

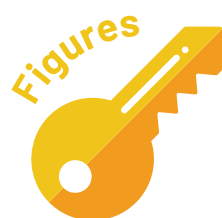
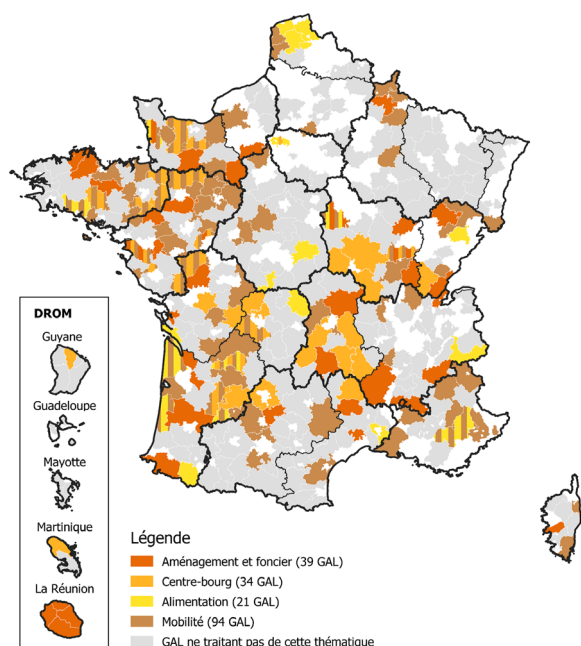
LEADER & URBAN-RURAL LINKS



**SOCIAL
TRANSPORT
DEVELOPMENT**

LEADER AND URBAN-RURAL LINKS

With the extension of the area covered by the LEADER mechanism throughout the various programmes, the proportion of peri-urban areas concerned by the system has also increased, with specific issues relating to urban/rural links. These concern both high-density urban areas and multi-polar rural areas (composed of a network of several central municipalities). The issues at stake include mobility, development facing land availability, the dynamism of town centres, and local, high-quality food in densely populated areas. As early as 2014-2015, in the context of LEADER calls for projects launched by the Regions, 34 LAG applications had identified problems relating to town centre development and commercial vacancy as a strong axis to invest in their development strategy. The LAGs that have chosen to act in their central areas do so in a comprehensive way, addressing issues related to economic activity and services, heritage, accessibility and sustainable urban development. Mobility is also a major issue in the peri-urban environment, which is why one LAG in four is involved in this area, whether in terms of intermodal transport, the development of soft mobility or mobility that is suited to the movements of the area's inhabitants. Finally, food is an important issue and appears to be an integrated and essential part of this theme. A factor in local solidarity, the theme of food is addressed by one LAG in ten in France, using a local approach to setting up a "food system", often supported by the French Ministry of Agriculture and Food Sovereignty in the context of the Local Area Food Plans (PAT). Food constitutes a strong link between cities and the countryside in terms of health and taste education, quality of life and sustainable economic development.



147 LAGs
working on
these themes



94 LAGs
working on
mobility



21 LAGs
working on food



34 LAGs
working on town/village
centres



39 LAGs
working on
development and
land use



FOCUS

In Livradois-Forez, reciprocity is at the heart of actions

The Livradois-Forez Regional Nature Park LAG, a supporting structure of the LEADER programme, has created its local development strategy around three complementary objectives to promote the attractiveness of its area: the reclaiming of town centres, the relocation of the economy and services, and the development of digital uses. In the field, this translates into interventions in the area of soft mobility, to link the area via the town centres and to create a continuity between towns and villages, between the Livradois-Forez area and the nearby Clermont-Ferrand conurbation. The area also supports local authorities and property owners in the ambitious renovation of buildings and housing in terms of energy saving and eco-renovation.



TO FIND OUT MORE:

- > RNP Livradois Forez (Auvergne-Rhône-Alpes)
- > Eric Cournut - info@parc-livradois-forez.org
- > www.parc-livradois-forez.org/parc-naturel-regional/le-syndicat-mixte/leader/

All of these actions contribute to stemming the decline of town centres and allowing new populations to be maintained and welcomed. On the strength of its successful experience in the area of food with a Local Area Food Plan (PAT) carried out together, the Regional Nature Park went one step further and signed a reciprocity contract with Clermont Auvergne Métropole in early 2020. This contract implements a political and technical governance, allowing the mobilisation of the necessary infrastructure for the implementation of 3 strategic axes of cooperation: mobility, food and the wood sector. This new tool makes it possible to experiment with the networking of areas and to build strategic agreements between urban (or peri-urban) and rural areas in order to develop cooperation and strengthen solidarity, thus contributing to balance and cohesion in local areas.



