Tool 5 –

How to present your territory to potential partners

The following headings can act as a helpful template for presenting your territory to your partners during the first visit. It is intended to be used as a written document to forward to your partners presenting basic information rather than as a support for an oral presentation. The template for TNC project offers (available here) also provides a good common framework and key words for describing the territory.

1 The country

- Administrative organisation and structures
- Specificities of implementing LEADER in my country
- LEADER Cooperation conditions and implementing procedures.

Keep this part short. It is just meant to give general background information and to raise important issues concerning the future project (i.e. a common action, orientation on one specific axis of the RDP, etc.) and what the general administrative structure for the project are.

2 The territory

2.1 From your LDS

- Location, map and photographs
- Key geographic, economic and social characteristics

Strengths	Weaknesses
Opportunities	Threats

2.2 Summary of key points of the Local Development Strategy

- The LAG partnership;
- Key needs and objectives prioritised;
- Financial and other resources available;
- The role of cooperation and any priorities identified in the local strategy.

Tool 5 –

How to present your territory to potential partners

2.3   Linking the local strategy and the cooperation theme and specific project

- Local situation regarding the cooperation theme (including, when relevant, elements of the social, economic or environmental activity linked to the theme);
- Local issues, problems to be solved, questions arising;
- Local expertise (what we can contribute to the partnership and project);
- Theme-specific local needs.

3   Existing cooperation projects in the territory

The following table can be used to summarise the status of any existing cooperation projects in the territory whether LEADER or under another programme or initiative.

Cooperation project title	Cooperation framework (twinning, decentralised cooperation, Interreg…)	Project theme and outline	Project holder	Cooperation partners	Status*

*The stage is the cooperation project is at. Some possible options include: a first idea / a first visit has already been organised /an on-going project / a finished project...