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100%
Local

VIDEO 1: Introduction

The 100% Local project,
co-financed by the European Union in the framework of EUSALP, and its partners...
present...

1 How to fill in your territorial development canvas.
Here are a few guidelines to help you fill in the canvas.

2 The canvas is split into three sections:
You will start by analysing the current situation of the territory, and then, after that, you will hypothesise possible future development goals. Step 3 will be dedicated to identifying the key actions necessary to achieve them.
The process is circular!

3 Let's start from the current situation!
The starting point is to determine, in an inclusive way, the network of stakeholders who will cooperate to define the objectives to be achieved, each of them with their own resources and competences.

4 In addition, it is useful to identify existing territorial brands and product certifications, their production regulations, and the areas they cover.

5 It is also important to understand the strengths and weaknesses of the local agriculture, food, and craft sectors. Take into account the conditions of the tourism sector, culture, education, the environment and civil society.
Of course, don't forget about supporting policies!

6 Did you successfully complete phase one?
You are now ready to act together with the relevant stakeholders and plan with them the future of your territory.
First, analyse the impact of the mega trends: to anticipate future developments that may impact your strategies use the "three horizons model". This model will allow you to define the issues that may challenge your long-term aspirations, and, at the same time, it will allow you to highlight the Innovations needed in the next few years.

7 All this work needs to be put into practice, but first it is important to structure an action plan!
The best way? Plan the activities to be completed within one year, allocate the specific tasks, define the resources to be used, identify the expected results, and set up a timeline of the activities.

8 Are you ready to start? Visit our website 100local.eu, follow us on our social media and don't forget to watch the other video tutorials.

VIDEO 2: Current situation

1 How to map the current situation in your territorial development canvas.

Here are a few guidelines to help you filling the canvas.

2 In this step, we will help you shape an analysis of the current situation based on all the available information. It is essential to consolidate the information that is available in a fragmented way to build a common vision of the future and a collective decision-making process.

Collect the information to fill in your canvas by trying to answer the following questions.

3 Let's start with the cooperating network, because the 100% Local model is based on a collective action!

4

- Which actors have been up to now involved in the process?
- Are there groups, organisations and sectors that have not been involved yet or have declined to take part in the initiative?

5

- How are the actors currently organised?
- How do they interact with each other?
- Is there a governance structure that has been chosen?
- What activities have been performed yet? What went well and what needs to be improved?

6

- What are the current challenges? Are local actors not cooperating/difficult to involve?
- What resources are key aspect that the area can count on?

7 let's proceed with the existing certifications and the underlying rules on which they are based:

- Which products are involved in the project and what are the rules for inclusion?
- What are the boundaries of the area, and which criteria were employed for its delimitation?

8

- How is rules compliance checked? What is controlled, when, and how?
- What are the penalties for breaking the rules?
- What are the costs for the certification and who pays them?

9

- Are social, cultural, and environmental factors taken into consideration in the rules?
- Are there negative environmental impacts or risks caused by the rules?
- Do the rules include provisions concerning the sustainable use of local natural resources and contribute to the preservation of biodiversity?

10

- Is the distribution of the added value fair for all social actors?
- Do certain social actors have a dominant position?
- Are the actual rules satisfying and benefits all actors?

11

- Who is not satisfied by the rules and why?
- What are the conflicts and controversies around the rules?
- Do rules exclude some producers?
- Are the members involved representative of the total number of local producers?

12

- How many products are certified?
- Which products are not certified and why?
- Which stages of the supply chains are represented? (for instance, only agriculture and food production, or also local shops, restaurants, and hotels)

13 State of agriculture, food, and crafts sectors

Analyse your area: size, physical description, number of inhabitants, relevant administrative organisation, etc.

14

- Collect economic data on agriculture, food processing and other sectors.
- What are the general strengths and weaknesses of these sectors?

15

- Which possible collaborations and conflicts between the different sectors and types of producers might arise?
- Which collective organisations represent agriculture, food production, restaurants, hotels, traders and other sectors of the local economy?

16

- Which leading companies are located in the area?
- What are the most popular products in the area?
- To what extent do local producers use local ingredients and products?
- To what extent are local products available in local shops and regular markets and used by local restaurants?
- What are the costs and prices of local products?

17 State of tourism sector

- Are there any tourist attractions in general? Enter economic data on the local tourism sector.

18

- What are the destination management organisations and other relevant collective organisations?
- How effective is the tourism sector in supporting local producers?

19

- What are the possible negative socio-cultural and environmental impacts of tourism?
- Are food and wine an important reason for tourism attraction?

20 State of culture, education, environment and civil society

- Which social institutions are interested in contributing to local area development initiatives?

21

- Are museums or other cultural and heritage institutions interested in collaborating with the agri-food industry in joint initiatives?

22

- Are local schools or professional training centres interested in initiatives to raise awareness of local food culture and improve local skills and know-how?
- What is the attitude of environmental associations towards the local food and tourism sectors? Are there opportunities for cooperation?

23 We conclude with supporting policies:

- From which support policies could the cooperation project benefit?
- Is it possible to benefit from public funding, at local, national and European level?
- We advise you to carry out an analysis of the policies and funding measures that can potentially be activated, and also to assess your capacity to access public funding.

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VIDEO 3: Participative Future Envisioning

1

how to reach a shared vision of the future.

Once the current situation has been thoroughly analysed, the next step is to involve the stakeholders, identified through the analysis, through meetings aimed at envisioning the desired future together. You can achieve this by using the future anticipation tool known as the “Three Horizons Framework”.

2

The first step in this process is to consider the impact of certain mega-trends on the area and its territorial development.

We from 100% Local have identified some of these mega-trends:

3

- acceleration of technological transition
- climate change and environmental degradation
- continued urbanisation
- growing consumerism
- increasing demographic imbalances

4

We then move on to the three horizons, which are:

- today's concerns,
- aspirations for the future,
- and the innovations needed to realise these aspirations.

5

Horizon 1: Concerns

- What factors, although efficient and widespread today, could become increasingly obsolete and dysfunctional over time, therefore undermining development projects in the area?
- Factors that we can or cannot change, but to which we must adapt.

6

Horizon 2: Innovations

- Which actions will you take in the next 3-5 years to improve the current situation?
- What should be eliminated, innovated and maintained in the next 3-5 years?

7

Horizon 3: Aspirations

- What is the desirable and realistic future for your area in the next 20 years?
- How can the 100% Local Model contribute to the realisation of this desirable future?

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VIDEO 4: Action Plan

1

How to structure an action plan of your territorial development project.

Proceed following our guidelines.

2

After envisioning a desirable future development, the actors involved should decide together on the key actions to be implemented in the short term (12 months or less).

3

It may be necessary to extend the cooperating network, to improve skills, to find technical or technological solutions also by using expertise that are not locally available.

4

Activities to be realized within 1 year

- What activities will you implement in a year from now? What needs to be prioritised?

5

Division of labour (who does what) and available resources

- Who among the different actors involved will be responsible for the implementation of which activities?
- Which financial, human, technical and technological resources do you need?
- Which are already available? How will you provide what is missing?
- How will you coordinate these activities? Are the existing organisational structures adequate or will it be necessary to create a new organisation to manage them?

6 EXPECTED RESULTS

- What are the results you expect?

In the end, create a Timeline of Activities and monitor it constantly!

7

Remember that short-term results must contribute to the realisation of the long-term vision. From year to year, it is necessary to monitor the results, re-analyse the situation, and redefine concerns, aspirations and innovations to be implemented. Periodically, therefore, the process has to be re-started. Each time, the territorial development canvas will be helpful.

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