

Estonia - Finland - Latvia - Lithuania - Norway - Russia - Sweden



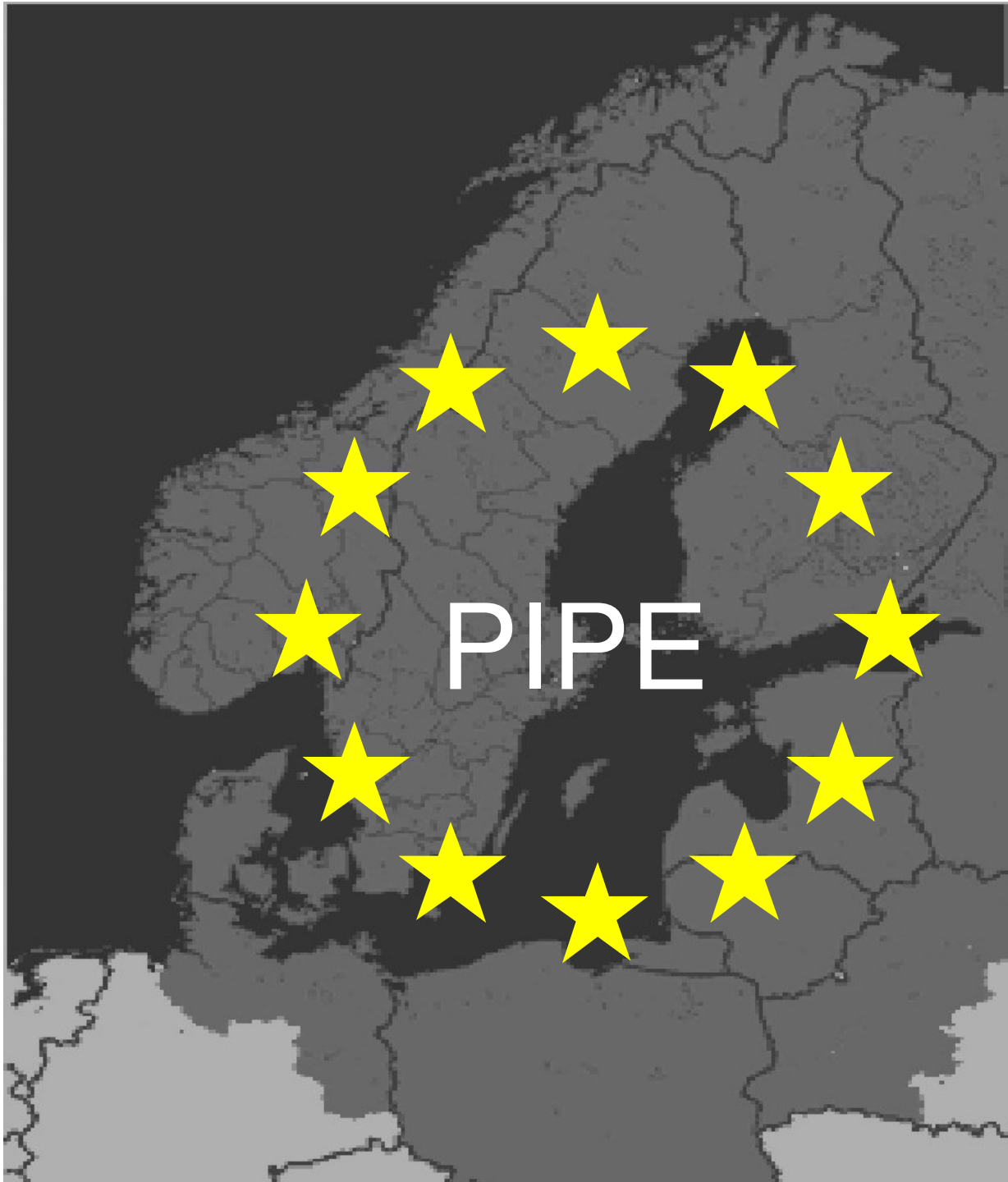
INTERREG IIB - BALTIC SEA REGION

The PIPE project

What is it all about ?

Presentation at the kick - off conference
Tallinn, September 26, 2002

Alf S. Johansen
Project manager



✓ Participation

✓ Identity

✓ Planning

✓ Entrepreneurship

The PIPE project



Partner regions



A partnership with differences:

- **Different history**
- **Different language**
- **Different cultures**
- **Different economies**

Remember, Remember
the 9th of November...

The day Europe changed!



