

# LEADER & LOCAL MARKETING



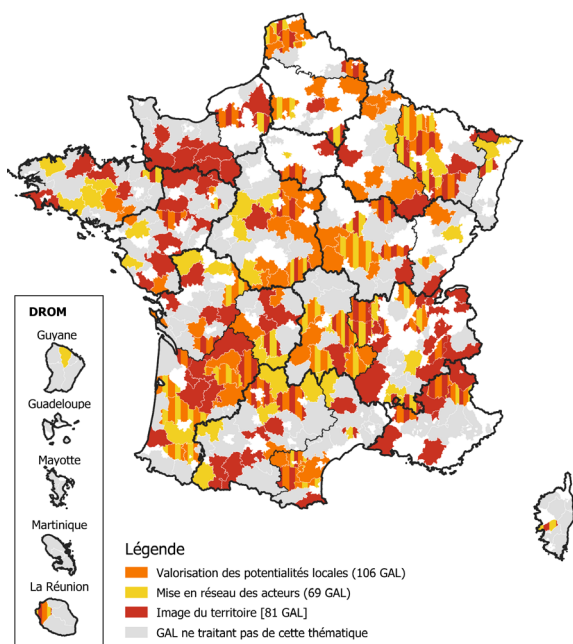
## LOCAL IMAGE PROMOTION NETWORKING





# LEADER AND LOCAL MARKETING

Local marketing is one of the themes that gained momentum in the 2014-2020 programming period. It includes the development of local sectors, the networking of stakeholders and the image of local areas. The objectives are to collectively promote and highlight the local area's assets and resources with a view to attracting and retaining people locally. It is also about positively influencing the image and reputation of the local area as well as mobilising local stakeholders as living ambassadors of the area. The increased popularity of this theme can be explained by the fact that strategies based on local branding can be more efficient on a wider area level, which is often the case for LAG areas. Within the framework of the strategies developed around local marketing, networking is one of the strongest elements that favours shared knowledge and the development of local projects as well as allowing participation in the local ambassador process.



**Figures**  
**187\*** LAGs  
 working on  
 these themes

**106 LAGs**  
 developing local sector  
 resources

**81 LAGs**  
 working on the  
 area's image

**69 LAGs**  
 working on creating networking  
 for local stakeholders

## FOCUS

The Pithiverais and Gâtinais LAG has created a strategy around the main theme: "Developing the attractiveness of the area to move towards tourism based around nature and culture, making the area a stop-over point between Ile-de-France and the Loire Valley". It revolves around 4 main objectives, 3 of which are dedicated to tourism and 1 to communication... The action plan includes the challenge of recognising the area as a tourist stop-over point between Ile-de-France and the Loire Valley. The work conducted thanks to the local networking of local stakeholders and the opportunities for funding due to the LEADER programme, have allowed the development of tourism over the whole area via the implementation of several projects.

In particular, the LAG has invested in one of the key elements of the Loiret, the rose, creating the "Route de la Rose", as a central theme of the Loiret. "This European funding programme, LEADER, has been an essential support in launching the process at local level and has greatly participated in the development strategy of the Route". (Source: newsletter by the LEADER Pithiverais & Gâtinais Local Action Group - May / June 2021).

"The Pithiverais & Gâtinais LEADER is made up of more than 150 stakeholders mobilised during LEADER exchange and proximity sessions in 2018 and 2019."



### FOR MORE INFORMATION:

> Pithiverais and Gâtinais LAG  
 > Nathalie COATGLAS - leader.pbgp@orange-business.fr  
 > [www.pays-du-pithiverais.fr/leader-2014-2020\\_fr\\_04\\_15.html](http://www.pays-du-pithiverais.fr/leader-2014-2020_fr_04_15.html)

## IMPROVING LOCAL IMAGE

The image of an area is its calling card. Working on image, countering clichés, changing perceptions, all this requires building a communication strategy that will increase visibility and attractiveness. The objective: to be known and recognised, to improve the attractiveness of the area as a place to live and work, and to be seen as an area with an identity. This process requires analysis, data cross-referencing, a methodology and collaborative work. This is fundamental to understanding the role and the place of communication in the attractiveness approach and to initiating a communication and mobilisation strategy. The stakeholders represent the area's attractiveness.



### For the Pays de Chaumont, an attractive area also involves economic development:

Exchanges between local companies and their German counterparts on apprenticeships for young people. The Pays de Chaumont LAG area is an industrial area where sectors of excellence have developed around the medical, aeronautical, automotive and mechanical sectors. The Haute-Marne is also a hotbed of technological expertise, particularly in the field of metallurgy. Apprenticeships are one of the pillars of the success of "Made in Germany" products, the workings of which are not really known in France. This is a major focus of German education and training policy and is increasingly attracting interest on the French side.

The Franco-German apprenticeship forum project, supported by the Meuse Haute-Marne Chamber of Commerce and Industry, has now been completed. It was dedicated to exchanges between local French companies, their German counterparts and the work-study students of the Nogent branch of the UTT (Université Technologique de Troyes - Antenne de Nogent). This forum was of interest to young people at the end of their studies who were wondering about their future and that of their region.

