



HELLENIC REPUBLIC

MINISTRY OF ECONOMY AND FINANCE

Program Title: Interreg III Strand C

PROJECT: TREND

SUB-PROJECT: INASRUD (Integrated Approach for Sustainable Rural Development)

Brief Description of Trend Program

TREND is an interregional cooperation project among objective 1 and 2 territories namely Sicily, Tuscany, Balearic Islands, Galicia and Crete. The project refers to regional governance development exploiting new models and approaches. The region of Sicily is the project coordinator.

TREND (2004-2007) principally aims to:

- Mainstream the cooperation culture in relation to developing strategies at regional level
- Promote exchange of best practices and expertise via executive rotation schemes (regional civil servants)
- Develop pilot projects for cooperation among participating organizations

Partners

- Region of Sicily – Department of Programming, Italy - Lead Partner
- Region of Toscana, Service Programming and Control, Florence - Italy
- Region of Balearics, General Administration of Economy, Palma, Spain
- Region of Crete, Heraklion Development Agency S.A. – Greece
- University of Corogne, Galicia, Spain

The Development Agency of Heraklion S.A. participates as a partner (together with the above-mentioned municipalities) in TREND, which is co-funded by the European Initiative INTERREG III C. The main task of the organisation is to

coordinate all activities related to the implementation of a sound communication plan.

In order to meet the general objective of the project, the interregional partners have decided to invest in the following actions:

- innovation and dissemination of the culture of programming and cooperation;
- promotion of exchange and training actions between regional civil servants;
- testing new approaches/tools with the participation of a wide range of territorial partners in order to develop a suitable regional governance model

Expected results of the program include the following:

- upgraded management procedures among partners,
- increased transfer of good practices from one region to another,
- enhanced fulfilment of concepts, procedures and approaches,
- improved programming culture,
- development of learning and higher cooperation capacities,
- enhancement of regional programming taking under consideration Lisbon objectives (technological development, information society and sustainable development),
- improved management of regional programmes in objective 1 & 2,
- upgraded participation in the interregional cooperation process,
- increased establishment of relations between the territories and their citizens,

For further information, please visit www.portaltrend.com

Brief Description of INASRUD Pilot Project

The pilot project “INASRUD: Integrated Approach for Sustainable Rural Development” has been affiliated in TREND program and thus, is funded by the European Initiative INTERREG IIIC. INASRUD is coordinated by the Institute of Applied and Computational Mathematics of the Foundation for Research and Technology Hellas (FORTH) and aims to exploit the potential of qualitative local products and of the cultural heritage of the inland in the prefecture of Heraklion (Region of Crete).

Partners of the project are the University of La Corunya from the region of Galicia (Spain), the Prefecture of Grosseto (Tuscany, Italy) and the Municipality of Cefalu (Sicily, Italy), organizations capable to support the project by their extended experience in similar activities.

The project will be implemented by the end of 2006 and includes the following work packages:

- Implementation of studies in the fields of new technologies, qualitative local products, cultural heritage in relation to the interrelated regions

aiming to enhance cooperation and interaction as well as to examine best practices per field and per region

- Implementation of targeted study on Heraklion Prefecture inland, based on the results, recommendations and conclusions of the above mentioned studies
- Local product exhibition combined with the presentation of the study results.
- Communication actions (web, publications, promotional material)

The total budget for Heraklion Development Agent amounts to 256.581,33 € (European Funding 75%: 192.435 € / National Funding 25%: 64146, 33 € - Ministry of Economy and Finance).