A partnership with similarities:

- Geographical neighbours in Northern Europe
- Small countries (not included Russia)
- Some common historical roots and culture
- Common interest of saving peace in the region and stimulate sustainability and prosperity



What is PIPE ?

Why are we here ?

Project mission

- A. Contribute to a polysentric and sustainable development by stimulating the entrepreneurial spirit and the community spirit in small towns and rural settlements.
- B. The project will address the young people as a key target group for local innovation and new economic development
- C. The project will challenge the structures by addressing the school system, the planning system and the decision system
- D. To demonstrate a new approach towards spatial planning and develop an intersectorial methodology

Participation

We say:

Participation and local involvement from young people is a basis for regional competitiveness and a sustainable development

We ask:

- Why do 2 of 3 young people not vote in local elections ?
- How can young people be more involved in local development ?
- How can the community spirit be stimulated among the future generations ?

Identity

We say:

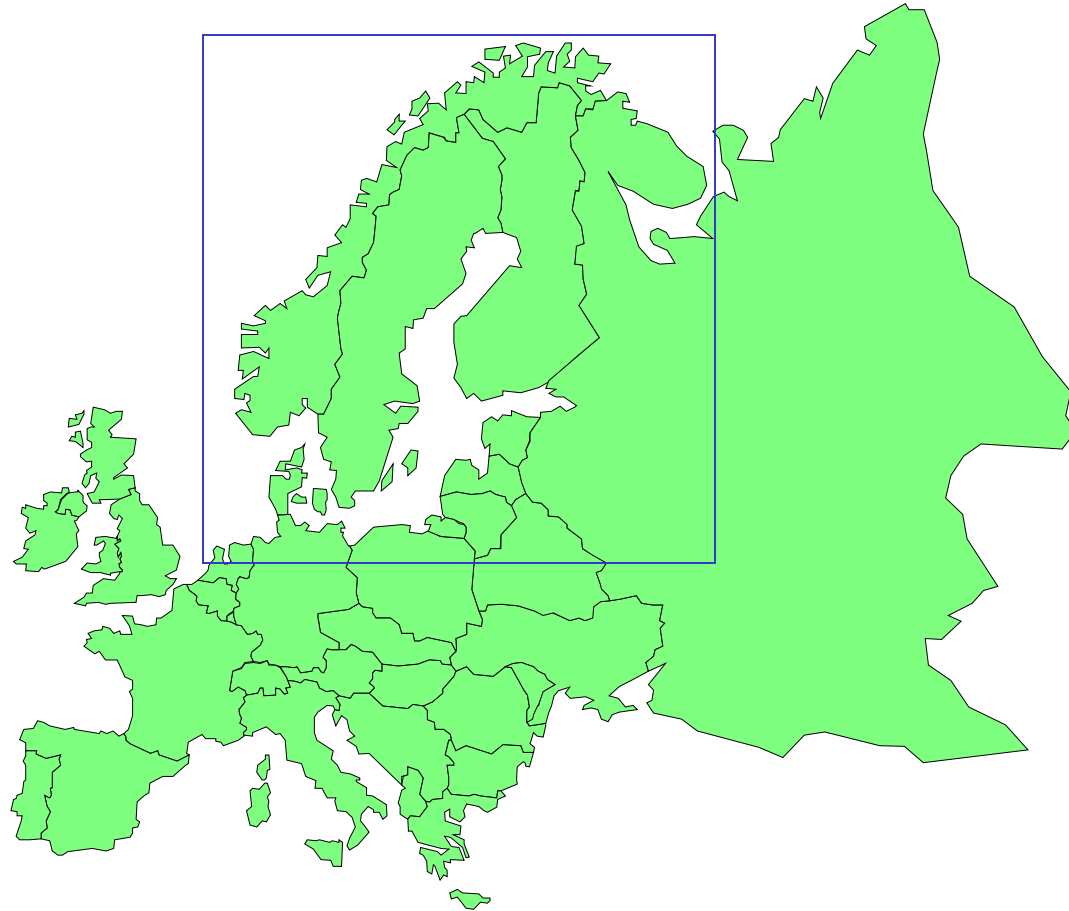
Identity is a basis for local quality and a good regional profile

We ask:

- What is the local identity in the area ?
- With what image does the town or region appear on the international scene ?
- How attractive is the place really for young people and for new industries and investments ?
- What can be done to improve the areas image and attractiveness ?



What are our answers to globalisation ?



