

# LEADER Cooperation, at the heart of European concerns

## Provisional program

### *2nd national cooperation meetings*

### *LEADER 2014-2020*

*Tours Congress Centre - February 10th, 11th and 12th 2020*

## Monday February 10, 2020

**1.10 - 2.00 p.m. Registration / Welcome coffee**

**2.00 - 2.30 p.m. Plenary Session and introduction by :**

- Ministry of Agriculture and Food
- European Commission - Directorate General for Agriculture
- Centre-Val de Loire Region

**2.30 - 3.00 p.m. Theme and perspectives by**

**Romain Lajarge**, Professor at the National School of Architecture of Grenoble, Teacher-Researcher at the University of Grenoble, Deputy Director of the International College of Territory Sciences

**3.00 - 4.00 p.m. Round table 1 : Territorial cooperation, a challenge to reduce territorial, social and societal divides.**

LEADER cooperation remains the only concrete tool that promotes cooperation both between territories, and between a diversity of actors on the major challenges of societies with which rural development and agriculture are notably confronted. Its dimension, inter-territorial, European and international, promotes dialogue and inter-knowledge beyond our borders on common issues.

How does cooperation between territories help to reduce the urban / rural divides and competition between territories? To advance everyone's equal opportunities ? To improve access to services, health, mobility, digital, skills development...?

**Key witness :** Gérard PELTRE, President of the International Rurality-Environment-Development Association (R.E.D.), and of the European Movement for Rurality

**Speakers :**

- Alexandra CATALAO, DG-AGRI
- Thibaut GUIGNARD, President of LEADER France – french LAGs federation
- Président of LAG Loire-Touraine (*to be confirmed*)

**4.00 - 4.30 p.m. LEADER and third-country cooperation: Franco-Tunisian example**

**Speakers :**

- CIHEAM, Jean-Paul PELLISSIER, deputy director of the Mediterranean Agronomic Institute of Montpellier
- Tunisian LAG
- Antoine ANDRÉ, President of LAG Pays Pyrénées Méditerranée
- Mario GERHARTL, economic and political analyst

**4.30 - 4.45 p.m. Coffee break**

**4.45 - 6.00 p.m.      Round table 2 : What about citizens in cooperation?**

Cooperation between territories is a lever to enrich territorial projects. What place do citizens occupy in the construction and implementation of these projects? How to place them at the heart of the dynamic? An opportunity to bring the citizen closer to Europe ?

**Key witness :** Yannick BLANC, Senior civil servant for civic engagement, former prefect of Val d'Oise and Vaucluse departments,

**Speakers :**

- Raymond VALL, Senator of Gers and President of the national association of territorial and country balance poles - ANPP (*to be confirmed*)
- Charles FOURNIER, Vice-President of the Region Centre-Val de Loire
- Alexandra CATALAO, DG-AGRI
- Isabelle MELO, President of LAG Loire-Nature

**6.00 - 7.00 p.m.      Opening of the Cooperation Exchange**

**7.00 - 8.30 p.m.      Participatory debate organized by the Center-Val de Loire Region :  
« Co-building the transitions of tomorrow's territories, or how  
cooperation is essential as a lever for transformation »**

Concerted and strategic vision of territory, engineering of collaboration, agility of partnerships: LEADER, in its DNA, is able to respond to the challenges that are imposed today on rural territories to build their dynamics of resilience. But how can we reconcile the need for a long time to forge the foundations of collective intelligence and the climate emergency ?

**Speakers :**

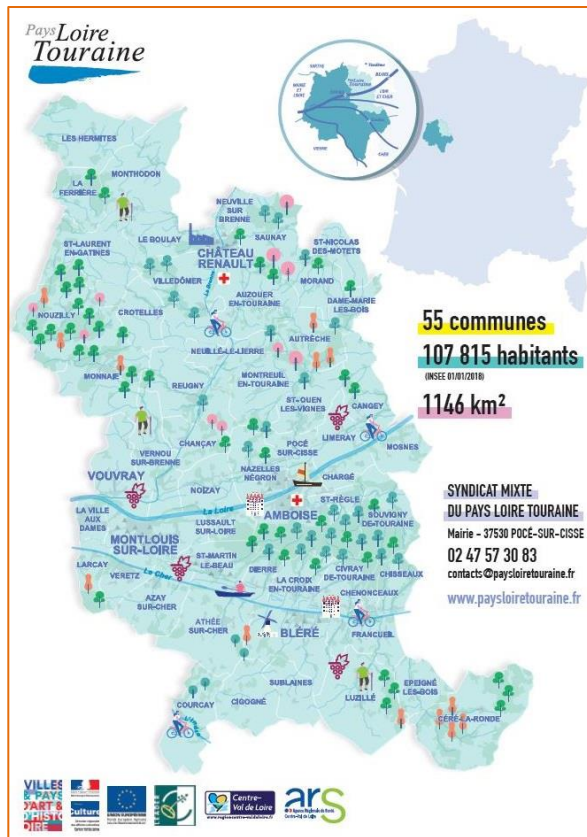
- « Intention publique » citizen and cultural association,
- Jean-Yves PINEAU, intervenant sur le « Devenir des territoires ruraux ».
- Michèle RIVET, Vice-presidente of Centre-Val de Loire Region

**8.30 - 10.00 p.m.      Dinner cocktail**

Tuesday, February 11, 2020

8.30 a.m. - 12.30 p.m.

