



**IBRAVE**

the way to brand

**NEWSLETTER 01**

CEUTI



# THE WAY TO BRAND

Many rural areas in Europe face the same problem: population is decreasing, low educational level and a need for new market opportunities. The tourism sector can represent an important opportunity for those municipalities with attractive resources, put in value with an adequate branding strategy.

IBRAVE (Improvement of Branding for Rural Areas through Vocational Education) is a 2 –year project aimed at creating more attractive local areas for residents and tourists through developing vocational skills by exploring existing branding methods.

Co-financed by the ERASMUS + programme, Key Action 2, Strategic Partnerships in the field of Education, Training and Youth, the project seeks to develop through cross-border cooperation vocational skills by exploring existing branding methods, and identify the most effective methods on a municipality to strengthen the link between local SME's and the municipality, with a special emphasis on tourism, in order to create more attractive local areas where residents and tourists want to come and stay, and to create work opportunities.

The partnership consists of collaboration among Local Governments, Vocational Training Institutions, a University and a private Design Enterprise, working together to find branding methods to design a strategy to put in relevant tourist resources and foster and advise entrepreneurial activities in rural areas.

The project will be structured in four different stages, corresponding with four transnational meetings:

- ▶ Global/ European/ National/ Local Scanning
- ▶ How do we see ourselves? How do you look at us?
- ▶ Traditional/ Non traditional branding methods/ tools
- ▶ Local action plans on branding

The University of Almería, with the collaboration of all partners, will produce a study and analysis of tourist resources to provide advice to foster process innovation and entrepreneurial activities in rural areas.

## Key aspects

**Programme** ERASMUS +. Strategic Partnerships for vocational education and training

**Budget** 103,865.00 €

**Length** 24 months

**Starting date** 01/09/2014

**Ending date** 31/08/2016

**Partners** Ayuntamiento de Ceutí (ES), Tranemo Kommun (SE), Lemvig Kommune (DK), Colegiul Economic Buzau (RO), vzw Midwest Development (BE), Ekonomiska Skola Braca Radic (HR), Exesios Ltd (UK), Universidad de Almería (ES)



# FIRST TRANSNATIONAL MEETING

First Transnational IBRAVE Meeting took place in Ceutí to set up the strategies and methodology to follow during the two-year project and work on the topic: Global/ European/ National/ Local Scanning

Project partners exchanged experiences on their way to keep updated with branding and showed other projects they had participated on which the consortium can capitalise results. The University of Almería presented the Rumour Project, a very original initiative carried out for the Alpujarra Tourist Plan, which has engaged citizens as leaders who create and share content about their territory in the social media.

Two apps for mobile phones active in Ceutí: Zankiu for the promotion of small businesses and RuMapps as a tourist guide, were presented by their creators to the rest of partners.

Exesios' Presentation "International Place Branding. Real World Examples" was recorded, so that it could be used as a teaching tool in Vocational Institutions participating in the project. All project outputs will be available on the ERASMUS + dissemination platform.

The first meeting was also an opportunity for all partners to get to know each other and also see the cultural and natural resources Ceutí has and wants to put in value through this project. Anke van Wijck, ICA cultural projects general coordinator, gave a guided special visit to La Conservera, the Contemporary Art Centre, which hosts temporary exhibitions from artists sharing common concerns. A video, produced by TVE, showed the significant renovation of a tinned

food factory into a dynamic and flexible design to accommodate four exhibition halls of impressive dimensions. The potential of Ceutí fruit gardens was experienced with a lunch in a Country House followed by a short walk around the orchard and the irrigation channels from the Moorish period.

Finally, Antonio Campillo Museum hosting the biggest collection of the Murcian artist, the Open Air Museums with over 100 sculptures and murals placed in different public areas: squares, streets, parks, public buildings... and the 7 Chimneys Museums closed the visit.



# COMMUNICATION & DISSEMINATION ACTIONS

IBRAVE is on Facebook, Twitter and Pinterest

 [www.facebook.com/ibraveproject](http://www.facebook.com/ibraveproject)

 [twitter.com/ibraveproject](https://twitter.com/IBRAVEPROJECT)  
@IBRAVEPROJECT

 [www.pinterest.com/ibraveproject/](http://www.pinterest.com/ibraveproject/)

IBRAVE has a logo. During the meeting in Ceutí, Exesios proposed different designs for logo, taking as reference the geographical position of partner territories within Europe, as well as their colour flags. Three logos were chosen out of the proposed options. A voting was carried out through Facebook and the one with most likes was chosen.

Project partners have extensively presented the project to their different stakeholders, as well as the media: there has been press coverage on radio, magazines and newspapers within partners' territories.



