvi). Key actors from local and regional level, as well as representatives of pilot projects learned about Swedish rural realities in the May 2006 study trip and met later on in June 2006 to process the acquired experience.



Case Studies

Active Senior

The Active Senior project carried out its activities in the remote and active village of Pyhäkylä in the Suomussalmi municipality. The project conducted by the village association delivered services to the senior villagers and adopted features from the Scottish transportation project. Between November 2005 – February 2006, “activation days” were organised on weekly basis, providing senior citizens the opportunity to meet

and benefit from various services, either in the former village school building or in the surrounding localities.

Transportation was offered free of charge for those needing it. The village association hired Elisa Suominen to organise the activities. The satisfaction survey conducted revealed that the senior citizens were satisfied with the frequency and content of the project.

Nakertaja network service

This is an innovative project with great potential. Nakertaja-Hetteenmäki village association’s ambition is to set an example for others in Finland and abroad. The active and experienced village association, located in the vicinity of Kajaani, trains three different target groups – schools, kindergartens and youth club – to use net TV in their regular activities, according to local needs. After joint meetings with

the members of the target groups, customised training packages are designed allowing the development of concrete activities serving the needs of the groups, e.g. virtual parents evenings (school) or virtual organisational meetings (kindergarten). Training will be conducted as a learning and development process, by experimenting and developing the most suitable net TV package according to the target groups’ needs.

Heinis Networking project

Heinämäki village association started the Heinis networking project, providing technological services to the villagers. In the village hall and its surroundings, several technological facilities have been made available: wireless internet network, cable internet network, alarm-system, automatic heating system and Digital TV. The network services will be

developed while training several target groups from the villagers. Such services will include: a virtual market square allowing for marketing of villagers’ products and services; selling and buying various products, as well as customer-related services responding to the needs of local villagers and summer inhabitants.

Hiisi Care Project

Hiisi care project is carried out by Family Unit Jukola Art and Care, in co-operation with the local village association, with support from the municipality. Monthly health evenings, organised under certain themes, allow health services to be provided to the villagers in an innovative and friendly manner. A short questionnaire allowed the mapping of the villagers’ needs

and enabled them to indicate the range of health services they expected to be offered. Carers, senior citizens, children and people with disabilities came together at the friendly evening events to benefit from the sharing of health information and informal discussion. There is also an opportunity to have blood pressure, cholesterol and blood sugar levels measured.



New mobile technology

This project was proposed by Ristijärvi village association in co-operation with Seniorpolis representatives. The village aims to test the use of new mobile technology – the Soneco call care phone. The individuals using the new mobile technology have had

initial training and their experiences evaluated. The new mobile technology device is being tested by senior citizens, children and carers from Ristijärvi and some of its remote hamlets. Eija Pyykkönen has managed the Mobile Technology pilot project.