

LEADER & SOCIAL SOLIDARITY



**EQUALITY
SOLIDARITY
EMPLOYMENT, TRAINING**

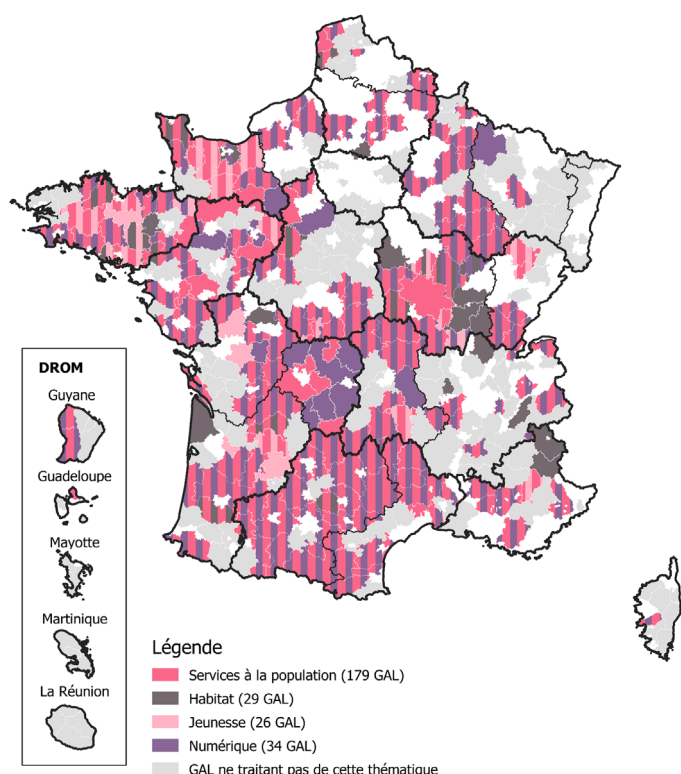
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52% of LAGs have one or more action plans dedicated to the creation of services for the local population. This high proportion can be explained by the fact that this classification covers a range of subjects such as personal services, intergenerational links, health, sport, etc. When developing their strategies, LAGs either use a general action plan on the subject of services or develop specific action sheets according to local needs. Thus, the Adour Chalosse Tursan LAG on the Aquitaine RRDP (Regional Rural Development Programme) has developed three action plans on medical demography, early childhood and support for the elderly. The Avesnois LAG on the Nord-Pas-de-Calais RRDP has chosen to gather all of these themes under a single action plan entitled "Maintaining and developing a range of services for the population"; this makes it possible to finance expenditure relating to micro-nurseries, health, and personal independence.

Given the large number of possible options, a methodological decision was made to gather all of these sub-themes under the term "Social solidarity and services to the population", as these services are often considered a necessity by and for inhabitants and are essential to the life of local areas. This theme is distributed as follows throughout France.

34 LAGs have chosen to work on the issue of digital and new technologies. However, 11 of them are located on the Limousin territory, as shown on the map below. Indeed, the LEADER call for projects in this RRDP imposed a minimum of 25% of the selected LAG's envelope that must be dedicated to this theme, in order to support the local area's increase in band width. As regards the 23 other local areas dealing with digital technology, the development of new information and communication technologies is often seen as a complement to a specific theme, such as health, services, business or tourism. For example, the Pays de Fougères in Brittany is supporting "the digital transformation of economic activities", while the Pays d'Alençon in Normandy has a digital action plan dedicated to "new forms of services and sociability".

Finally, the 26 local areas (including 7 in Brittany) with an action plan targeting young people often aim to keep young people in the area, by developing appropriate services and offering them the opportunity to get involved in local projects, citizenship, quality of life, etc.



Figures
220 LAGs
 working on
 these themes



179 LAGs
 working on services to the
 local population



34 LAGs
 working in
 the digital sphere



29 LAGs
 working on
 living areas



26 LAGs
 working on
 youth

FOCUS
Centre Ouest Bretagne LAG

The Pays Centre Ouest Bretagne LAG, supported by the PETR (local and rural equilibrium centre) of the same name, has built its 2014–2020 local strategy mainly around "Services to the local population and social solidarity". Through two successive Local Health Contracts, the Pays du Centre Ouest Bretagne has been developing a proactive health policy for 15 years. This dynamic is being carried out in partnership with health professionals, institutional structures, volunteers and users in the area. It seeks to act in a cross-disciplinary way in different sectors of activity (services, economy, tourism, health, environment), by financing projects led by not-for-profit organisations. Thus, in 2018, a branch of the Ligue Contre le Cancer (a French cancer charity) was created in Carhaix.