The EAFRD grant obtained under the LEADER scheme made it possible to finance a simultaneous translation system, which was much appreciated by the participants.

*"This forum was a great success and its impact is still felt today. It helped to strengthen cohesion and the feeling of belonging to an area that listens to its young people and is open to Europe."*



#### THE GOAL

To promote the local area and study the achievements and potential of industrial cooperation, as well as the successes in higher vocational training and to plan joint actions between the French and German areas. French companies have gained a better understanding of the apprenticeship system in Germany, with its strengths and weaknesses, and German companies have discovered the industrial excellence of the southern Haute-Marne.



#### A PARTNERSHIP-BASED PROJECT

- Chambre de Commerce et d'Industrie Meuse Haute-Marne
- Rotary club de Langres
- Rotary club de Hanau
- Association Nogentech



#### PROJECT BUDGET

**€14,722**

- EAFRD contribution: €9,422
- Public funding: €3,534
- Private contributions: €1,766 (Nogentech)



#### FOR MORE INFORMATION:

- Pays de Chaumont LAG (Grand Est)
- Elodie Juillet - [elodie.juillet@pays-chaumont.com](mailto:elodie.juillet@pays-chaumont.com)
- <https://poletechno52.fr/Forum-franco-allemand-sur-l-apprentissage-a-Nogent-52-30.html>



## > PROMOTION OF LOCAL PRODUCTION AND RESOURCES

In its development, a local area always has a diversity of resources. With a local marketing approach, it is important to promote the specific resources that characterise the local area and give it meaning. These resources will be the area's signature as well as often being a focus for mobilising its development. By asserting its uniqueness, an area hopes to stand out. This stance is also a lever for economic development, making it possible to strengthen production differentiation and the attractiveness of the area.

“LEADER has had a motivating effect, particularly with the Montazels town council, which made a commitment alongside the CCI to reviving local production. The partnership between the municipality and the SCIC (Collective Interest Cooperative Company) has enabled the revival of a flagship activity in the region. This has favoured economic development, the attractiveness of the area, the preservation of its heritage and the transmission of its expertise.”



### The last millinery company in the Haute Vallée de l'Aude, closed since 2018, has been reborn as a cooperative!

The Haute Vallée de l'Aude was one of the most important areas in France and worldwide for making felt wool hats. The SCIC MontCapel wanted to start up again, reviving this traditional French manufacturing activity.



#### THE GOAL

The goal of this project is to preserve, develop and continue this industrial and cultural heritage, unique in France. The project to relaunch millinery activities in this area has several stages. The Haute-Vallée de l'Aude LAG used the

LEADER programme for the first stage of the project, in particular for the installation and repair of the machines, some of which were 100 years old, in order to adapt the equipment and manufacturing process to comply with environmental concerns.



#### A PARTNERSHIP-BASED PROJECT

- ➔ Commune de Montazels
- ➔ SCIC de MontCapel (Collective Interest Cooperative Company)



#### PROJECT BUDGET

€124,993

- ➔ EAFRD contribution: €79,994
- ➔ Other public contributions: €20,000 (Commune de Montazels)
- ➔ Private contributions: €24,999 (SCIC MontCapel)



#### FOR MORE INFORMATION:

- > Haute-Vallée de l'Aude (Occitania) LAG
- > Marion DERRIEN - leader@payshva.org
- > <http://www.montcapel.com/MontCapel/>



## >NETWORKING BY THE LOCAL AREA'S STAKEHOLDERS

Developing the attractiveness of an area requires **cooperation between all the stakeholders in the area**, in order to create various shared projects to promote the area's assets. This process is unifying because it brings together **many local stakeholders who want to participate in the promotion of their area**. **"Working together"** is the networks' motto. This allows each stakeholder to get involved on the scale of the area that is relevant to them.



*The main added value of the project is in linking local stakeholders in a shared project, while also creating a sense of European citizenship by promoting exchanges beyond national borders. LEADER has brought a European dimension to the project and facilitated cooperation between recognised entities.*

### At the Velay LAG, we collaborate and unite: bringing together all the sites dedicated to Saint Michael in Europe!

The figure of Saint Michael is emblematic of many European areas that have built remarkable monuments in exceptional settings in the past. In order to give them more visibility, 4 French, Italian and Spanish areas wanted to build a LEADER cooperation project around the sites dedicated to Saint Michael.



#### THE GOAL

This project aims to create joint activities on the themes of travelling, the tourist economy and European citizenship.



