

**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”



25-27 September 2018, Vatra Dornei, Romania



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

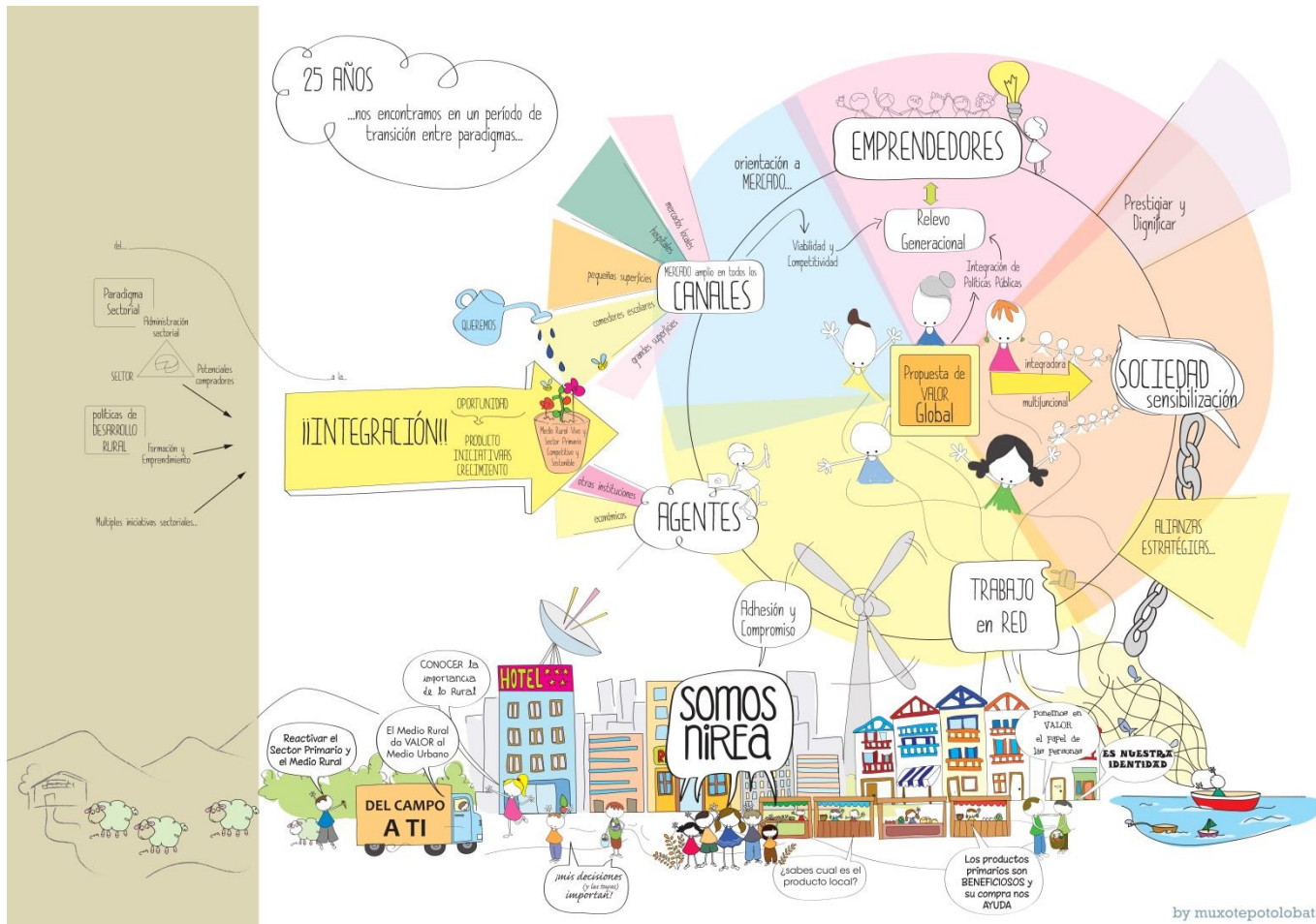
- NIREA Programme: what is it?
- Goals
- Partners of the network
- Commitments
- Projects

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 Project” **stamp/label**”.

- 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.

Participa en ellos, compártelos, invita a los demás a vivirlos.

Proyectos nirea

Para que mundo rural y urbano se unan.

Son acciones que ponen en valor la aportación social/medioambiental/económica del sector primario y del medio rural y litoral y el de la cooperación. En ellos colaboran diferentes agentes y tienen un componente de sensibilización de la sociedad.



visita a explotaciones

comedores escolares

huertos escolares

mercados locales,

experiencias urbanas...



***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

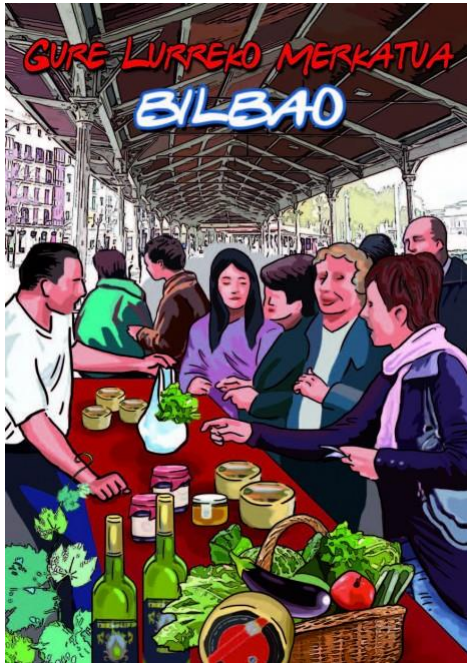


Examples of projects



ZUREGANATZEN BADUZU,
GUREAGO BIHURTZEN DUZU

“THE MARKET OF PRODUCTS FROM OUR LAND”



Examples of projects

“A TOAST FOR THE DAIRY SECTOR”



Our meeting place



www.nirea.eu



- 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/>





Jone Fernández
HAZI Foundation



EUSKO JAURLARITZA
GOBIERNO VASCO



LANDA, ITSASERTZ ETA ELIKAGAIEN SUSTAPENA
DESARROLLO RURAL, LITORAL Y ALIMENTARIO