The project "Building of Rural Development Resources in Balkan region - No BoRDeR" is supported by:

Visegrad Fund

Ministry of Foreign Affairs
Republic of Korea

Training
Strategic planning in rural areas

Mgr. Karel Hošek
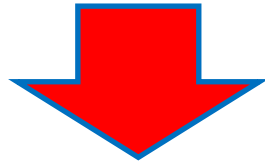
secretary

Regional association of LAGs Olomouc region

Training in Bitola   *25. – 27.3. 2015*

KSMAS
OLOMOUCKÝ KRAJ

OPERAČNÍ PROGRAM
LIDSKÉ ZDROJE
A ZAMĚSTNANOST

Why data and information?

Analysis of the region and their problems must be based on available empirical evidence.

- Primary empirical evidence (or data)

- Secondary empirical evidence (or data)

Due to the proposing solutions should be encouraged rational and reasoned arguments.

Types of data in policy/regional analysis

Primary data

- individual work "in the field"

- collection of new data and information

- methods of a primary data collection: interviews, questionnaires, collective community consultation (work groups) etc.
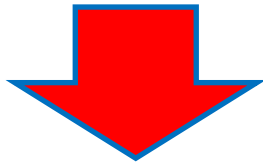
Secondary data - collection and analysis

- document, which has been created by someone else (expert sources, academic studies, official documents (strategy of some ministry)

- municipal or micro regional strategies

- **data collected by someone else (statistics)**

Primary data collection

What kind of empirical evidence needs to get?

(= What the statistic doesn´t say)

Methods of primary data collection

(interviews, questionnaires, collective community consultation (work groups)).

Data collection methods

Questionnaires

- Filling the respondents (sent by mail, email, given away on the spot)

- Filling the interviewer (Standardized interview)

Interviews

- Standardized interview

- Partly standardized interview

- Unstructured interview

Collective community consultation (stakeholder work groups)

Document analysis

Analysis of your region

1th step: study of the secondary resources/data

- strategies of ministry, region or municipalities

- statistics to description of region (my 1th presentation)

2nd step:

- base on the description of region define by community consultation (stakeholder work group) the SWOT

- SWOT gives to you (managers) the demands of local stakeholders (list of problems to definition)

3th step:

- definition, quantification and structuring problem

- set up the indicator of result

Analysis = definition of problem

To definition of a problem you have to structuring (decompose to small pieces)

- Unemployment
    - High unemployment rate
        - **High unemployment rate in comparison with national/regional level**
            - **High unemployment rate of women, 50+ or ethnic minorities in comparison with national/regional**
                - High unemployment rate of women in two villages in comparison with neighbors villages

**= we can quantify the problem and result of its solving**

The defined and structured problem have to be:

- important to solve it,

- solvable.

- It won´t solve itself.

Alternative methods – heuristic

Problem tree

- a tool for identification, structuring and visualization of a problem

- a heuristic suitable for small expert group

- a bridge between analysis and design measures (implementation plan)
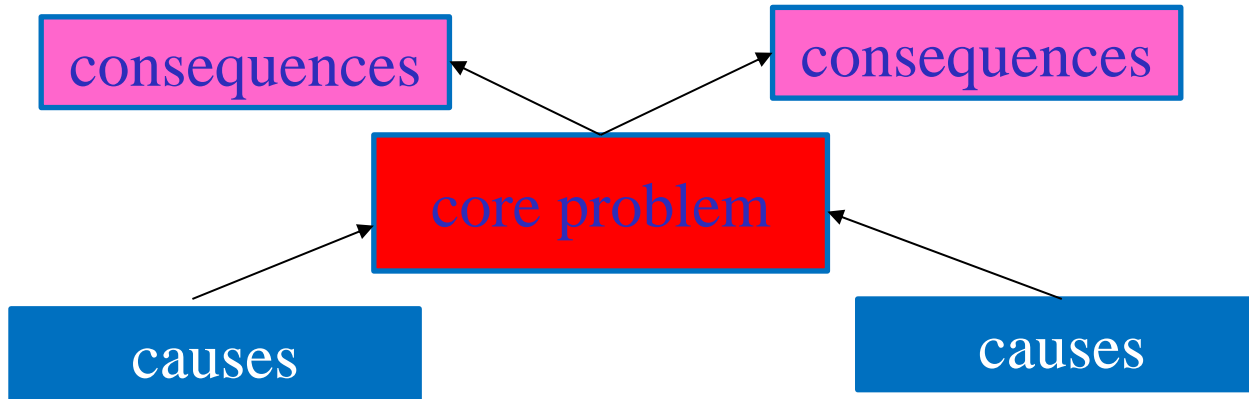
Problem to test: brain-drain (immigration of young people out of region)

We have a problem and what else?

Structured problem gives us:

- solvable situations,

- the causes of the problem,

- expected result

- easy way to quantify our aim (target of our strategy)

- We can defined measures to solved the problem and our target

Measures and targets have to SMART, that means:

- **S**pecified (scructured)   - **R**ealistic

- **M**easurable   - **T**ime bound

- **A**mbitious (brave)

SMART targets, goals or measures

Specific

Objectives have to be specific and positively described.

Measurable

A goal achievement should be measurable.

Attainable

It should be attractive for the project team to reach the goal.

Realistic

The objective needs to be achievable in a realistic way.

Time-bound

The goal has to set within a time frame.

Alternative methods – heuristic

Brainstorming x brainwriting

- heuristic for collective community consultation

- suitable tool for defining strategic measures

- Inspiration by participant

Disadvantages of brainstroming

- shame betwen each other, shame for idea

- consulting often dominated by one person

Disadvantages of brainwriting

- time consuming

Problem to test: high unempoyment of women

Thanks
for your attention

Mgr. Karel Hošek

secretary

Regional association of LAGs Olomouc region

mobil: 420 777 952 988

e-mail: KSMASOK@gmail.com