> LAND RESOURCES AND DEVELOPMENT

The controlled management of land is a major development issue and mobilises stakeholders in the fields of the environment, urban planning and real estate construction, whether public or private, as well as citizens, the primary beneficiaries of these developments. Carrying out a development project means responding to multiple issues: transport, electricity and energy networks, health, energy, landscape, biodiversity, social links, local economic development, upkeep and maintenance, etc. It is also a way of reflecting on the different uses of land and acting in a consistent manner, taking into account its uses: agricultural land, business parks, natural areas, etc. Within the framework of any development project, land is a major issue, and this is part of a long-term strategy involving local authorities, their partners, owners and users.



The aim of this intervention is to support the development of agricultural activity, to facilitate links between owners and farmers and to link the “terroirs” to the needs of consumers in order to secure supplies. The action has proved its worth and will soon be repeated in two new areas.

Land management on La Reunion to develop the “terroirs”

In the Grand Sud Terres de Volcan LAG area, an assessment of the Hauts du Grand Sud area revealed real structural problems with regard to the land, in particular the agrarian structure, which is marked by a high level of parcelling out and numerous uncultivated plots. In order to curb this phenomenon and to specifically support the stakeholders, the LAG has entrusted the SAFER (Real Estate and Rural Planning Agency) with a land management mission.



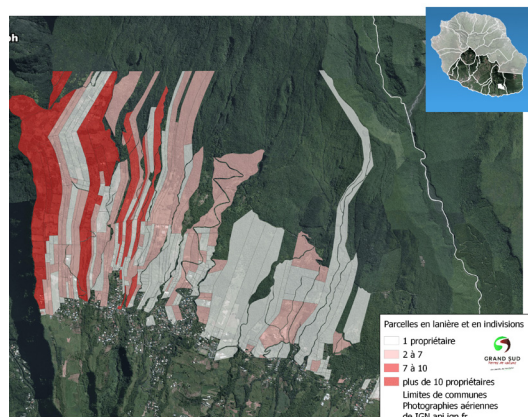
THE GOAL

To define an appropriate land strategy and implement, in partnership with the farmers and owners concerned, one or more planning and development programmes for each “terroir”.

On the basis of a land assessment carried out at the Hauts du Grand Sud terroir level, a specific intervention programme was gradually set up in four “terroirs” considered to be priorities: the identification of fallow or difficult plots, and the restructuring of small fragmented farms to increase traditional production (turmeric, vanilla, etc.).

This intervention also enables co-construction between farmers and the extension of their actions.

Support for this mission facilitates the use of land, raises awareness of the importance of accessible farm land, and thus responds to the island’s citizens growing need for local production.



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PROJECT BUDGET

€400,000

➤ EAFRD contribution: € 300,000

➤ Other public contributions:
The region: € 100,000

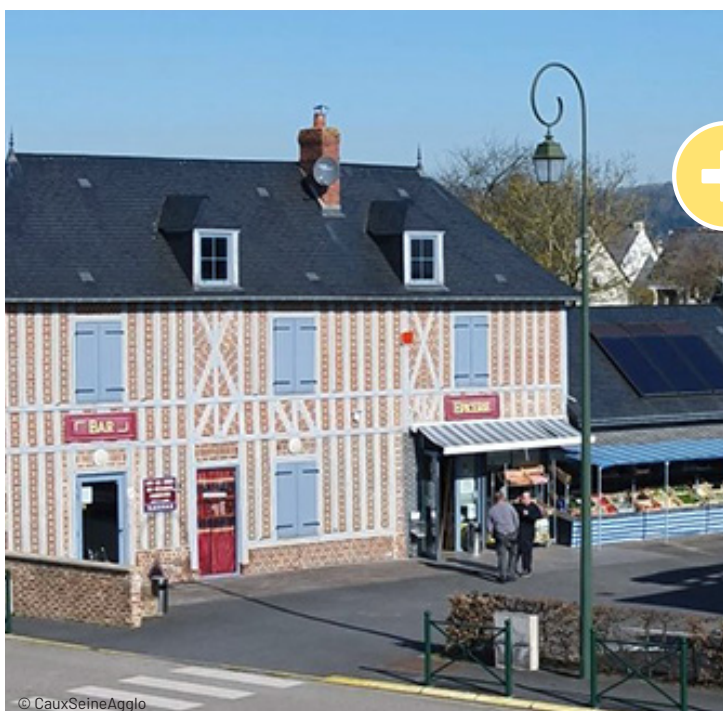


TO FIND OUT MORE:

> Grand Sud Terres de Volcans LAG (La Réunion)
> Amine VALY - galgrandsud@gmail.com
> www.safer-reunion.fr/animation-fonciere-du-gal-grand-sud

> REINVESTING IN RURAL AND PERI-URBAN AREAS

The decline of town centres is an important issue: the loss of attractiveness of small towns is a phenomenon that impacts life quality, social cohesion and local economic development. On the basis of an assessment of the existing situation, the major challenge for the local elected representatives is to create a development strategy by mobilising the project leaders, external partners and also the main beneficiaries, i.e. the inhabitants.



