

# LEADER/CLLD IS PART of the SOLUTION



...but only if we raise the general quality and add new chapters to the LEADER-story...

COOPERATION, INNOVATION,  
NETWORKING, AREA-BASED,  
PARTNERSHIP, BOTTOM-UP  
MANAGEMENT...

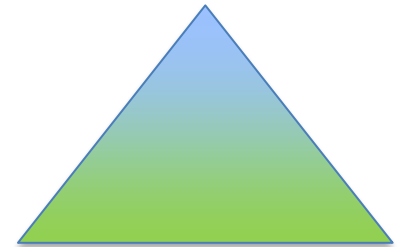
Nice words – but used hardly for  
everything and by everyone....

# Our LEADER-Learnings

- We (on LAG level) are in charge to raise our quality
- We have to promote our unique selling points (and need to know them)
- The 7 principles are important, but they have to be transformed to be better understood outside the “LEADER-world”
- We can be proud of what we have achieved in 25 years with LEADER, but spending some funding-money is too little to be famous for
- The LEADER-principles provide a strong offer to decision-makers, but we have to promote and “sell” them correctly.



# What have we done to make the principles more visible?



## *The 3 roles of a LAG*

LAGs and LAG-management can be

- Role A: Funding Advisory Center (MUST)
- Role B: Network Unit in the region (SHOULD)
- Role C: (Social) Innovation Business (COULD)

*But it is not about GOOD or BAD regions...*

# Use words decision makers use or give them offers to connect to LEADER

**LEADER IS BASED ON PRINCIPLES,  
*AND delivers specific functions for the society***

**Democracy and educational policy function:**

We take care of Governance & Democracy, Promote Identity & Knowledge Transfer

**Social and European political function:**

Network of regions, European understanding at local level, (trans)national cooperation, quality jobs in rural areas

**Crisis and transformation management function:**

Innovation management and openness to overcome challenges with local resources

# PERSPECTIVES AND SLOGANS FOR LEADER 2023-2027

**PLEASE never start again with:  
LEADER is a funding programme...**

- LEADER IS THE STRONGEST PARTICIPATORY REGIONAL DEVELOPMENT METHOD
- LEADER COMBINES TECHNICAL AND SOCIAL INNOVATIONS WITH REGIONAL KNOW-HOW
- LEADER PROMOTES TECHNOLOGY, TOLERANCE, TALENTS

# Thank you!

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