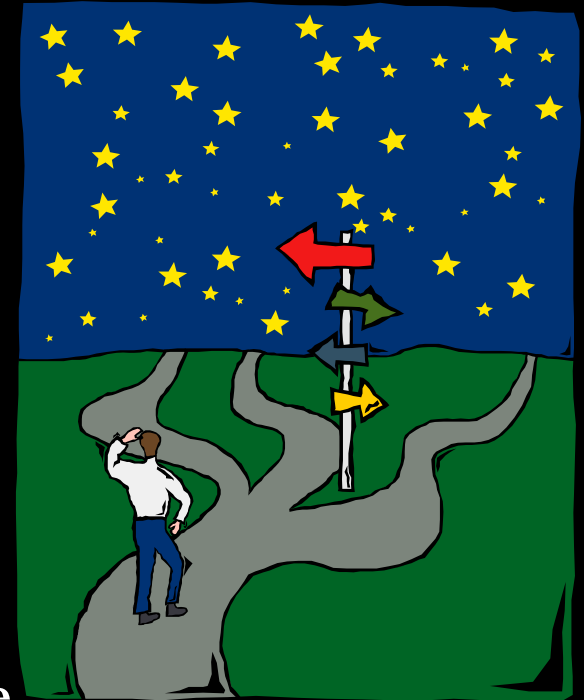
Planning

We say:

Planning processes must include the ideas and the visions from the younger generations in order to be relevant

We ask:

- ✓ Are the planning processes like this ?
- ✓ Why are they not ?
- ✓ What can be done in order to improve the planning processes and to include the inputs from the young people ?



Entrepreneurship

We say:

Entrepreneurship and innovation in small towns and settlements can be stimulated by the schools and by the authorities.

We ask:

- How are the schools working with entrepreneurship ? Where can we find the best practise and the good results ?
- How do the local and regional authorities stimulate and support young entrepreneurs ?
- How do the government relate to the visons and ideas coming from these entrepreneurs. Are these included in the industrial strategies and plans ?



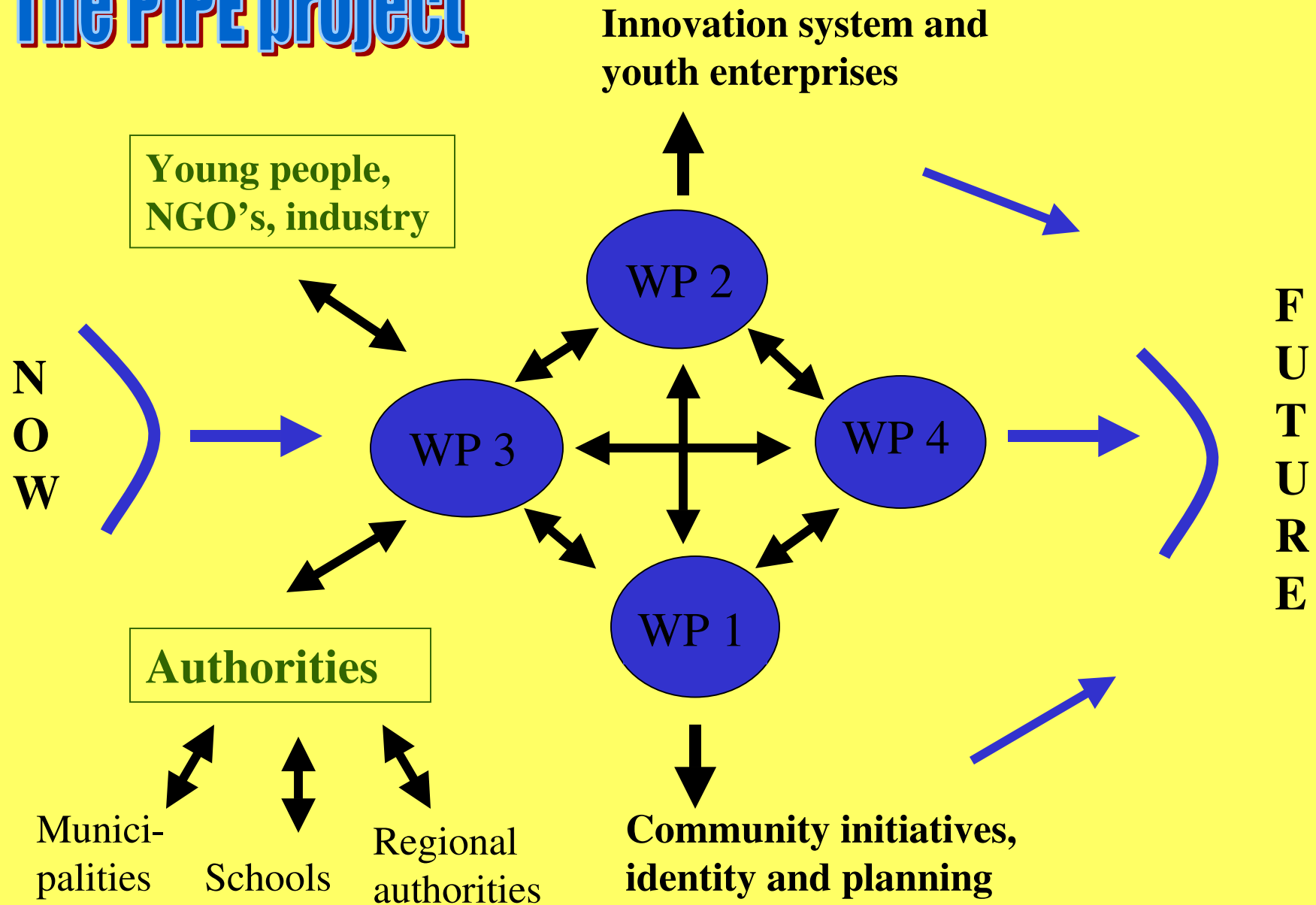
**What are we going to do
in the project ?**

