

Jämtland County Council
Preliminary steering group for E-camps

Invitation to form a partnership within the Interreg IV C (E-camps)

Regions and organisations within the European union with an interest in the evolution of Entrepreneurial youth camps as a tool for extending the tourism seasons and enhance economic development as well as to improve the lives for underrepresented young people within Europe are invited to take part in the project.

Project description

Project name: E-camps - Entrepreneurial camps for Social Tourism Development.

Lead partner: County Council of Jämtland, Sweden (preliminary).
Contact person: Ingrid Hedlund, +46-706783264, ingrid.hedlund@jht.se.

Priority: Innovation and Knowledge Economy

Thematic: Employment, Human Capital and Education

Type of Intervention: Regional Initiative Project

Issues tackled by project:

Tourism is regarded as a key component in the effort of new job opportunities, economic development and social inclusion. One problem that many regions are facing today is uneven seasonality. At low seasons many businesses at tourism destinations have to shut down due to lack of visitors. One way to combat this and to improve local employment opportunities is to attract and invite new target groups who are not limited to travel during peak seasons. There are a large number of citizens in Europe who do not have the same opportunity to travel as most of the people. A large group among these are young people and families facing difficult social circumstances.

Another important contribution to regional economic performance by creating jobs, supporting innovation and delivering economic growth is Entrepreneurship. A method that has proven to be successful has been the set up of Entrepreneurial Camps for young people where traveling has been mixed with an Entrepreneurial task. To give young people who are facing difficult social circumstances the opportunity to travel, to meet people from different backgrounds and at the same time a task to solve leads not only to business opportunities for the tourism businesses but also to strengthen self esteem among the participants. The development of policies and instruments that make it possible for underrepresented young people to travel within different regions in Europe can strengthen the notion of European citizenship as well as the integration among young European citizens.

Main objectives of project:

Based on the sharing of experiences, the project will identify good policies and instruments allowing public local and regional authorities to encourage Entrepreneurial Camps for young European citizens. There will be an exchange, dissemination and transfer of experiences among the participating regions as well as an identification and analysis of good practices.

Expected outcome of this project is the improvement of local employment initiatives within the tourism industry.

Main expected outputs and results:

Most of the activities in this project will be developed through networking. The participating regions exchange good practices and bring together their experts during conferences and creative workshops. The result will be the creation of recommendations in this field targeting public stake holders. There will be a development of implementation plans for the development of international Youth Entrepreneurial Camps that will contribute to the development of social tourism.

Partners needed:

Regional and Local Public Authorities active within Social Tourism.

Timeplan for the application process

Late November: Contact is to be taken with Contact Point North Interreg IVc program.

13 December: Documents will be available on the website <http://jamtland.se/ecamp>

11 February: Final date for Regions interested to participate in the project to express their interest.

22 February: Partnership meeting in Brussels at MidSweden office.

25 February: Last date for submission of Partnership agreement and Cofinancing statement.

18 March 2011: Application complete with Cofinancing statements and Partnership agreements.

25 March 2011: Application submitted to the Managing Authority Interreg IVc.

1 April 2011: End of 4th call

For more information, please visit jamtland.se/ecamp or contact Ingrid Hedlund, Jämtland County Council/Jämtland Härjedalen Tourism, Sweden; ingrid.hedlund@jht.se or +46 (0)70-678 32 64

Jämtland County Council

The County Council is responsible for the growth and development with the intention to develop Jämtland and Härjedalen to a region where many people want to live and work and where many want to travel. These include whether to support entrepreneurship, develop new industries, have an active environmental and public health work and participate in infrastructure issues, but it's also about working internationally, both within Europe and Scandinavia. The council is the county's highest governing body and determines the key issues in the county.

Jämtland County Council will assume the role of lead partner for the time being. Due to an institutional reform in the region the newly formed authority of the Region of Jämtland will be the lead partner from 1st of January 2011.