NIREA Programme: strengthening the links between rural and urban areas

XI European Mountain Convention, Vatra Dornei
“Cultural Heritage as an Engine for Creativity, Innovation and Socioeconomic Development of Mountain areas”

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“IF YOU MAKE IT YOURS, YOU MAKE IT MORE Ours”

- NIREA Programme: what is it?
- Goals
- Partners of the network
- Commitments
- Projects
NIREA programme: what is it?

• A public-private **partnership**.
• **Aim:** contribute to **stimulate the primary sector and revitalise rural and coastal areas of the Basque Country.**
• **How?**
  – Promoting **sustainable development in rural and coastal areas**
  – **raising awareness** of people living in urban areas
  – reconnecting rural and urban areas
  – through **shared responsibility** and **cooperation**
• **Background. When?**
NIREA programme: what is it?
Objectives

Through networking, to promote SHARED RESPONSIBILITY for our rural and coastal areas in order to:

• Improve the sustainability of businesses
• Increase value for producers
• Generate new business opportunities
• Ensure that the Basque society recognises the role of rural and coastal areas in maintaining and developing the Basque Country (building bridges between rural and urban areas)
• Increase the consumption of local products

Social and economic objectives
How can I help Nirea to achieve its goals?

- Being one of the Nirea Programme’s **Promoters**: a spokesperson.
- Being committed to social and economic development by implementing **Nirea’s Commitments**.
**NIREA promoters**

- Sectoral, regional and social **actors**.
- They **encourage** the Basque Country’s social and economic stakeholders to undertake commitments and they work to raise awareness in society.
- **Activities:**
  - They launch awareness-raising initiatives
  - They network: they take part in conferences, incorporating cooperative values...
  - They ensure that other actors share Nirea’s responsibility to achieve its goals
  - They are spokespeople for the programme and its values
NIREA commitments

• **Specific commitments made by a social/economic stakeholders** to revitalise the primary sector and rural and coastal areas:
  – Social and economic impact
  – Aware-raising activities
  – Communication and dissemination activities

• **Signature** of Nirea commitments by the actors involved, with the relevant promoter acting as a witness.

• Implemented by Nirea **projects**.

• The “**Nirea Proiect**” **stamp/label**.”
Nirea projects

• They are **action-oriented** projects or initiatives:
  – Transmit values
  – Revitalisation
  – Knowledge & recognition
  – Shared responsibility

• Initiatives that are **aligned** with the objectives and philosophy of NIREA.

• Promotion of **rural local products** in order to increase their consumption.

• **Final aim**: improve the sustainability of farms, increase the value for producers and create new businesses.
My company shares these values and I would like to implement Nirea projects and participate in the Network, what can I do?

- We want to meet you!
- Contact us!
- A promoter will arrange an exploratory meeting.
- If you are not sure what commitments you can make or how to do it...
- If your project is aligned with the Programme’s objectives, it will be endorsed by the promoter and you will receive the Nirea seal and a user manual for it.
- You will become part of Nirea network.
- Your project will become part of the set of Nirea projects.
Nirea Network

• Nirea Sarea is a network composed of the stakeholders who drive, implement or participate in the Nirea programme.

• Why do we network? The value of cooperation:
  – Forums to share knowledge and skills, experiences of collaboration and innovation and to find solutions to common or shared problems.
  – It broadens local perspectives.
  – It fosters the knowledge and recognition of Basque society by operating under an umbrella organisation.
  – It has a multiplier effect.
Can I personally join in?

- Of course!

- Importance of small decisions and actions.

- If you share our goals and want to take on the challenge and commitment, sign the agreement and join NIREA!
Examples of projects

“Welcome to the farm”

Building bridges between the farms & the cities
Examples of projects

“THE MARKET OF PRODUCTS FROM OUR LAND”
Examples of projects

“A TOAST FOR THE DAIRY SECTOR”
Our meeting place

www.nirea.eus

- It describes and raises **awareness** about the Nirea Programme:
  - Commitments
  - Initiatives underway
  - How can I join?
- It puts rural areas in the **public eye**, highlighting the multifunctional value of agriculture
- It generates discourse, aimed at promoting **shared responsibility** in Basque society
- It creates **forums** for debate and opinion

https://www.facebook.com/nirea.akordioa/