# WORKING ON BRANDING TO ATTRACT RESIDENTS & TOURISTS

The final aim of IBRAVE is to create more attractive local areas where residents and tourists want to come and stay, and to create work opportunities. This objective will be achieved by developing cross-border cooperation vocational skills on branding and identifying the most effective methods on a municipality level to strengthen the link between local SME's and the municipality, with a focus on tourism.

Many rural areas in Europe face the same problem: population is decreasing; there is a low educational level and a need for new market opportunities. The tourist sector can help to tackle unemployment and create more attractive areas.

The partnership consists of a mixture of different professionals working together from different backgrounds and experiences: private and public institutions, educational and municipalities.

The project will be structured in four semesters, each one working on a different topic which will correspond with four transnational meetings:

- ▶ Global/ European/ National/ Local Scanning. Ceutí (Spain). January 2015
- ▶ How do we see ourselves? How do you look at us? Lemvig (Denmark). June 2015
- ▶ Traditional/ Non traditional branding methods/ tools. Roeselare (Belgium). November 2015
- ▶ Local action plans on branding. Tranemo (Sweden) Spring 2016.

## Projects outputs will be

- ▶ Four newsletters one for each semester
- ▶ SWOT analysis on partners' territories based on two questionnaires produced by Lemvig: how do we look at us, how others look at us
- ▶ Guidelines presenting the do's and don'ts in branding
- ▶ Guidelines on apps to promote tourist resources and local businesses

- ▶ Movie to be played on youtube, produced by Buzau
- ▶ Partners' local action plans
- ▶ Intellectual output: Integrated tourist projects, dynamisation plans and plans of excellence

## Other outputs

- ▶ New networks
- ▶ New knowledge and skills on branding
- ▶ Cooperation with SMEs

Having first beneficiaries as the staff participating in the project: municipal developers, teachers... and second beneficiaries: students in the vocational education institutions and the University of Almería, SME's advised by project participants...

IBRAVE will be sustainable after the project's life, as its aims are intrinsic to partner's strategies.



# PRESENTATION OF PARTNERS

## Leader: Municipality of Ceutí Spain

The Municipality of Ceutí, situated in the Region of Murcia (Southeast of Spain), has a population of 11,200 inhabitants, but it is very well connected to big city areas.

Ceutí has a big tourist potential with the Contemporary Art Centre 'La Conservera', run by the Ministry of Culture in the Murcia Region, three other local museums, important sports facilities, and beautiful fruit gardens, but lacks a 'promotion strategy' to put all resources in value.

[www.ceuti.es](http://www.ceuti.es)

## Tranemo Kommun Sweden

Tranemo municipality has a strong and long history and tradition of manufacturing and industry, which is still the case. They need to work on developing the tourism industry, since this is a great reason for inhabitants to stay in the municipality.

[www.tranemo.se](http://www.tranemo.se)

## Lemvig Kommune Denmark

Lemvig Municipality, with a population of 21,000 inhabitants. It's developing a Geopark, in which SME's will play an important active role. Both tourism and branding will focus on the theme of 'outdoor sport' and 'active living'.

[www.lemvig.dk](http://www.lemvig.dk)

## Vzw Midwest Development Belgium

MWD is a regional non-profit organisation that works to promote the innovative and sustainable socio-economic development in the region Mid-West-Flanders in Belgium.

One of their priority objectives concerns the sustainable and profound grounding of a strong regional branding strategy with focus on the 'agro-food' sector for the region

## Colegiul Economic Buzau Romania

Colegiul Economic Buzau is a large vocational school specialising in business administration and tourism studies. The area has a good offer of attractions, but an under developed promotion. Tourism is an opportunity for students, who come from rural and poor families.

[colegiueconomic.rdsbz.ro](http://colegiueconomic.rdsbz.ro)

## Ekonomska Skola Braca Radic Croatia

Secondary vocational school offering four different courses: Economics, Trade Business and Commercialism, Administration and Office Business and Computer Technologies. Situated in an urban area characterised by the agricultural sector and food production, with a high number of unemployed people.

[ss-ekonomska-bracaradic-dj.skole.hr](http://ss-ekonomska-bracaradic-dj.skole.hr)

## University of Almería Spain

One of the youngest and most dynamic universities in Spain, offering the possibility of studying 48 degree courses, 14 doctoral programmes, 23 official master's programmes and 14 non-official master's programmes. It has experience in numerous EU projects.

[www.ual.es](http://www.ual.es)

## Exesios BDD United Kingdom

A brand, digital, design team offering high-end modern sophistication to SME's and beyond. From practical delivery to technical support we enable brands to flourish.

[www.exesios.com](http://www.exesios.com)

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