

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

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# Training Strategic planning in rural areas

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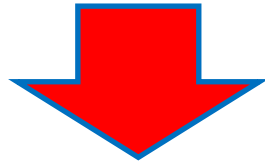
*Training in Bitola*

25. – 27.3. 2015

# 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.

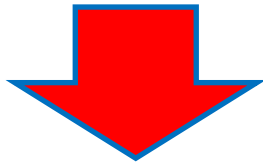
## Secondary data - collection and analysis

- 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**

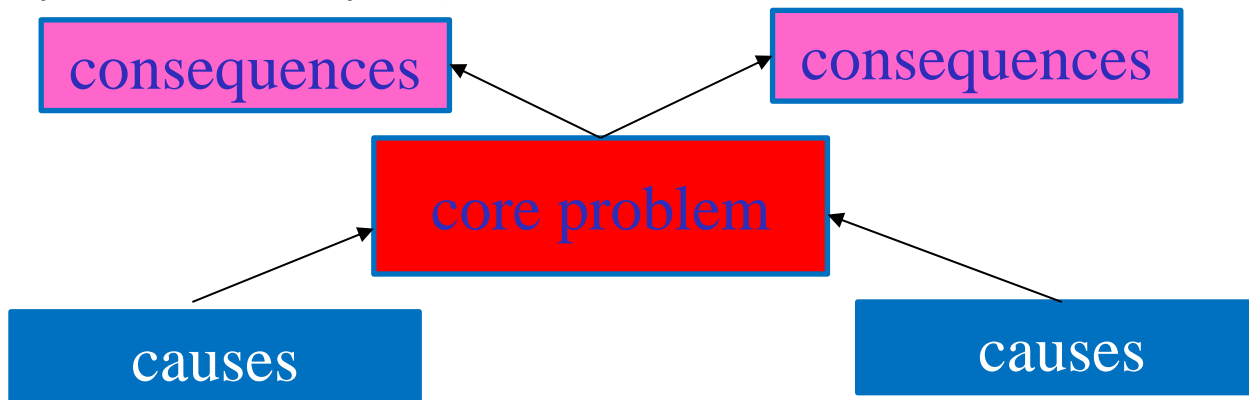
**The defined and structured problem have to be:**

- 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)
- **M**easurable
- **A**mbitious (brave)
- **R**ealistic
- **T**ime bound

# 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 brainstorming

- shame between each other, shame for idea
- consulting often dominated by one person

## Disadvantages of brainwriting

- time consuming

**Problem to test: high unemployment of women**

**Thanks  
for your attention**

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