

Recommendations/agreements on innovative tools and pilots to enhance HINTERLAND links to metropolitan areas and large cities

In HINTERLAND villages it was clear to strengthen and re-activate links to cities – but with the clear limitation of the size of ranges which were usual 50 years ago: in general about 30 to 50 km and surely not more than 100 km (with the exception in Karelia). Neither Warsaw was a realistic target point for villages in Warmia and Mazury region or Tczew nor was it Copenhagen for Skive or Vilnius for Siauliai, Pasvalys and Jubarkas. Only Havelland-Flaeming was in the comfortable situation to have Berlin just in front of the farmyard's gate. It was generally agreed

- to label everything being produced in HINTERLAND communities by a brand showing the true location where the products come from,
- to label also services from HINTERLAND given in the big cities, attached to service cars or even to commuters,
- to send out messages from HINTERLAND villages to a selected audience in the next large city to remind of HINTERLAND,
- to search and build up more contacts to urban and metropolitan groups in schools, institutions, companies with the aim to enable more visits less than a tourist but than a future partner in culture and economy

Hinterland treasures and other WP3 outputs to Vorderlands

WP3 main outputs are tools and campaign instruments for creation of new or supporting of existing Hinterland-Vorderland co-operations and partnerships, e.g.: rural embassies, rural market spots, rural treasures, rural marriages, H-V meetings, H-V chatrooms; H'land homecomer's club. Due to problems of awareness rising by Vorderland politicians and high level administration staff as well as low level of Vorderland people acceptance in some Hinterland villages WP3 has not reached maximum of possible outputs. Therefore WP3 activities first have been more concentrated on additional information exchange about needs and chances of Hinterland-Vorderland cooperation's. But the issue of Hinterland-Vorderland or rural-urban management needs to have more substantial, long-term and integrated support - starting on politician's level, especially.

Nevertheless WP3 could produce substantial tool and campaign instruments, e.g. by H-V cooperation issues of pilot projects: 48hours open Fläming Hinterland, village specific rural treasury products, HL ambassadors internet movies, HL commuter messages, H'land potential homecomer's invitations, milk points for Vorderland people, green and white schools, t-shirt campaign. Also outputs are: exhibitions (e-infopoint and wall system) in Potsdam and Berlin, implementation of Final Forum in Berlin centre with Vorderland podium participants and additional H-V meetings.

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The concept of the **"treasure box"** consists on two parts:

- a) Creation of village specific treasury products (e.g. metal SME specific village Bergholz - punched coin, wood specific village Rädigke - wood tray pieces, nature village Trechwitz - post card series, agriculture villages Joniskelis and Lütte - flower and grain seed incl. boxes)
- b) Dissemination of village specific products via pilots, normal post-way, commuters and via treasure boxes in e-hinterland house. These treasure boxes are three extractable metal drawers inside the electronic info point.

Examples: Treasure box in operation:



Dr. Gerd Harms [Member CoR] and Mr. Dirk Ahner [General Director DG Regio] in discussion with Harald Knauer [Lead Partner Hinterland] about management of decline in remote Hinterland areas.