“LEADER has enabled the project to aim for a synergy in methods, also offering new economic perspectives. Thanks to this project and its exemplary use of wood from local forests, as well as the use of traditional local expertise, a new network has been created on this theme.”



A PARTNERSHIP-BASED PROJECT

co-sponsored by the municipality of Vatteville-la-Rue and Caux Seine Agglo, and supported by the RNP des Boucles de la Seine Normande and the Union Régionale des Collectivités Forestières de Normandie.



PROJECT BUDGET €151,049

- EAFRD contribution: €60,419
- Other public contributions:
 - Seine-Maritime Department: €45,314
 - Caux Seine Agglo: € 43,047



THE GOAL

Revitalising the village centre was necessary to preserve the last remaining shop in the village. The pavilion was a response to the need to promote another of its assets: its hiking trails. Designed to create a new dynamic around its only shop, the municipality also wishes to use this pavilion to organise numerous events: a local producers' market, festivities, etc. This pavilion in the centre of the village, in the immediate vicinity of the grocery shop, whose installation was supported by LEADER, brings synergy between the two projects and contributes to sustainable rural revitalisation.

In addition, the project is an opportunity to unite the economic stakeholders around local resources, such as wood from the neighbouring forests. Local expertise has been used: wood trades, architecture, traditional trades, etc. This is a concrete example of the use of wood, and a demonstration of its potential use in the area, with the aim of relocating the economy.



TO FIND OUT MORE:

- > Seine Normande LAG (Normandy)
- > Corentin Riou - corentin.riou@leader-seine-normande.com
- > www.leader-seine-normande.fr/nos-projets/

> THE TOWN-COUNTRY CONNECTION: AREAS OF PRODUCTION AND CONSUMPTION

The relocation of food supply is an increasingly important issue for local areas. Local food circuits must now meet the economic and social expectations of both producers and consumers. They aim at complementarity between the growing needs of consumers and the need for producers to sell. By strengthening the connections between stakeholders, by allowing interaction, and by giving meaning to the activity of production as well as to the act of consumption, local food channels are a real asset in terms of sustainable consumption. When priority is given by the “consumer-stakeholder” to local production, it can be a lever to encourage the overall evolution of the food system (transport, seasonality, food balance, distribution of economic value, etc.). By supporting the initiatives of the various stakeholders, sharing good practices and complementing long-distance circuits, the development of these circuits aims to meet, as far as possible locally, some of the food needs of an area's population. Local circuits, inserted in Local Area Food Plans (PAT), contribute to the coherence, sustainability and vitality of the areas.



“As part of this project, LEADER has enabled the creation of a very small business (TPE) which is unusual in the area and which would not have been possible without this funding. LEADER has enabled an ultra-local initiative, led by an actress living in the area, to come to fruition.”

In Yvelines: local products delivered to your home!

With the desire to facilitate local and seasonal consumption, Adeline Jean-François, a native of Yvelines who loves her area, created the company “Mes produits des Yvelines” in 2018.



THE GOAL

To enable the inhabitants of Aubergenville and the surrounding towns and villages to reintroduce local and healthy products into their diet. At the beginning of the project, Adeline joined forces with a dozen farmers in the department to deliver their products to consumers at home or at their place of work. She offers seasonal products, depending on the harvest, slaughtering, etc., via her website. Today, some twenty producers are involved in this project and sell their produce to local customers.

Strong of this experience, Adeline has been offering to bring trade to rural areas since 2019. With her truck, she makes healthy, local products accessible by shortening the consumer circuit and re-establishing a supply circuit in villages where there are no shops left. Her truck is an expression of her desire to create links and to bring commerce and social interaction 6 days a week to the villages in the department!



A PARTNERSHIP-BASED PROJECT

with 24 producers, 6 municipalities (Chavenay, La Falaise, Bazemont, Perdreauville, Flacourt and Aubergenville) and a satisfied clientèle.



