

Working Groups Session 1: From challenges to types of action

FARNET Online Seminar:

Better Local Strategies around the Baltic Sea and in Inland Areas

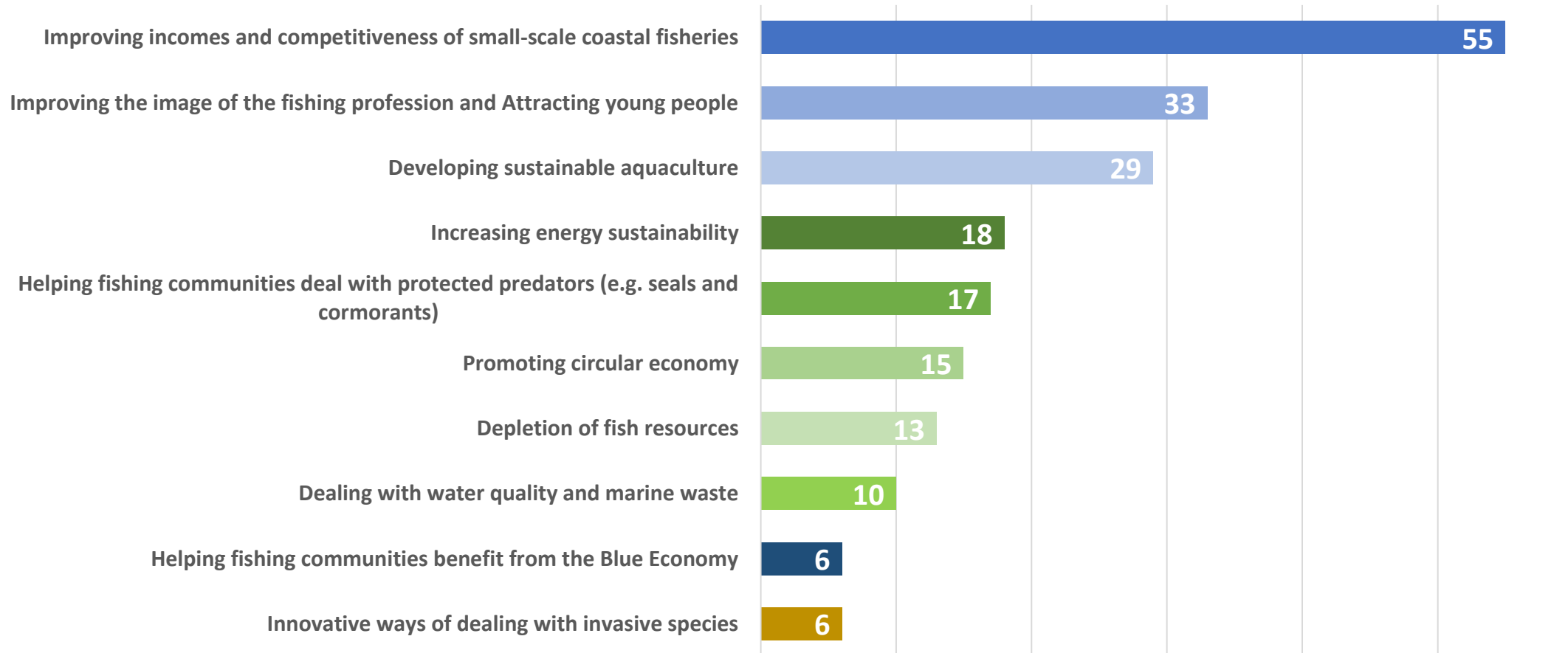


24-26 March 2021



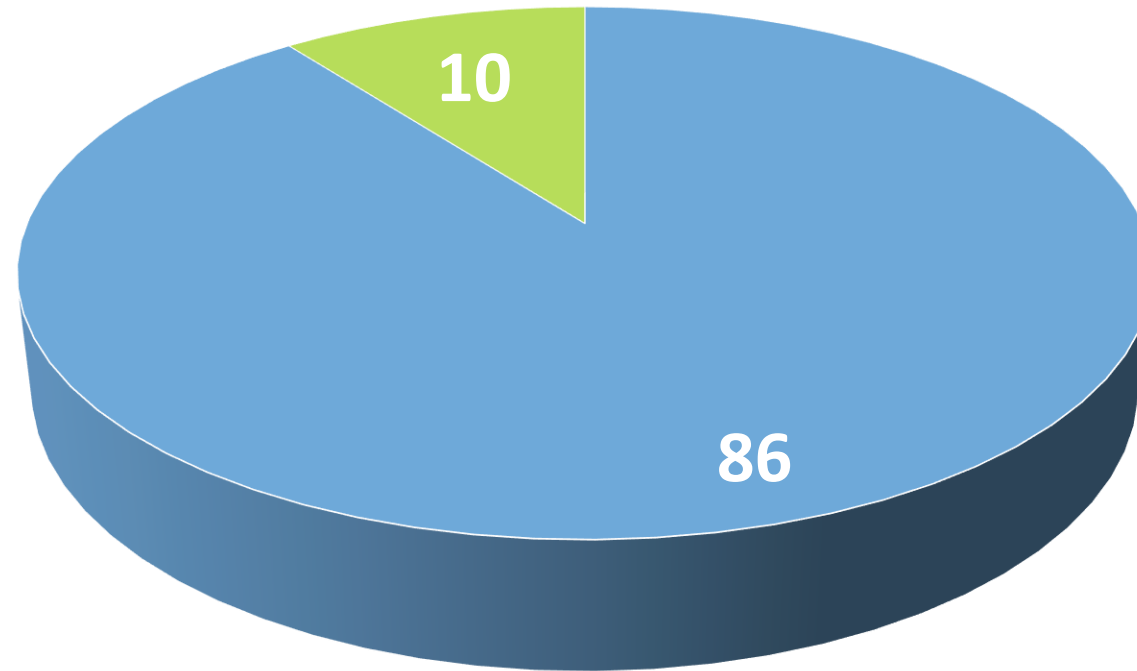
New challenges – but already addressed...

