

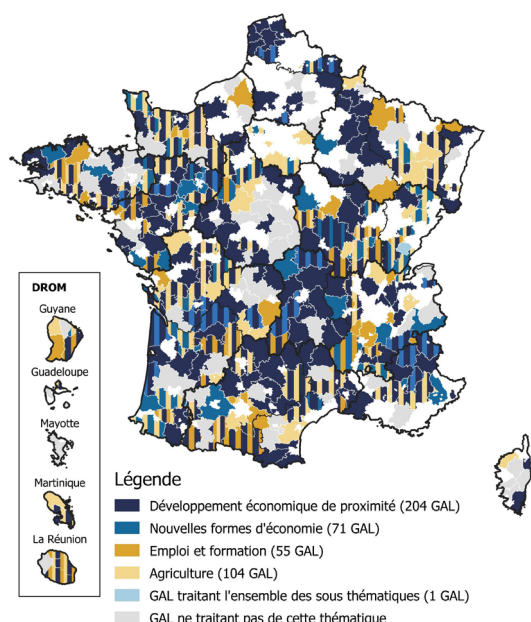
LEADER & NEW TYPES OF ECONOMIES



**INNOVATION
COOPERATION
SOLIDARITY**

LEADER & NEW TYPES OF ECONOMIES

The economy is **at the heart of local development strategies**, with 83% of Local Action Groups having chosen to focus on this theme. This economic focus covers many aspects, in particular the attraction towards new forms of economy, supporting agriculture and its derivatives, and supporting the local economy...



Figures **246*** **LAGs**
working on
these themes

204 LAGs
working on economic
development

104 LAGs
working
on agriculture

71 LAGs
working on new forms of
economies

55 LAGs
working on
employment and
training

**Some LAGs work on several themes simultaneously*

FOCUS **In the Loire Nature region,** **innovation is at the heart of services**

The development strategy for the LEADER programme of the Loire Nature LAG, entitled "Innovation through services for a better dynamic and quality of life in the Loire Nature area, is based on three main objectives: maintaining the identity of the region, creating new activities in the region and strengthening the population's attachment to the region. Attention to economic vitality is a key issue. In this respect, the LAG is supporting the co-design of a sustainable economic dynamic between public stakeholders and businesses.

The area is indeed facing a lack of jobs, which are dependent on urban and external centres. It has therefore set an objective of creating new economic activities that generate job opportunities in the area, based on the development of its resources, while ensuring that all economic stakeholders and companies are brought together. In this respect, it is implementing a collective outreach action to create the expected economic dynamics. On the basis of an economic analysis led by advisory bodies, the area has deployed an economic promotion programme which allows everyone to improve their knowledge of the area's potential, the networking of stakeholders and, for the first time, to propose a programme of collective economic promotion.

“ When LAGs choose to work on the theme of the local economy, their interventions mainly concern direct aid to businesses, local commerce, the development of economic activity zones, the organisation of a network of local businesses or the provision of services for businesses. The link with the agricultural world is also strong: 104 LAGs (i.e. 30% of French LAGs) maintain this link with action plans dedicated to this sector of activity, mainly in supporting project leaders or developing local circuits.

Finally, it is interesting to note that 71 LAGs out of 339 (i.e. 20%) dedicate one or more operational objectives to supporting new forms of economy (social and solidarity economy, circular economy, economy of functionality, etc.), as a vector for economic development and local job creation.

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TO FIND OUT MORE:

- Pays Loire Nature LAG (Centre-Val de Loire)
- Aurore BAILLY - leader@paysloirenature.fr
- www.paysloirenature.fr/leader-du-pays

> SOCIAL SOLIDARITY ECONOMY

The concept of a social solidarity economy (SSE) refers to a group of enterprises organised in the form of cooperatives, mutual societies, associations or foundations, whose internal functioning and activities are based on a principle of solidarity and social utility. These companies adopt democratic and participatory management methods. They strictly control the use of the profits they make: individual profit is forbidden and the results are reinvested. Their financial resources are generally partly public. In France, according to a note from the National SSE Observatory, SSE represents 2.4 million employees, i.e. 14% of private salaried employment. SSE companies created 71,100 jobs between 2010 and 2018.

Above all, LEADER has made it possible to create a network of diverse and complementary stakeholders working in the Pays d'Auray LAG area, and to provide the financial resources necessary to carry out projects.



In the Pays d'Auray, cooperation is a key value for young people!

In the Pays d'Auray, awareness of the social and solidarity economy has led to the setting up of Youth Service Cooperatives (CJS) and Young Adult Cooperatives.