Field visits to the achievements of the Loire Nature GAL and the Loire Touraine GAL



### Visit 1 : Support tourist development in the Cher Valley

#### Cities of the Cher Valley (LAG Loire Touraine)

Leading tourist area in the Center-Val de Loire region, the LAG Pays Loire Touraine benefits from a very privileged tourist environment in the heart of the Loire Valley. To consolidate this attractiveness and spread tourist flows throughout the territory, the diversification of the offer in addition to the major sites is an essential issue for local players. This field visit will present several initiatives co-financed by LEADER and which aim to:

- enhance the heritage assets of the Cher valley (natural, built, etc.),
- improve the quality of tourist reception to attract more tourists (significant tourist flows around the Château de Chenonceau),
- diversify the tourist offer in the Cher valley while meeting the challenges of sustainable tourism.

## **Visit 2 : Promote economic development that respects the environment and heritage**

### ***Cities of Lussault-sur-Loire et Montlouis-sur-Loire (LAG Loire Touraine)***

The Pays Loire Touraine is a peri-urban area which benefits from good residential and tourist attractiveness. The economic development of the territory is part of the challenges of promoting heritage, landscape and environment to improve the living environment with and for the inhabitants. This visit will allow you to discover 3 projects co-financed by LEADER and which aim to :

- raise awareness and involve residents in the challenges of the region's energy and social transition through participatory actions (participatory green building project, citizen involvement and climate change, knowledge of Loire heritage, etc.),
- develop places of exchange, meetings and knowledge to facilitate awareness and encourage changes in practice.

## **Visit 3 : Develop a quality heritage offer**

### ***City of Château-Renault (LAG Loire Touraine)***

The LAG Pays Loire Touraine has been certified since 2009 a country of art and history by the Ministry of Culture. The establishment of this label and the heritage enhancement actions which result from it benefit from the support of LEADER funds since the 2007-2013 programming. The heritage knowledge and enhancement policy and the deployment of heritage mediation actions are a strong axis of the LAG's action.

This dynamic benefits the entire territory and is highly appreciated by rural cities. This visit will allow you to discover several heritage enhancement initiatives that aim to:

- improve knowledge of heritage to raise awareness among residents and local stakeholders of the region's rich heritage,
- innovate in the mediation of heritage through the deployment of new offers for visits, educational workshops...,
- support the rehabilitation of emblematic heritage places in the area.

## **Visit 4 : Develop a citizen and sustainable service offer**

### ***City of Langeais (LAG Loire Nature)***

Strengthen the anchoring of the population in the territory, by improving their social well-being. It will be a question of developing services in adequacy with the needs of the inhabitants, of stimulating the social bond and of creating a dynamic of adapted animation contributing to give again life within the villages.

The LEADER device enables actors to be guided towards the logic of social innovation such as intergenerational approach, co-design of projects or networking between actors and citizens around the themes of biodiversity, heritage, digital or culture, a vector of social ties. This visit will allow :

- reflect on questions of accessibility of services,
- promote and support educational activities, knowledge exchanges, meetings between citizens through awareness and education actions, participative / federative actions in the area,
- support the emergence of collective projects to create social link,
- create, develop and animate places of exchange and meetings.

### **Visit 5 : Local sectors: Identify and support new economic niches in the field of green economy**

#### ***Communauté de Communes de Gâtine Choisilles Pays de Racan (LAG Loire Nature)***

Sustain the identity of the country by relying on its natural and built heritage, its agricultural productions. For this, the LAG must continue its action of preserving the environment, enhancing its terroir and its resources. Stimulate the development of a "green economy" sector based on the development of local resources. These include, in particular, supporting activities intended to prevent, reduce damage to the environment or produce goods and services favorable to the management of natural resources. The LEADER approach through this action aims in particular to :

- develop projects around nature tourism with the networking of stakeholders, the animation of existing equipment and local resources,
- develop projects promoting short food circuits / local products, in particular by experimenting with new marketing methods,
- drive, animate, support projects around eco-materials by working on the networking of actors (farmers, craftsmen of the building) and awareness of communities and private.

### **Visit 6 : Environment - Energy - Circular Economy**

#### ***City of Semblançay Communauté de Communes de Gâtine Choisilles Pays de Racan (LAG Loire Nature)***

Since 2005 the LAG Pays Loire Nature has supported environmental and energy dynamics in particular within the framework of the LEADER system : ATeNEE Contract / Environmental Charter, Climate Plan, Green and Blue Frame with development of educational tools built in partnership with departmental partners.