Work packages

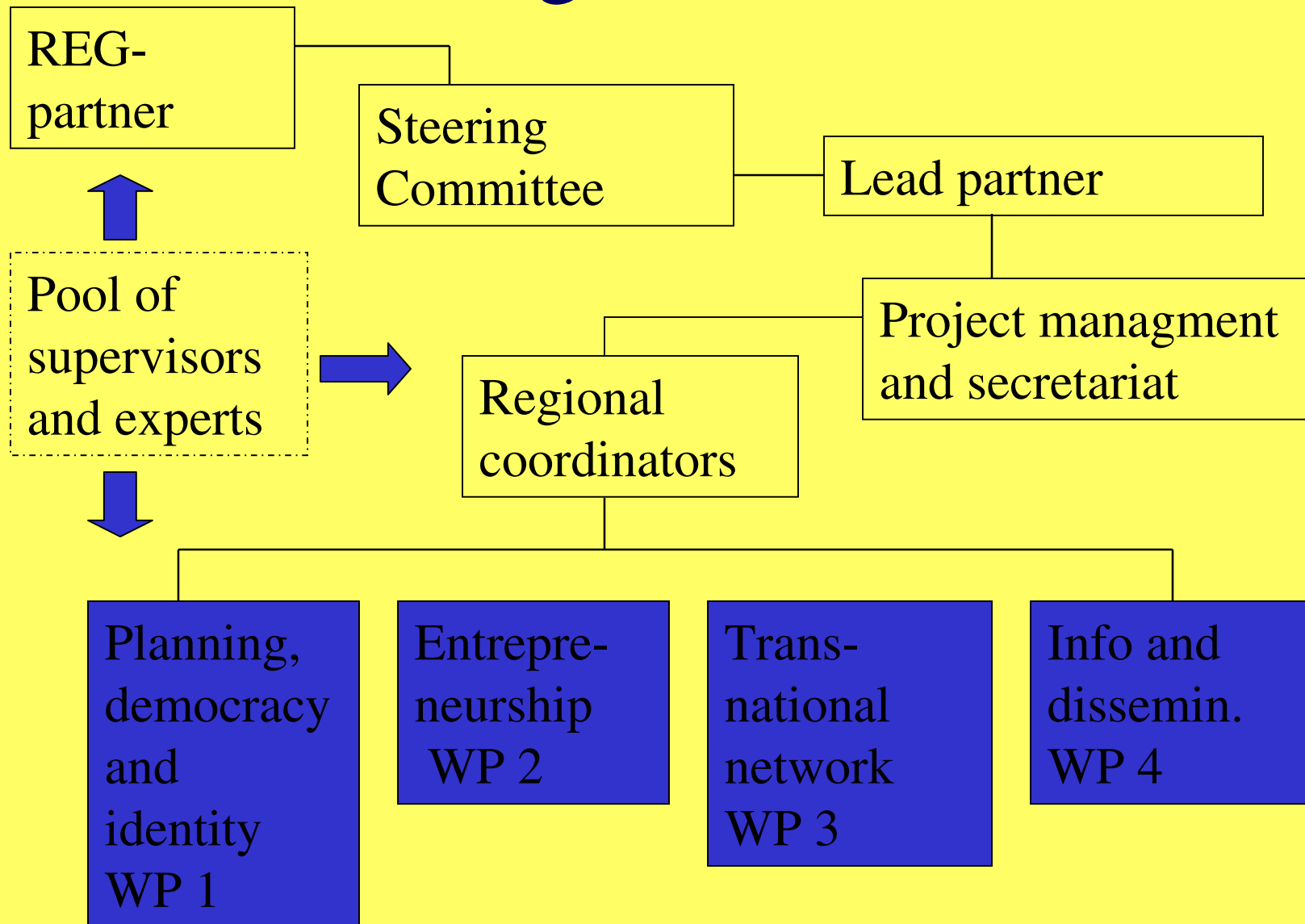
1. Youth participation in local and regional planning with a focus on identity
2. Young entrepreneurship in local and regional development
3. Cross-border network and learning
4. Information and dissemination