THE GOAL

To provide a first professional experience in order to inspire professional projects and entrepreneurial culture from an early age. It is also about encouraging entrepreneurial spirit in the broadest sense, i.e. as a process of setting up projects and developing cross-disciplinary skills. In concrete terms, for each cooperative, 10 to 15 young people have set up their business collectively over a period of 2 to 4 months and offer services. The objective is to allow experimentation with collective entrepreneurship, to develop their power to act and to integrate professionally.

Over a defined period of time, the young people are then responsible for developing their own business, and carrying out all the associated tasks: sales, communication, financial monitoring, providing services, etc. A CJS is also a partnership project rooted in a particular area. It is legally supported by a Cooperative of Activities and Employment (CAE), and for each cooperative, a local committee is created.

It brings together local authorities, economic and SSE stakeholders, youth and popular education structures and residents. Its role is to promote the project, monitor its development, mobilise its skills and network...



A PARTNERSHIP-BASED PROJECT

with the Pôle ESS du Pays d'Auray, the local council communities of Belle-Ile en Mer and Auray Quiberon Terre Atlantique, the "Espaces jeunes des Communes du territoire", local businesses, non-profit organisations and the Local Mission.



PROJECT BUDGET

€43,700

→ EAFRD contribution: €35,000

→ Other public contributions:

Belle-Ile en Mer local council community: €6,400

Private contributions:

Self-funding by Pôle ESS du Pays d'Auray: €2,300



TO FIND OUT MORE:

→ PETR du Pays d'Auray (Brittany)
→ Audrey ABERNOT - audrey.abernot@pays-auray.fr
→ pays-auray.fr/accueil-975.html → youtu.be/pHzCVf6YXQ

> THIRD PLACES

Third places are physical spaces for “doing things together”: they are the new places for social connection, empowerment and collective initiatives. They have developed thanks to the deployment of digital technology throughout the area. In order to overcome isolation and make their area more dynamic, citizens have been creating third places for years in order to encourage meetings between stakeholders by creating new economic and social dynamics in the area. These places are becoming central to the life of local areas. Their use, much broader than co-working, contributes to economic development and the activation of local resources. Each place has its own characteristics, its way of functioning, its financing method, its community. But all of them allow informal meetings, social interactions, and encourage creativity and collective projects. In short, in third places, people create, train, learn, do things together, make things, participate, create social links and more.



“LEADER provides the opportunity to benefit from inter-cultural exchange and to take advantage of the experiences and practices of partner areas, so that co-working is a source of local development in each area.”

CoLabora, the European cooperation on

co-working spaces in rural areas

Since 2018, the Pays de Guéret LAG, together with La Quincaillerie, the Grand Guéret conurbation authority's third place, and Le Chai, the Portes de la Creuse en Marche local council authority's third place, have been cooperating with 6 European areas, from Ireland to Latvia, on the theme of co-working spaces in rural areas.



THE GOAL

Supporting co-working in the area as a local development tool for the local economy and the attractiveness of the area. Contributing fully to development dynamics, co-working spaces are not only spaces shared by workers but are also places dedicated to welcoming and supporting workers, through networking and the provision of skills and equipment. Within the framework of the cooperation project, the partners are joining forces to jointly create a methodology dedicated to the creation and development of these co-working spaces in rural areas. This “research-action” approach is being conducted with seven European partners who are pooling their human and financial resources, skills and experience in the service of a project in which everyone helps each other.



TO FIND OUT MORE:

> Pays de Guéret LAG (Nouvelle-Aquitaine)
> Virginie MARTIN - virginie.martin@agglo-grandgueret.fr
> www.agglo-grandgueret.fr/le-programme-leader
https://youtu.be/N081fu_Jxi0



A PARTNERSHIP-BASED PROJECT

with Donegal Local Development LAG (Ireland), Vale of Glamorgan Council LAG (Wales), Consorci Intercomarcal d'Iniciatives socioeconòmiques LAG (Catalonia), Leipziger Muldenland LAG (Germany), Zied Zeme LAG and Pieriga partnership LAG (Latvia)



PROJECT BUDGET €86,320

- ➔ EAFRD contribution: €54,056
- ➔ Other public contributions:
Grand Guéret conurbation authority and Portes de la Creuse en Marche local council community: €32,264



> CIRCULAR ECONOMY

The circular economy refers to an economic model whose objective is to produce goods and services in a sustainable manner, by limiting consumption, waste of resources (raw materials, water, energy) and the production of waste. This is about breaking with the linear economy model (extract, manufacture, consume, throw away) in favour of a “circular” economic model. The emergence of the notion of circular economy follows the awareness of the limited resources of the planet and the need to save them. It also includes the idea that new production and consumption models linked to the circular economy can generate local sustainable activities and job creation. The circular economy is part of the field of the green economy. Thus, the challenges of the circular economy are environmental, economic and social.