PROJECT BUDGET €32,800

➔ EAFRD contribution: € 3,280

➔ Other public contributions:
Rural pact: € 9,840

➔ Private contributions: € 19,680

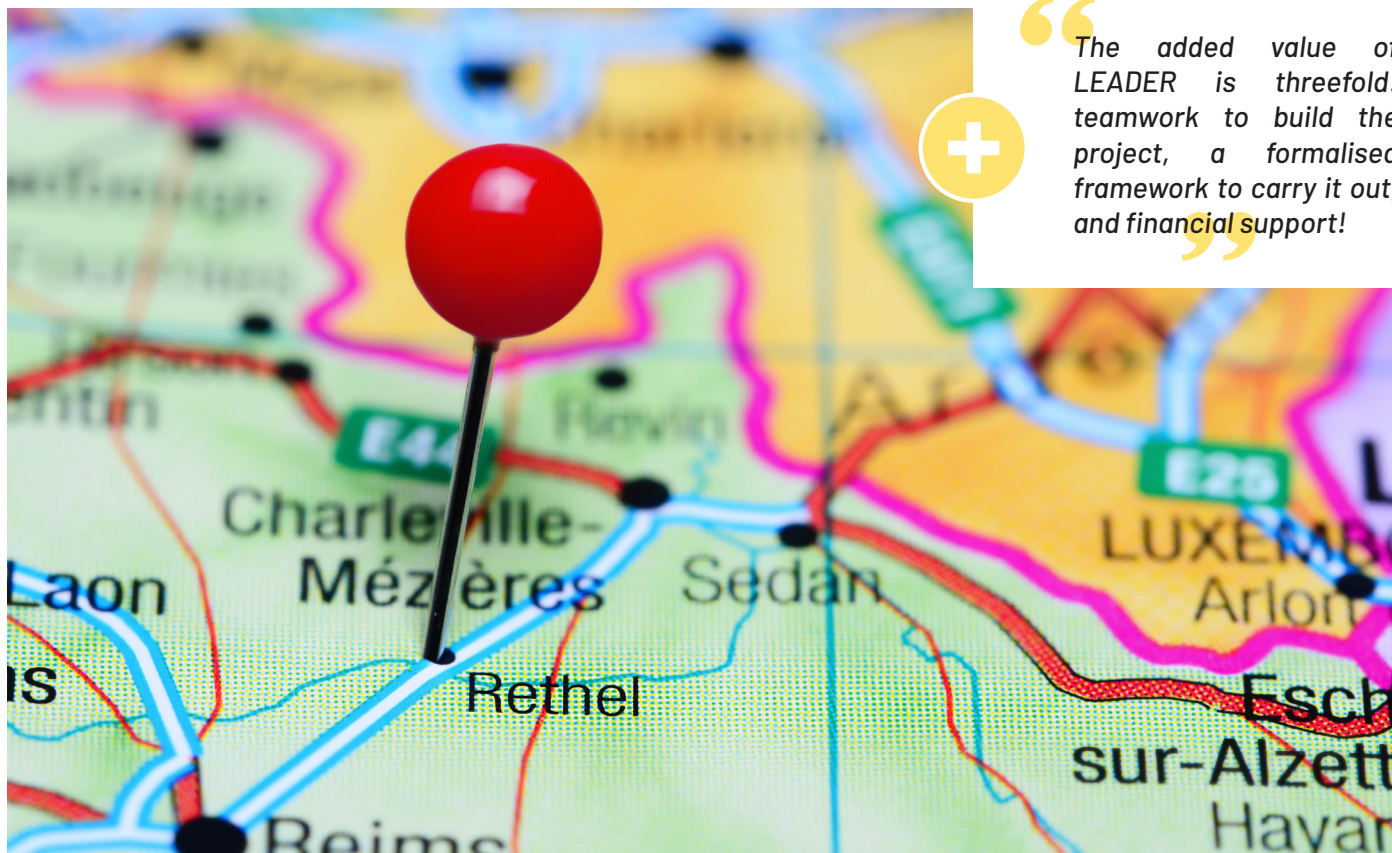


TO FIND OUT MORE:

> Seine Aval LAG (Ile-de-France)
> Adèle MAISTRE - adele.maistre@safer-idf.com
> <https://leaderseineaval.com>

> TRANSPORT AND MOBILITY

Mobility takes the form of multiple mobility paths between the town and countryside. These flows illustrate the importance placed on quality of life issues and the need to return to the countryside. Urban-rural mobility raises a number of issues, whether in terms of intermodal transport, the development of soft mobility or mobility that is suited to the movements of the area's inhabitants. The ecological transition is starting to take a more central place in projects.