TO FIND OUT MORE:

> Centre Ouest LAG (Brittany)

> <https://www.centre-ouest-bretagne.org/Structure-Pays/Sescontrats/Le-programme-europeen-Leader/Strategie-Leader>

> EQUAL OPPORTUNITIES

Equal opportunities are an equal right for everyone, to develop their potential, build their future and find their place in society, regardless of their social or geographical background. Equal opportunities cannot be dependent on luck. They must be desired, organised, verified and then established. Indeed, it is not a matter of luck but of justice: equal rights compensate for de facto inequalities, which can be many. The local areas are fully invested in this issue, making it the cornerstone of their interventions, in areas as varied as access to healthcare, culture, employment or mobility.



“The LEADER programme has been an added value insofar as it is the only fund that has been able to help to modernise the production and communication tools.”

In the Pays d'Auge, we stick together!

“Coudes à Coud” is an integration workshop run by the association “Etre et Boulot”. In addition to the renovation of a former living area of one of the neighbourhood's inhabitants, with a surface area of 125 m² in which to install a shop, the project also provided for the complete overhaul of the organisation of the workshop itself, in particular the acquisition of professional equipment and the modernisation of the work tools.

For example, the project included the purchase of a control system that will print out barcodes to be affixed to items, allowing more reliable stock management. All the interior equipment has been designed in terms of ergonomics and professionalism. Coudes à Coud's mission is above all to prepare people to find a job in a company.



THE GOAL

This creation should facilitate the acquisition of skills to overcome the digital divide for low-skilled workers in rehabilitation, by training them in mastering new technologies.



A PARTNERSHIP PROJECT

with the French State and the Department, which supported the financing of the project, as well as the town of Honfleur, which provides the premises. The Pays d'Auge Nord's PLIE (Local Plan for Rehabilitation and Employment) is also supporting this project by providing funding via the ESF (European Social Fund) for employee training.



PROJECT BUDGET €18,402

- ➔ EAFRD contribution: € 12,947
- ➔ Other public contributions:
 - State: € 987
 - Normandy region: € 2,910
 - Calvados department: € 1,558



TO FIND OUT MORE:

- > Pays d'Auge LAG (Normandy)
- > leader.paysdaug@calvados.fr
- > <https://www.etredeboulot.fr/equipes/coudes-a-coud/>

> INTERGENERATIONAL SOLIDARITY

Intergenerational links are a vehicle for social cohesion. They can be defined as the transmission of knowledge or experience between people of different ages, for the benefit of families, businesses and society as a whole. Intergenerational exchange can thus promote greater social cohesion and solidarity. Many LEADER areas have identified this focus as a source of enrichment as well as a factor for inclusion.



“This project has enabled the inhabitants of the same local area to become stakeholders locally: shared knowledge, the development of family projects.”

Parentibulle in Ardèche:

a social link tool!

The Parentibulle project is run by the Association des Collectifs Enfants Parents Professionnels (ACEPP) Ardèche / Drôme et Haut Lignon (ADEHL). Parentibulle is a mobile reception and social link structure for families in a parenting context. It meets a need for support with parenthood via thematic workshops. An operational link is in place with the LAEP La Farandole (Child and Parent Care Centre) to guide families and help them benefit from expertise.



THE GOAL

This is a local development tool for families living in areas located in rural regeneration zones, used for creating and strengthening social connections.



A PARTNERSHIP-BASED PROJECT

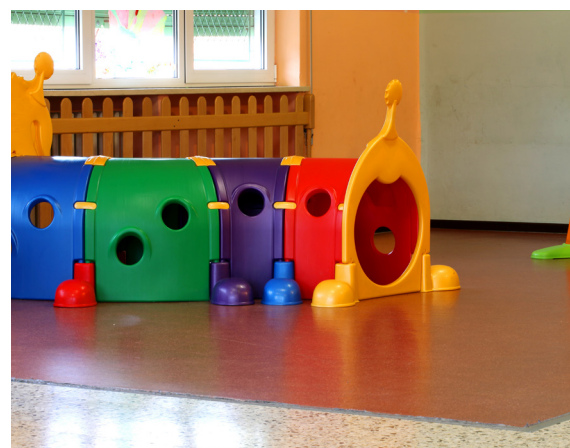
The project was able to attract other public funders (Caisse d'Allocations Familiales, Agence Régionale de la Santé) as well as private donors (Fondation de France).