“Recyc'La Vie is a strong influence in energising its local area. Beyond reuse, this organisation is there to help! LEADER has been another communication tool to make the project better known to elected officials and to the public.”

In Soullans, we Recyc'La Vie!

The setting up of an eco-recycling centre in the area of the Nord-Ouest Vendée LAG had become essential.

Recyc'La Vie, as it is called, is above all a place of exchange where employees, volunteers and clients in search of a social link come together.



THE GOAL

Reduce the amount of waste produced, by proposing reuse as a real waste recovery channel! Collecting, recovering, reselling, raising awareness... this new tool concretely applies the principles of sustainable development in the area.

Since 2018, the eco-recycling centre has been putting second-hand objects and materials from donations back into the consumption chain. It is also a good way of helping people in difficulty to find a place in society.

What could be better than re-using objects for everyone's best interests and to value oneself? In addition, this improves the purchasing power of low-income households, allows people to take an eco-friendly action by buying second-hand goods, finances local jobs and promotes integration through economic activity.



A PARTNERSHIP-BASED PROJECT

with the municipalities of Océan-Marais de Monts, Challans Gois Communauté and the Pays de Saint Gilles Croix de Vie, the foundations Secours Catholique, Secours Populaire, Emmaüs, Trocants, l'écocyclerie du vignoble nantais, union des recycleries des Pays de la Loire (union of recycling centres in the Pays de la Loire region), ESN OV Chantiers, the CCAS and La Bricoterie, and the local radio stations and newspapers.



PROJECT BUDGET

€570,000

➤ EAFRD contribution: €28,000

➤ Other public contributions: ADEME: €290,000

➤ Private contributions: €252,000



TO FIND OUT MORE:

- > Nord-Ouest Vendée LAG (Pays de la Loire)
- > Florian LOISEAU - gal@vendeedesiles.fr
- > <https://fr-fr.facebook.com/ecocyclerierecycлавie>

> FUNCTIONALITY ECONOMY

Functionality economy can be defined as a system that favours the use rather than the sale of a product. It aims to develop integrated solutions of goods and services in a sustainable development perspective. Thus, economic exchange is no longer based on the transfer of ownership of goods, which remain the property of the producer throughout their life cycle, but on the willingness of users to pay a use value. It is a viable economic alternative, which is more frugal in its use of resources and less polluting, thanks to the decoupling of production and income and the optimisation of resources and goods. It creates local jobs that cannot be easily relocated (management of rented products, innovation in research and development, marketing, repair, re-use, etc.).



Recycling is good, reuse is better!

In Romans-sur-Isère, in the Drôme des Collines Valence Vivarais LAG area, the Locaverre association has relaunched glass bottle deposit. With the "Ma bouteille s'appelle reviens!" (My bottle is called back) project, it aims to reintroduce a collection and washing service for glass bottles that have been used by fruit juice, beer and wine producers in the Drôme-Ardèche area.



THE GOAL

Organise a circuit for the recovery of empty bottles and redistribute them to producers: the consumer returns the bottle to the point of sale after use. It is then collected, washed and sold back to the producer for reuse. A market study has verified the massive support of producers, shops and consumers for bottle deposits in Drôme-Ardèche. With a potential of 15 million bottles produced and consumed locally, the economic profitability of the activity has been demonstrated.

This new service is particularly relevant for reducing energy costs related to glass processing, promoting local agriculture and short-distance consumption, raising public awareness of waste reduction and creating jobs that cannot be relocated. It is characterised by its innovation, responding to a strong demand from the area and to an unsatisfied need.

“LEADER intervened at several stages: during the initial study and then during the acquisition of the washing machine. The LAG is a key partner, available and helpful, because the mechanics are not easy to understand. LEADER support is real, but changes have had a strong impact on the expected financial aid, and knowing the rules from the start is a necessity for project leaders.”