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The PIPE project



Management structure



Activities in WP 1

Milestone 1:

1. Establish the project with
 - Projectmanager + projectgroup(schools, municipality, youths) PIPE classes can be established inside the schools or in other project groups
 - Start the learning process about the planning system and the decision system locally, regionally and nationally
 - Discover, register and analyse the local community through surveys, document studies, photos, maps etc.
 - Supervisions from teachers and experts

Milestone 2

- Continue the analysis, with a focus on local/regional identity and image
- Exchange with one or more other regions/schools. Mutual observations and respons.
- Create a regional /local plan to promote the identity and image, and present it to the authorities
- Organise a future workshop with representation from the authorities and young people, where the result should be a future charter

Milestone 3:

7. Develop an actionplan on the background of the future charter. The plan will contain small and large actions
8. Implement the actionplan in a co-operation between the youth and the professionals where this is relevant. Working groups can be established for some of the actions.

Milestone 4:

9. Implementation continues
10. Some chosen projects are participating at the EXPO in Sweden and are in the competition for best project awards

ACTIVITIES IN WP 2

Milestone 1:

1. Establish projectgroup with manager
 - Select the participants, YE or others
2. Introduce the youths to the project and start up
 - Document the industrial structure in the region/locally and observe the "missing links"
 - Study the local/regional industrial strategies , financing system, framework etc.
 - Establish Youth Enterprises

Milestone 2:

3. Training of YE
4. Visit to local enterprises
5. Presentation of all YE on the PIPE website in english.
6. YE will participate in the future workshop locally.
7. Selected YE will participate in Innovation Camp in Latvia/Finland
8. Experience from year 1 will be evaluated for future progress

Milestone 3 and 4:

9. Methodology workshop will be conducted for teachers and others
10. The improved program will be implemented in year 2

10. Preparations to EXPO in Sweden
11. Participation in EXPO in Sweden for selected projects / YE WP I and WP II
12. Outstanding business ideas should be followed up in incubators or other activities
13. A final report
14. A handbook for YE will be produced

Activities in WP 3

The detailed outline show the activities like:

- Co-ordinator meetings
- Workshops
- Conferences
- Innovation Camp
- EXPO
- etc

Activities in WP 4

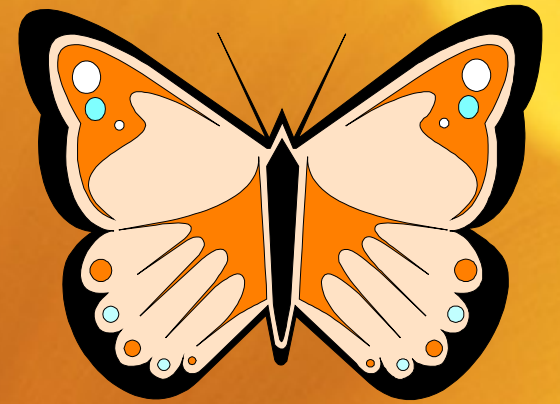
- Internetsites locally and centrally.
- Videos from some major events
- Contact to media and PR
- Production of brochures
- Reports and documents
- Contact with the professional environment
- Contact towards the municipality and the region
- Contact with the Interreg secretariat (Rostock/Karlskrona)

The butterfly effect



Everyone matters !

Everyone can make a
difference !



Ask not what your
community can do for
you, but ask what you
can do for your
community !