

Is LEADER/CLLD something to eat?

How to explain facts of CLLD in a simple way!

Thomas Müller
Expert for Rural Development

Basic requirement:

Where to tell = How to tell

- Different levels = different languages
 - Farmers-Level
 - Citizens and Business-Men
 - Politicians on regional-level
 - Politicians on medium- and high-level
 - Managing authorities
- Who cares for the interpreter-function between different Levels?

Telling the news – open minds

- Don't look too much back
- Try to find the good things to tell
- Don't intend to strengthen your position by complaining about anything
- Find something new you have to tell about!
- *„It's easier to be wrong in a group than right as a single!!“* (Prof. Markus Hengstschläger)

Tell the facts in a simple way

- CLLD (or LEADER) means not more than... - **and is nothing to eat!!**
- The EU is very interested in...
- Our national state has the goal to...
- The region/town XY likes to...
- You are invited to take part in...
- Rural development is always something SLOW! Don't hurry!

Give the responsibility back

- You all are (co-) responsible for the success
- What do you like to change and not, what you like to HAVE changed
- Stopp complaining, start acting
- And: Don't make it responsible by the eligibility of any program (...if possible...)
- You are a Local Action Group, not a Local Sleeping Group!

Clear your position

- My position in this process is...
 - CLLD/LEADER Manager - Facilitator who coordinates your needs and helps you in the bottom up process...
 - Politician – I have enabled it, you should use it, I opened the door, you have to go through
 - Authority – your partner in the application-process
 - Paying Agency – carrying the responsibility for finances
 - LAG President – I like to change...
 - Project Manager – I help you with...
 - Beneficiary – I will do this...
 - ...

Give Examples (Best Practise)

- Bring humor in, tell anecdotes about the projects
- Give a realistic view about the reality, good AND bad things (=lesson learnt)
- Top Down is like giving salt into the soup...
- Be aware: *Davids fighting against Goliaths are always the heroes...*



What is a successful LEADER-Project?

- A finalised investment with a visible LEADER-Sign at the wall?
- A regional development-process, started moving within the LEADER-Program?
- A recognisable positive step of development?
- Increasing regional identity under the name of LEADER?

**Many thanks for your
attention!**



Thomas Müller
Consulting Rural Europe
www.tom-innovations.eu
www.thomasmueller.at