In addition, an operational link was also created with the LAEP La Farandole Drôme-Ardèche (Child and Parent Care Centre).



PROJECT BUDGET €30,266

- ➔ EAFRD contribution: € 9,663
- ➔ Other public contributions: € 10,550
- ➔ Private contributions: € 4,400
- ➔ Self-funding: € 5,653



TO FIND OUT MORE:

- > Ardèche Verte LAG (Auvergne-Rhône-Alpes)
- > <https://leaderardecheverte.wordpress.com/>
- > <https://fr-fr.facebook.com/Parentibulle07/>

> GENDER EQUALITY

Gender equality is one of the European Commission's objectives. Legislation, case law and treaty amendments have contributed to strengthen this principle and its application in the Union. According to INSEE, "parity means that each gender must be equally represented in institutions. It is an instrument in the service of equality, which consists of ensuring that women and men have access to the same opportunities, rights, opportunities to choose, and material conditions while respecting their specificities". Since 2012, a new cross-disciplinary approach has been taken by the government to transform equal rights into real equality. This issue is a driving force for employment and growth, which the local areas have really seized upon.



“The adult training courses financed in part by the EAFRD have made it possible to integrate this theme into the school programme and to make it a permanent feature. The FNCIDFF (the National Federation of Information centres on the rights of women and families) was thus able to obtain national recognition as an “educational organisation complementary to public education”.

Facilitation and production of artistic works for gender equality

The Velay LAG is supporting a project that is introducing gender equality into local primary schools. The project was created in response to research showing that girls living in rural areas – compared to those living in urban areas – tend to limit their career ambitions to 'traditional' and stereotypical female roles. The objective was therefore to inform and promote a mix of professional fields and trades from a very young age.

The CIDFF (Information centre on the rights of women and families) in the Haute-Loire, an educational organisation that promotes the gender equality, organised thematic workshops in secondary schools and colleges. These had a dual objective: to encourage the diversification of professional choices and to allow young people to start thinking about their future career.



A PARTNERSHIP-BASED PROJECT

This project brought together local elected officials and educational teams to seek consensus on how to advance the principles of gender equality.



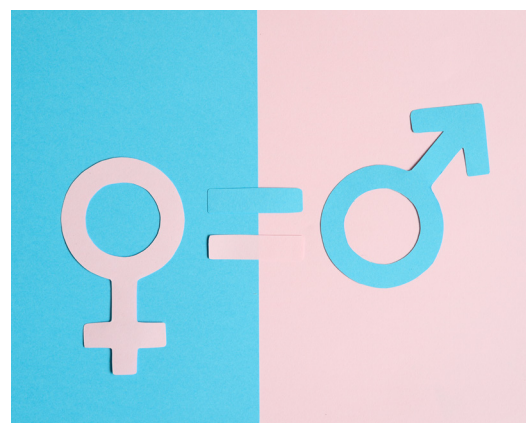
PROJECT BUDGET €5,246

- ➔ EAFRD contribution: € 4,197
- ➔ Private contribution: € 1,049



THE GOAL

Project activities included teacher training, research into appropriate facilitation materials (i.e. children's books on gender equality), the design of creative sessions for pupils, and communication and outreach activities within the local community. All of these tools should enable children to address gender issues through play, and creative and artistic activities, while debating with each other on the subject.



TO FIND OUT MORE:

- > Le Velay LAG (Auvergne-Rhône-Alpes)
- > <https://www.paysvelay.fr/leader/gal-pays-velay/>
- > https://enrd.ec.europa.eu/projects-practice/facilitation-and-production-artistic-work-genderequality_fr

> EMPLOYMENT AND TRAINING

LEADER aims to maintain a working population and to attract new workers to ensure development of the local area. The attractiveness of the local area is an important issue, relying on the complementarity of resources and a desire for innovation in the measures implemented: rehabilitation worksite, assistance in returning to work, support for mobility, digital inclusion, etc.

