



Identification, Dissemination and Exchange of good practice in  
Local Employment development and promoting better governance

16<sup>th</sup> SEPTEMBER 2004

THURSDAY

Arktikum, the Provincial museum of Lapland, Rovaniemi, Finland

“Stimulating and managing new firm creation and entrepreneurship through local action in remote rural areas with dispersed populations”

#### Key Questions for Delegates to Consider

- How are/were the conception; management; and delivery of the action (project) separated out and how do they interplay with each other?
- When, where and how did the “local” element come in to play?
- What is meant by “local” in this particular context?
- What particular features of the context (geography, governance and institutional structure, local economic circumstances, local history and culture and its traditions of joint and partnership working etc) helped or inhibited the initiative?
- What might have happened had the local initiative not taken place?
- What local experience, inspiration and learning from elsewhere contributed to the achievements of the initiative?
- Can a picture be drawn to illustrate the key relationships or resource flows underlying the initiative?

## Workshop 1

**Facilitator:** Mr John BELL  
Director of Social Policy  
ECOTEC Research & Consulting

**Project Presentation:** Mr Ian LEAVER  
Development Co-ordinator  
The Isle of Eigg Heritage Trust

### Seminar Focus

The lessons for what is holding back entrepreneurial activity and what can foster a break out liberating new attitudes and more innovative practices

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## Workshop 2

**Facilitator:** Dr Frans van der ZEE  
Senior Consultant / Economist  
ECORYS Nederland BV

**Project Presentation:** Mr Kimmo PÖRHÖ  
Project Manager  
Networking Innovators Project

### Seminar Focus

Focus on the importance of achieving the minimum effective scale for activities like supporting innovators; using cross-border networking and intermediate support structures to provide common services and reducing the overheads of start-up and development for individual or small scale actors.

### Workshop 3

**Facilitator:** Mr John BELL  
Director of Social Policy  
ECOTEC Research & Consulting

**Project Presentation:** Ms Eva CASTRO DOMINGUEZ  
Project SENDA  
Centro Europeo de Información y Animación Rural de Galicia

### Seminar Focus

Taking an existing activity and, using an integrated and coordinated “filier” of local approaches, to tease it out to give it wider scale and scope thus allowing local places to attract and capture income and employment multipliers.

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### Workshop 4

**Facilitator:** Dr Frans van der ZEE  
Senior Consultant / Economist  
ECORYS Nederland BV

**Project Presentation:** Mr Miikka RAULO  
Director  
Lapland Centre of Expertise for the Experience Industry

### Seminar Focus

Finding ways to capture competitive advantage by creatively marketing “experience” as an asset; using distance and remoteness as a value creator rather than a source of liability; being creative in trying to achieve minimum scale thresholds for sustainable activity – “act local think global”.