(from participants' responses at registration)





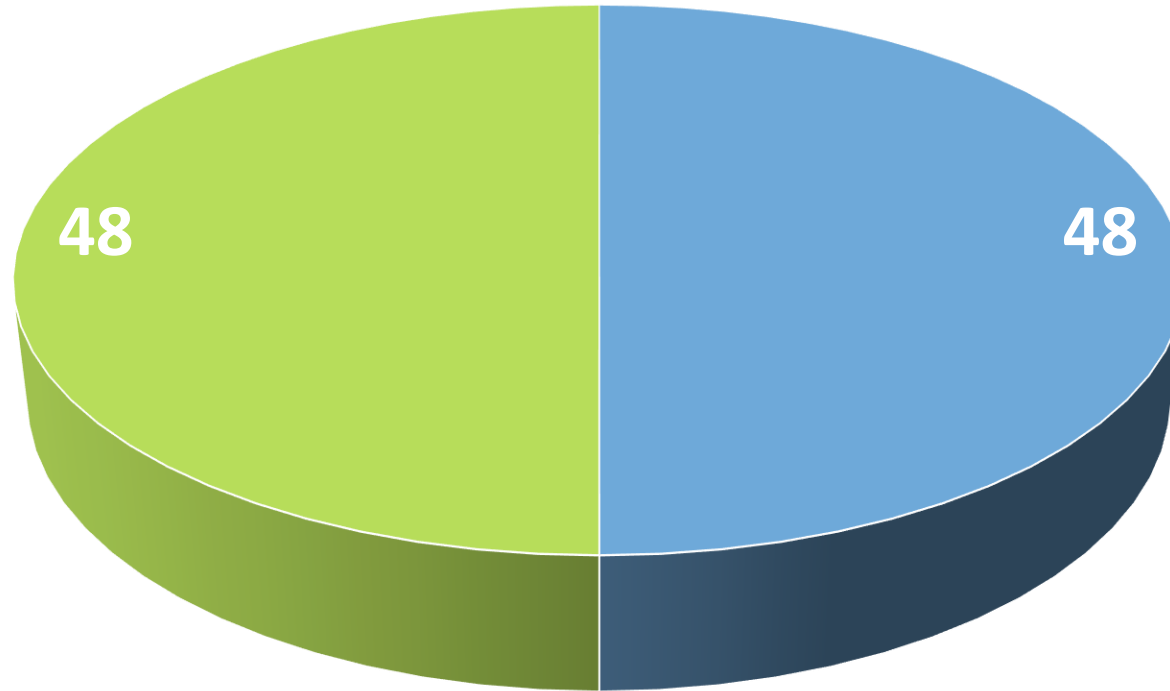
From participants' responses at registration



- FLAGs that provided key challenges of their LDS 2014-2020
- No answer



From participants' responses at registration



- FLAGs that provided expected challenges for 2021-2027
- No answer or not yet known



You've all done SWOT, but...

- Was the previous SWOT really useful to develop your strategy? Did it show how your area is unique, different from others?
- Are all the strengths and weaknesses of your area still relevant? How has the situation changed?
- Have the opportunities materialised? Were you able to capitalise on them? Any new opportunities emerging?
- Have the threats materialised? Were you able to mitigate them?



Use your SWOT to define strategic focus

- Combine Strengths and Opportunities to develop a strategy for **growth** and promote **innovation**
- Use Strengths to reduce exposure to Threats, for example **diversifying** into new activities
- Overcome Weaknesses (by **capacity building**) to take advantage of Opportunities...
- ...but you can also use Opportunities to overcome Weaknesses!
- Overcome Weaknesses to mitigate vulnerability to Threats in a **preventive strategy**
- and so on



Examples:



- **strength: availability of high quality fish in the area.**
- **opportunity: tourists interested in new experiences such as tasting new foods.**

Objective: improving fish sales by offering fish tasting experience to tourists (using strengths to maximise opportunities).



- **strength: availability of high quality fish in the area.**
- **threat: lack of consumer awareness of the value of fish.**

Objective: raising consumer awareness by organising tasting sessions using freshly caught fish from the area.



Going beyond the SWOT – learning to SOAR

Strengths

(helpful, present, **internal** to the area)

Weaknesses

(harmful, present, **internal** to the area)

Aspirations

(of the FLAG and community: where you want to be in the future)

Opportunities

(helpful, present or foreseen, **external** to the area)

Threats

(harmful, present or foreseen, **external** to the area)

Results

(achievements on the ground: what will define our success)



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Choosing strategic focus also means

- Deciding what you are **not** going to do as a FLAG (e.g. because:
 - ✓ you don't have sufficient funding
 - ✓ you don't have enough capacity
 - ✓ somebody else is already addressing this issue in your area.
- Don't try to do everything – be selective!
- Think of the **communications value** of your strategic focus



In Working Groups Round 1

- We will reflect on some challenges (old and new) you mentioned in the registration form
- Try to identify common points with colleagues in the same WG
- Reflect on the logic:

Your area and its challenges

Your SWOT/SOAR

Your strategic focus and types of action

- Have elements of your FLAG's SWOT at hand!