

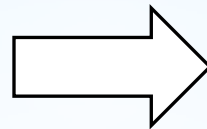


Suwalki June 15-19, 2015

Alf S. Johansen, Innovation Circle Network

2015

**Learning about
governance and
identity in your
town, and through
mirror workshops.**



2016

**Using the
knowledge gained
in 2015 and from
a mirror workshop
to create and
disseminate ideas
for branding the
town.**

WHAT MATTERS MOST
IS HOW YOU SEE YOURSELF.



Suwalki June 2015:
Focus on Governance

Rauna August 2015:
Focus on Identity

Jelgava March 2016:
Focus on Branding and marketing

Robertsfors 2016 June 2016:
Focus on Strategy for actions

February 2015	Launch of the project and first meetings of local groups. Launch of logo design competition. Start of work on governance.
March 2015	Logo designs submitted by 1 March, and winners chosen by PAS. Facebook page set up. Governance topic continued.
April-May 2015	Governance project work continues. Preparation for first mirror workshop.
June 2015	First mirror workshop held in Suwalki (15-19 June). Report back from the workshop to each local group. Work on identity introduced and project work on identity begins.
July 2015	Young participants work on place identity. Preparation for second mirror workshop
August 2015	Second mirror workshop held in Rauna (10-14 August). Report back to local groups. Completion of work on identity.
September 2015	Start of work on attractiveness and branding. Transnational meeting in Edinburgh (23-25 September).
October-December 2015	Work on attractiveness and branding continues.
January 2016	Transnational meeting in Riga (January 20-22).
February 2016	Preparation for third mirror workshop.
March 2016	Third mirror workshop in Jelgava. Report back to local groups. Start of work on Local Action Plans.
April 2016	Work on Local Action Plans
May 2016	Local dissemination / promotion of Local Action Plan. Preparation for final mirror workshop.
June 2016	Final mirror workshop in Robertsfors (30 May – 3 June). Report back to local groups. Final meetings and completion of Learning Diaries. Issue of Youth Pass certificates.
July 2016	PAS do the project evaluation.
August	Final Transnational meeting in Oslo (17-19 August). Evaluation report