



▶ RTVIC and  
RMUC –  
▶ region and  
people

- ▶ Laima Dockeviciene
- ▶ Rasa Baliuleviciene
- ▶ March 22, 2016



# Rietavas Tourism and Business Information Centre

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- ▶ **Mission – to be a reliable help and partner** for the entrepreneurs and start-ups from Rietavas municipality, to provide them consultations, training and technical/institutional support, to contribute while promoting foreign and local investments in Rietavas municipality.





# Association Rietavas Women Employment Centre

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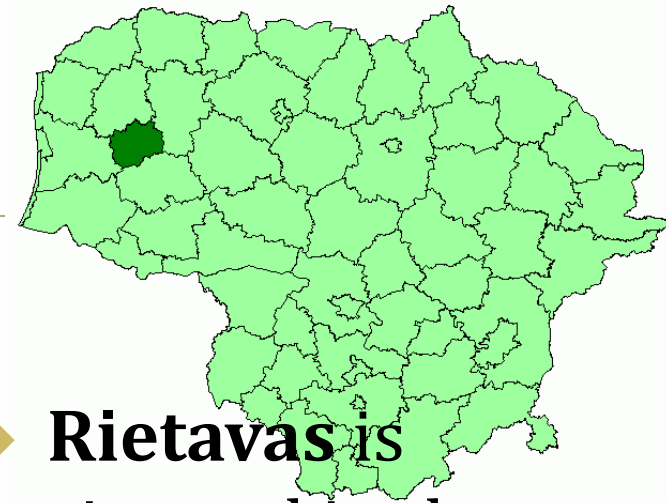
- ▶ Association, established in 2006, deal with women employment issues in the region, promote women entrepreneurship.





# Area of Actions

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- ▶ **Rietavas is** situated in the western part of Lithuania, with about 3000 inhabitants. The whole municipality has about 8000 inhabitants.



Community situation and needs

From RBIC and LAG strategies

Ageing of community  
Majority are rural inhabitants

Youth unemployment

Low purchasing power in local market

Rich environment and heritage

Attractive geographical position for tourism and logistics

Distinctive history

Good reputation

Alternative business and crafts.  
Technologies

Products of active leisure, ecological, cultural rural tourism

Social economy – creativity, entrepreneurship, vision

# Developing Social Capital in Rietavas - **youth**

- ▶ **Integration of social economy skills into VET**
- ▶ <http://www.socecvet.eu/>



- ▶ **South Baltic Training Programme:** Developing and testing a model for VET students to become aware of cross boarder labour market. Developing networks of VET students, schools and companies.
- ▶ <http://www.sbtp.eu/>
- ▶ <http://www.facebook.com/SouthBalticTrainingProgramme>







# Developing Social Capital in Rietavas – small local entrepreneurs and gender diversity

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- ▶ **Going Abroad:** Promoting women entrepreneurs and developing cross boarding business contacts between small scale entrepreneurs
- ▶ [www.goingabroad.nu](http://www.goingabroad.nu)
- ▶ <http://www.facebook.com/GoingAbroad?ref=ts&ref=ts>
- ▶ **Winnet BSR:** developing network of women resource centres, and enabling environment for more active women participation in ICT and tourism sectors.







## Kulinarija / Močiutės pyragas



### Virginija Judeikienė

Mielinis pyragas su razinomis, kepamas pagal močiutės receptą, skruzdėlynas, kiti konditerijos gaminiai – puikios vaisės jūsų stalui arba ypatingos lauktuvės iš kaimo. Mieliniam pyragui suteiktas tautinio paveldo ženklas.



### Veik Rietave

Kūrybiniai projektai / Finansavimas  
Kūrėjų profiliai / Rietavo gidas  
Skelbimai / Naujienos / Renginiai

[www.veik.rietave.lt](http://www.veik.rietave.lt)



### Rietavo turizmo ir verslo informacijos centras

Parko g. 5, Rietavas. Tel. +370 448 68202.

[www.rietavovic.lt](http://www.rietavovic.lt) / FB: Rietavo turizmo ir verslo informacijos centras



### Kontaktai

Virginija Judeikienė

Rietavo sav., Žadvainių k., Jūros g. 4

Tel. +370 648 73474.

El. paštas

[virginijajudeikiene@gmail.com](mailto:virginijajudeikiene@gmail.com)

[www.veik.rietave.lt/profiliai](http://www.veik.rietave.lt/profiliai)

### Pieno kelias

Kupiškis - Plungė - Rietavas - Telšiai

Amatai / Paslaugos / Produktai

Ekologinis ir etnografinis turizmas

[www.pienokelias.lt](http://www.pienokelias.lt)



PIENO  
KELIAS.LT

ATRASK JAU ŠIANDIEN!

# Developing Social Capital in Rietavas – **development cooperation**

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- ▶ **Going Abroad - promoting women social and economical activities and networking between EU and East Europe".**
- ▶ The aim of the Project is to promote entrepreneurship and social and economical activities among Moldova, Belarus and Lithuanian women.
- ▶ ECOU XXI. Moldova
- ▶ Local charity foundation “Heritage of Mykolas Kleopas Oginski”, Belarus



URM

THE MINISTRY  
OF FOREIGN AFFAIRS  
OF LITHUANIA



LITHUANIAN  
DEVELOPMENT  
COOPERATION

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# Developing Social Capital in Rietavas – **tourism**

- ▶ **Milk Road – from producer to consumer**, mini cluster of milk producers, processors and tourism service providers
- ▶ <http://www.pienokelias.lt/>







# Networking



# Project based journey

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## ▶ **2011**

- ▶ Learning (new methods, approaches)
- ▶ Motivation to participate
- ▶ Developing networks and contacts
- ▶ Promotion (area, individual businesses, organisations)

## ▶ **2016**

- ▶ New actions/projects or new quality to the old ones
- ▶ Activisation (mobilisation and involvement of more local players)
- ▶ Measuring impact
- ▶ Influencing policies

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- ▶ Reputation

2016:

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- ▶ **1 „Going Abroad“ 2**
  - ▶ **2 SBTP 2 - BBVET – Boosting Business Integration into VET**
  - ▶ **3 BCP 2 – Enhancing the commitment of skilled labour force to the SB area via business culture partnerships**
  - ▶ **4 CTCC – Creative Traditional Companies Cooperation**
  - ▶ **5 Low Carbon Logistics**
  - ▶ **6 Entrepreneurship Lab**
  - ▶ **7 Smart FoodUTURE**
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# Thank you!

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