“EAFRD funding provided a real opportunity to bring the project to life. Local technical support provided by the Figeac LAG was a great help to the project leader in putting together and submitting the application.”



In Figeac, REGAINing via recycling!

The non-profit organisation REGAIN is a social economy organisation created in 1993 to improve the quality of the environment and to create jobs for people who have encountered difficulties in their lives. The project consists of setting up a new recycling centre in former business premises in the commune of Figeac. The building created was intended to be exemplary from an ecological point of view by favouring the reuse of materials. The premises have been adapted for their new use and have been completed by new spaces: a shop, an office, workshops, an educational room. This project is characterised by its collaborative element and the long-term nature of the service offered, as well as being complementary to other existing infrastructures in the region (waste disposal centre, sorting centre, other recycling centres in Occitania). Since the opening of the new premises, the recycling centre's activity has steadily grown and the services offered have become more diverse.



A PARTNERSHIP-BASED PROJECT

This project made it possible to create both a financial partnership with local, regional and national public and private co-funders, and a partnership with existing local infrastructures via actions to raise awareness of the environment and short circuits (Figeacterus, Association des Parents d'Elèves, Fermes de Figeac, Lycée Champollion, Office de Tourisme de Decazeville).



PROJECT BUDGET €814,939

- EAFRD contribution: € 200,000
- Other public contributions:
 - French state: € 191,716
 - Region: € 179,051
 - Department: € 50,000
 - Figeac commune: € 20,000
- Other: € 10,000
- Self-funding: € 164,172



THE GOAL

The project has various objectives. It has a **social** objective: to welcome more people for professional integration; an **environmental** objective: to raise people's awareness of the need to “consume differently” and to encourage them to reduce waste; an **economic** objective: to create partnerships between the various structures in the region and in particular with other recycling centres; an **ecological** objective: by favouring the reuse of materials in the renovation of the premises.



TO FIND OUT MORE:

- > Figeac Quercy Vallée de la Dordogne LAG (Occitanie)
- > <https://petr-fqv.fr/leader/>
- > <https://www.regain-figeac.fr/actualites/>
- > <https://www.youtube.com/watch?v=81VSWPaygD4>
- > <https://www.europe-en-france.gouv.fr/fr/projets/la-recyclerie-regain-de-figeac-de-la-ressource>



IN EUROPE: INSPIRING INITIATIVES



“A job is the fastest way to integration!”

In Sweden, a WOW project for integration through employment!

The non-profit association WOW (Women on Wednesday) was founded in 2012 and started as a meeting place for Swedish women and immigrants (women and men). The WOW network later developed into a platform of stakeholders and partners from different socio-economic statuses involved in fostering social and professional inclusion. Thus, the ONE GOAL approach was gradually created. This is a method of supporting migrant women in their search for work. Materials have been created, such as a handbook, to facilitate the support of women by a mentor.



THE GOAL

The project enables the OneGoal working method to be transformed into a documented and digitised manual, thus allowing the process to evolve and be sustainable. Within this framework, LEADER has made it possible to support and develop the “OneGoal” process dedicated exclusively to employment.



PROJECT BUDGET

€275,613

- ➔ EAFRD contribution: €184,661
- ➔ Other funders: € 90,952
CLLD Halland (Lokalt Ledd Utveckling Halland)
Jordbruksverket



Projektet WOWs OneGoal
2019 - 2020



Did you know?

This project won the LEADER France 2022 European project award, on the theme of gender equality. The application of this method has enabled more than half of the people participating in the programme to return to work.



TO FIND OUT MORE:

- > <https://www.wowfoundations.org>
- > <https://leaderfrance.fr/2022/03/18/prix-europeen-leader-pour-egalite-femmes-hommes/>

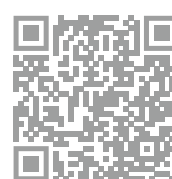
The French Rural Network works to bring together all the stakeholders of the rural world on a national and regional scale. One of its objectives is to facilitate the implementation of projects involving agriculture, forestry, crafts, tourism and the environment.

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: egalite-femmes-hommes.gouv.fr | leaderfrance.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

Social network



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French Rural
network



French Rural
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