“The added value of LEADER is threefold: teamwork to build the project, a formalised framework to carry it out, and financial support!”

Rézo Pouce in south Ardenne, a safe hitch-hiking network!

Beyond the few municipalities that are well served by public transport, particularly the train, mobility is one of this rural community's major challenges. Rézo Pouce is a new tool, serving everybody.



THE GOAL

To offer future users journeys that are as close as possible to their needs!

For the most vulnerable and younger demographics, who have difficulty accessing employment, healthcare, services, training, leisure and culture, the solutions on offer were few and far between.

The ambition of the project is to offer mobility solutions for the Charleville-Mézières conurbation to as many people as possible, while also reducing travel costs.

Several objectives are targeted: improved access, shared mobility, energy transition, but also solidarity and social links.



A PARTNERSHIP-BASED PROJECT

with the departmental platform Mobil'Ardennes, Communautés de Communes de l'Argonne Ardennaise, Crêtes Préardennaises and Pays Rethélois, 189 Communes, Communauté d'Agglomération Ardenne Métropole, social centres, local organisations...



PROJECT BUDGET €162,000

- EAFRD contribution: € 64,500
- Other public contributions: ADEME: € 65,100



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TO FIND OUT MORE:

- > Pays des Crêtes Préardennaises LAG (Grand Est)
- > Audrey Vexo - leader@lescretes.fr
- > www.cretespreardennaises.fr



IN EUROPE: INSPIRING INITIATIVES



In Saarland, local products are a social bond!

Since early 2015, the village of Remmesweiler in Saarland, south-west Germany, and its 900 inhabitants, have had no shops or meeting places. This was a major challenge, especially for the village's elderly and less mobile residents.

The "Smart Village Remmesweiler" project started in 2018 with the development of an online shopping platform, followed by the establishment of a distribution centre as the second stage of the project, funded by LEADER.

Thanks to the platform, it is now possible to order local products at any time. As well as improving local supply, this project has been a vector for community. All aspects have been designed to support the consumer.

For example, if extra help is required by people who do not have the digital skills to place shopping orders, two volunteer advisors are on hand to provide support at a weekly breakfast, held in a local community hall.

6 villages, 11 village volunteers, 12 local producers and vendors, and over 100 people have tested the process, and have been fully integrated into the project.

In addition to access to produce, the focus is on ensuring the village is a pleasant and convenient place to live.



PROJECT BUDGET

€29,947.15

➔ EAFRD contribution:
€26,748.79

➔ Other public contributions:
€13,198.36



TO FIND OUT MORE:

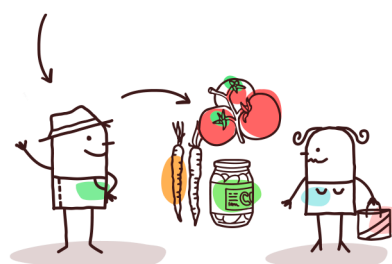
><https://smartvillage-wnd.de>

Did you know?

Within the framework of the Mobilisation Collective pour le Développement Rural (Collective Mobilisation for Rural Development), the French National Rural Network also supports projects promoting local development and innovation. For example, the RnPAT Project - National Network of Local Area Food Plans - is aimed at stakeholders in low-density rural areas, rural areas with an urban influence and urban regions. Since December 2018, it has set up networks with more than 80 stakeholders (French state, local authorities, economic stakeholders, civil society, research stakeholders) around the 6 components developed in the PATs: food economy, culture and gastronomy, nutrition and health, social accessibility, environment, urban planning and development. The Network's objective is to expand the co-construction, shared implementation and assessment of local area food projects and their mechanism by widening the networking of stakeholders. In addition, within the framework of the French National Food Programme (PNA), the Rural Network is experimenting, alongside the Bourgogne Franche-Comté region, with a local facilitation mission whose objective is to encourage the emergence of new Local Area Food Projects. The mission enables stakeholder support and the sharing of experience. This collaborative method is interesting because it can be transposed to many other configurations.



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



Rn PAT

Réseau national
des Projets Alimentaires Territoriaux

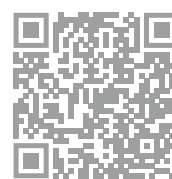
The French Rural Network works to bring together all the stakeholders of the rural world on a national and regional scale. One of its objectives is to facilitate the implementation of projects involving agriculture, forestry, crafts, tourism and the environment.

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: cerema.fr | ademe.fr | centres-bourgs.logement.gouv.fr | enrd.eu

Contact

French National Rural Network Unit - LEADER Team

- leader@reseau-rural.fr

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

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French rural
network



French rural
Network 2014-2020