#### A PARTNERSHIP PROJECT

- Escartons Valli Valdesi LAG (Piemont, Italy)
- ADRINOC LAG (Catalonia, Spain)
- Terres Romanes en Pays Catalan LAG (Occitania, France)
- PETR Sud Manche Baie du Mont-St-Michel LAG (Normandy, France)



#### PROJECT BUDGET €123,961

- EAFRD contribution: €76,000
- Auvergne Rhône Alpes Region: €3,000
- Communauté d'Agglo du Puy-en-Velay: €5,000
- Commune du Puy-en-Velay: €1,000
- Commune d'Aiguilhe: €4,600
- Maison Départementale du Tourisme: €2,500
- Syndicat Mixte du Pays du Velay: €3,200
- Private funds: €28,661



#### FOR MORE INFORMATION:

- LE VELAY LAG (Auvergne Rhône Alpes)
- Thomas Facqueur - leadervelay@gmail.com
- [www.leaderfrance.fr/projets/cooperation-transnationale-leader-federer-les-sites-dedies-a-saint-michel-en-europe/](http://www.leaderfrance.fr/projets/cooperation-transnationale-leader-federer-les-sites-dedies-a-saint-michel-en-europe/)
- [www.hauteloireinfos.fr/federer-les-sites-dedies-a-saint-michel-en-europe-a3834-haute-loire-infos.html](http://www.hauteloireinfos.fr/federer-les-sites-dedies-a-saint-michel-en-europe-a3834-haute-loire-infos.html)
- [www.reseausaintmichel.eu/cooperation-internationale/](http://www.reseausaintmichel.eu/cooperation-internationale/)





## IN EUROPE: INSPIRING INITIATIVES



### In Portugal, a family farm producing prickly pears has managed to reconcile agriculture, tourism, the environment and the economy in a single area.

This company is dedicated to the production and marketing of prickly pears and by-products, as well as to the profitability of existing resources such as cork and holm oaks.

The company has generated added value throughout the local area by creating a value chain involving local suppliers, retailers and local employment.

It has invested in organic farming processes to reduce its environmental impact and has renovated an abandoned railway station that houses the company's offices.



#### THE GOAL

The goal is to develop an organic and sustainable project promoting good environmental practices in agriculture.

Pepe Aromas has created a series of high-quality, certified organic and natural by-products (cosmetics, hygiene and beauty products) that are now sold throughout Portugal.

At the beginning of the project, the company considered the creation of two additional jobs.



#### PROJECT BUDGET €350,000

- EAFRD contributions: €150,000
- Private funds: €150,000
- Other funding: €50,000



#### FOR MORE INFORMATION:

> [https://enrd.ec.europa.eu/projects-practice/pepe-aromas-producing-organic-prickly-pears\\_fr](https://enrd.ec.europa.eu/projects-practice/pepe-aromas-producing-organic-prickly-pears_fr)  
> [www.pepearomas.com](http://www.pepearomas.com)



# In Denmark, ports are in demand!

In the Fyn archipelago, LAGs have united around port cooperation. An inter-locality development, this project has made it possible to create a strong network around the shared waters of the archipelago.

Entitled “Harbour Cooperation”, this project has made it possible to develop both the quality of the respective marinas and a commercial strategy, a distinctive feature for the region.



“LEADER has facilitated the strong embedding of the project, with several private and public stakeholders. However, this requires communication, trust and a good dose of realism about the number of hours needed for various activities. The more partners a project has, the more time is needed for administration and logistics.”



## THE GOAL

With a goal of building a strong partnership between maritime tourism stakeholders, the port project aims to build a thriving and united local community. This will facilitate further cooperation with Kieland and Sønderborg, both of which have expressed interest in future cooperation. This project has two clear objectives: to develop sustainable cooperation and to ensure economic growth in the southern ports of the archipelago.

Both parts of the port cooperation are co-financed by the four municipalities: Aero, Langeland, Svendborg and Faaborg-Midtfyn, by Småøerne LAG, Langeland LAG, Læsø, Samsø and Ærø and SØM LAG.



## PROJECT BUDGET €308,725

- EAFRD contribution: €123,490
- Other public contributions: The region: €30,872
- Private contributions: €154,363



## FOR MORE INFORMATION:

- > Svendborg Municipality - dso@svendborg.dk
- > [www.naturturisme.dk/1323-the-harbour-cooperation.html](http://www.naturturisme.dk/1323-the-harbour-cooperation.html)
- > [https://enrd.ec.europa.eu/projects-practice/harbor-cooperation\\_en](https://enrd.ec.europa.eu/projects-practice/harbor-cooperation_en)



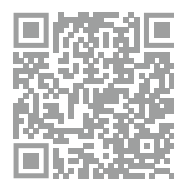
The French Rural Network works to bring together all the stakeholders of the rural world on a national and regional scale. One of its objectives is to facilitate the implementation of projects involving agriculture, forestry crafts, tourism and the environment.

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  
INFORMATION  
on the website

Sources: creg.ac-versailles.fr ; departements.fr ; enrd.eu

## Contact

French National Rural Network Unit - LEADER Team

- [leader@reseaurural.fr](mailto:leader@reseaurural.fr)

## To find out more

- [www.reseaurural.fr/territoire-leader](http://www.reseaurural.fr/territoire-leader)
- [www.europe-en-france.gouv.fr](http://www.europe-en-france.gouv.fr)
- [www.agriculture.gouv.fr](http://www.agriculture.gouv.fr)
- [https://enrd.ec.europa.eu/leader-clld\\_fr](https://enrd.ec.europa.eu/leader-clld_fr)

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