A PARTNERSHIP-BASED PROJECT

with ADEME, the Auvergne-Rhône-Alpes Region, the Drôme Department, Valence Romans Agglo, Initiative, Jeune Chambre Economique, SYTRAD, Ecocert, Ecodota, the Fondation du Patrimoine, Zero Waste France, Réseau Consigne, Start-Up de territoire, Groupe Archer, 39 producers, 43 shops and collection points



PROJECT BUDGET €145,000

- ➔ EAFRD contribution: €45,000
- ➔ Other public contributions:
ADEME: €40,000
Région Auvergne-Rhône-Alpes: €50,000
- ➔ Private contributions:
Crowdfunding: €10,000



TO FIND OUT MORE:

- ➔ Drôme des Collines Valence Vivarais LAG (Auvergne-Rhône-Alpes)
- ➔ Marielle BRUYAS - m.bruyas@archeagglo.fr
- ➔ www.ma-bouteille.org
- ➔ Clémence RICHEUX - developpement@ma-bouteille.org



IN EUROPE: INSPIRING INITIATIVES



“To offer the many creative people, organisations and businesses in the region the opportunity to develop with professional help. This competition helps advance the positioning of the region as a vital place for the future!”

Vielfalter, a Start-Up Challenge to promote sustainable entrepreneurship!

In Austria, the Kalkalpen National Park LAG decided to set up a competition - Vielfalter - to promote sustainable entrepreneurship in the fields of tourism, health, agriculture and forestry. Through a call for projects, the competition consisted of awarding local entrepreneurs in 3 categories (idea, start-up or consolidation) and implementing an acceleration programme to help bring ideas to commercial maturity. The establishment of a support network and public engagement were key elements throughout the process.

This has helped identify new ideas for adding value to local resources and creating or maintaining sustainable businesses, with the aim of having a positive impact on biodiversity and the bio-economy. Among the winners were: a company manufacturing customised ski and snowboard equipment that relies on local wood, flax fibre and ecological adhesive resins; another that wants to develop an efficient and inexpensive harvesting tool that does not damage orchard fruit...

This project has demonstrated that motivating local people to use natural resources in a sustainable way can lead to innovation, appreciation and protection of these resources, and ultimately to the progress of the regional economy. It has also made it possible to propose support methods which, thanks to the experiences and lessons learned from this first project, are now available and can be duplicated in other areas!



A PARTNERSHIP-BASED PROJECT

with the Upper Austrian National Park, the LEADER Park Authority, the Traunviertler Alpenvorland LAG, the Regional Forum Steyr-Kirchdorf, the Chamber of Commerce, the Scheuch Foundation, the Regional Directorate of Upper Austria and the Impact Hub Vienna



PROJECT BUDGET

€85,608

- EAFRD contribution: €41,092
- Other public contributions: Region: €10,273
- Private contributions: €34,243

Do you know ?

Within the framework of the Collective Mobilisation for Rural Development, the French National Rural Network also supports projects promoting local development and innovation. For example, the TRESSONS project - Rural territories and social and solidarity economy, tools and new synergies - aims to highlight and strengthen the social and solidarity economy (SSE) in rural areas. Throughout the programme, the creation of an information-sharing network made up of the many project partners, as well as communication actions, also made it possible to capitalise on and disseminate the project's lessons. In response to societal and environmental challenges, the social and solidarity economy is a vector for revitalising and humanising the economy, a framework for the expression of citizen initiatives that propose innovative solutions through new standards: this must be made known so that these approaches can be linked together and multiplied.



TO FIND OUT MORE:

- Parc national de Kalkalpen LAG
- <http://der-vielfalter.at>



TO FIND OUT MORE, go to the Rural Network site:
www.reseaurural.fr

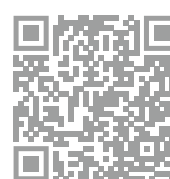
The French Rural Network works to bring together all the stakeholders of the rural world on a national and regional scale. One of its objectives is to facilitate the implementation of projects involving agriculture, forestry, crafts, tourism and the environment.

This collection, dedicated to the LEADER system, aims to share and promote projects and actions carried out by the local areas and their stakeholders, for the benefit of all.



This work was carried out by the National Rural Network (Charlotte GUERET & Christelle MONNERIE - ASP; Hanane ALLALI - MASA). The key data and maps are taken from the study on "La mesure 19 LEADER des programmes de développement rural régionaux 2014-2020" (Measure 19 LEADER of the regional rural development programmes 2014-2020) carried out in 2019.

These elements were illustrated by examples from LEADER areas thanks to the Local Action Groups and with the participation of the Regional Rural Networks and French Regions.



MORE
INFO
on the
website

Sources: Combined sources from the French Ministry of the Economy, Finance and Recovery | ADEME | Le Labo de l'ESS | ENRD

Contact

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To find out more

- www.reseau-rural.fr/territoire-leader
- www.europe-en-france.gouv.fr
- www.agriculture.gouv.fr
- https://enrd.ec.europa.eu/leader-clld_fr

Social media



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