In addition to these orientation documents, LEADER has supported lots of local experiments and dynamics making it possible to enhance and preserve natural resources, by integrating a collaborative and educational component.

**12.30 a.m. - 2 p.m. Lunch / Cooperation exchange**

**2.00 - 3.30 p.m. Thematic workshops - Session 1**

### **Workshop 1 : New forms of economy**

As part of the support for ongoing transitions (ecological, societal, etc.), rural areas are seizing new forms of local economies more resilient, more united and more collaborative

How do associative or institutional actors, project territories, in particular LAG territories through their cooperation, take part to anchoring this dynamic in territorial practices?

### **Workshop 2 : Ecological transition**

The ecological question is a major concern in our societies. Climate change, reduction in biodiversity, decrease in natural resources, increase in environmental risks... The challenges linked to our environment are paramount, so is the future of our planet and its inhabitants.

To provide an effective response to the ecological transition, it is necessary to rethink in depth our economic and social models. What is the ecological transition?

### **Workshop 3 : Tourism and culture**

The marketing strategy, as a development tool for a territory, appeared in local LAG development strategies on current programming. Culture is linked to the identity of the territory. Architecture, festivals, live shows ... are a lever for cultural development and a territorial marketing tool, especially for local tourism.

What is the role of decision-makers (public / private) in the territory, in particular through cooperation, in creating links between inhabitants, between inhabitants and visitors, between visitors and the territory itself?

### **Workshop 4 : Social solidarities**

Social solidarities to consolidate and develop by and for rural areas, this is the guideline of this workshop. Equal opportunities, equality between women and men, intergenerational solidarity, SSE, services to the public... LAGs alongside citizens and associations produce social innovation through collaborative uses which involve the participation and cooperation of the players concerned.

How does the LEADER approach contribute to meeting certain social needs, little or poorly covered by traditional policies, in the service of the general interest?

### **Workshop 5 : Territories and digital**

The digital territorial transition is part of a multi-dimensional, social, geographic and demographic context, with the need for a position and action by a group of actors, ranging from politics to civil society in going through all the professionals. Beyond the issue of access to digital, it is a question here of questioning the territories on the challenges of the territorial digital transition and on their actions in favor of this transition.



How to establish digital in the service of collective intelligence? How to meet the challenge of digital inclusion at the service of citizens and local actors?

### **Workshop 6 : Urban-rural link**

Balance between territories has always been a strong ambition for regional planning and a national priority. Through the objective of territorial cohesion and the support of development projects of all territories (urban, peri-urban and rural), cooperation between territories, complementarity and alliances are the main inputs for achieving this balance.

The LAGs, forerunners on this theme, are committed to bringing this urban / rural link through, space management (land, SCOT, town centers ...), short food and non-food circuits, transport and soft mobility ...

What role does the participatory, bottom-up and partnership approach play in building cooperation in the service of urban / rural balance?

**3.30 - 3.45 p.m.      Coffee break**

**4.00 - 5.30 p.m.      Thematic workshops - Session 2**

**5.30 - 6 p.m.          Pooling of workshops**

**8 - 11 p.m.          Work / networking dinner** *in an emblematic place of Touraine on the territory of the GAL Loire Touraine.*  
*A cultural event from the LEADER project "Taste and Diners of Heritage in Gâtine Choisilles - Pays de Racan 2019" will be organized, with the support of the GAL Loire Nature.*



## Wednesday, February 12, 2020

**9:00 - 10:30 a.m.      Restitution of the 2014-2020 LEADER study and perspective**

**10.30 - 10.45 a.m.      Coffee break**

**10:45 - 12:15 am      Technical workshops - Session 1**

**Workshop 1 :** What tools available (including digital tools) at national and European level for the transnational cooperation of LAGs? How to best develop your cooperation project ?

*Speakers : ENRD-NRN-RRN*

**Workshop 2 :** What assessment for LEADER in general and for sub-measure 19.3 in particular? How to conduct a participatory evaluation of cooperation? What evaluation perspectives for LEADER post 2020?

*Speakers : Help Desk-MA-LAG*

**Workshop 3 :** How set up your territorial cooperation project? What conditions for the success of this type of project?

*Speakers : RRN-LAG*

**Workshop 4 :** Regulations, eligibility of expenses ... the bases to be integrated and the procedures to be observed. However, is simplification for cooperation projects possible?

*Speakers : MAA-MA-ASP*

**Workshop 5 :** LEADER, as vector for capitalizing on LAG cooperation projects, and also as a communication tool on the territory and beyond the territory. What are good practices in this area?

*Speakers : ENRD-NRN-RRN*

**Workshop 6 :** LEADER post 2020, which conventional framework to speed up transnational LAG cooperation projects?

*Speakers :LAG- RRN-ENRD*

**12 a.m. - 2 p.m.      Lunch / Cooperation exchange**

**2:00 - 2:15 p.m.      Presentation of the European Rural Network (ENRD)**

**2:15 - 3:30 p.m.      Technical workshops - Session 2**

**3.30 - 4.30 p.m.      Closing plenary**