



Identification, Dissemination and Exchange of good practice in
Local Employment development and promoting better governance

Senda – Galicia, Spain

Background on leader organisation	<p>The SENDA project was initially funded by the Community Initiative ADAPT during 1995-1997 and brought together a range of local and regional actors to develop and promote the regional tourism industry. The initiative aimed at remodelling the rural entrepreneurial fabric and its adaptation to the commercial possibilities offered by the pilgrimage to Santiago de Compostela.</p>
Purpose of the project	<p>The purpose of the project is to intervene in the labour and entrepreneurial mass of rural areas to encourage their re-conversion according with the requirements of current markets. This will be achieved by:</p> <ul style="list-style-type: none">• Adapting the professional capacity of employers and employees, through the development of specific training courses and qualifications that will enable them to maintain and progress within their jobs/activities.• Remodelling and adapting the existing entrepreneurial fabric to new market trends, focusing on the agroindustry, craft, commerce and tourism sectors.• Configuring a solid associative entrepreneurial fabric able to face prospective changes.
Geographical focus	<p>Rural municipalities in Galicia which the pilgrimage to Santiago de Compostela goes through and other linked areas such as the French, Portuguese and English ‘Camino de Santiago’ and Ruta de la Plata.</p>
Project partnership	<p>The project is promoted by the Institute of Regional Development of Galicia. The regional partnership includes:</p> <ul style="list-style-type: none">• Dirección General de Planificación Económica y Relaciones con la Unión Europea.• Consellería de Economía y Hacienda de la Xunta de Galicia (Regional Government)• Consellería de Industria y Comercio de la Xunta de Galicia (Regional Government)• Red de Alojamientos Rurales Lares de Galicia (Network of rural hostals in Galicia)• Aula Cooperativa de Información y Cultura (Organisation for information and culture)• Asociación de Artesanos del Camino (Craftmen Association)• Ayuntamientos Rurales atravesados por los Caminos de Santiago (Rural Local Authorities) <p>The transnational partnership includes: France, Italy, Greece and Italy.</p>
Activities	<ul style="list-style-type: none">• Design and development of an integrated strategy that includes information, dissemination and raises awareness.• Training courses: Training for trainers; continuing vocational training for employers and employees; training to integrate people into the labour market. Guidance and professional support to employers, employees and SMEs.

- Creation and development of networks of support
- Network of SMEs in the agroindustry, commerce, craft and tourism sectors.
- Use of IT to develop databases of SMEs and networks.
- Share of information amongst employers.

Target groups

SME Employees, unemployed, SME Employers, self-employed, and members of co-operatives.

Particular successes

- The project has used the pilgrimage to Santiago de Compostela as a unique selling point for its activities and brought together a network of regional craft businesses and rural hotels and hostels into a support network. Through the network the project provided training for SMEs, increased the use of ICT in the sector (e.g. online hotel reservation) and created a regional marketing strategy.
- The project has brought many small hostels into the formal economy for the first time, making them eligible to receive state support.
- The project has created an online craft shop selling traditional products from the region website and established a honey production and testing centre for small regional producers to collectively improve and market their product. Web: www.artega.com
- Introduction of new technologies in rural enterprises and development of e-Commerce.
- Collaboration between all economic actors in rural areas and local/regional authorities.

Lessons learnt

- Exploitation of a key local asset, St James' Pilgrim route, has added value to the complementary local businesses – action at regional level has given the activity sufficient scale to create an integrated regional network
- Appreciate the value of the local cultural heritage for its further development.
- The importance of development partnership working in rural areas.