



Accessibility of services to the population in rural areas

ACCESS > < **R**

16 partners share
their experiences



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Editorials

Maintaining and strengthening services to the general public is a hot topic in rural areas. This issue is at the heart of the rural population's concerns, and makes it necessary to look for new forms of presence and sharing for the various services, whether postal, school, medical, social, etc. The services are undergoing major transformations, users' habits are changing, especially due to digital technology, but there is still a need for proximity and social links. Facing these challenges of territorial equality, rural areas often show a great capacity for innovation and adaptability, as demonstrated by the Covid-19 health crisis. Leader France has carried out this work of promotion, capitalisation and dissemination of innovative experiences, in France and in other European countries, in order to spread these good practices in territories under stress.

Thibaut Guignard

President of Leader France

Christiane Carle

Vice-president of Leader France

leaderfrance.fr

The lack of services to the population hampers the development of rural areas (disappearing services make the territories less attractive and encourage people to leave). However, France and Europe have undertaken initiatives to break this vicious circle. The Association Minervois Corbières Méditerranée (AMCM) with strong experience on its own territory, offered its expertise in this unprecedented cooperation, one that offers a new perspective on the alternative solutions implemented in other regions in order to respond to the core issue for the survival of a territory.

Gérard Barthez

President of the Minervois Corbières
Méditerranée Association – Est-Audois LAG
gal-estaudois.fr/amcm

In order to meet the needs of families in rural areas we often need to be creative and bold. Rural Families Movement is a force to be reckoned with in the social and solidarity economy, thanks to its initiatives, its local presence and its experience of more than 70 years. It was with enthusiasm that the Côtes d'Armor Federation accepted to join the ACCESS'R project as a partner. By contributing to the development of social life, the dynamism and attractiveness of the rural environment, we help families to feel and live better.

Marie-Christine WATTELET

President of Rural Families – Côtes d'Armor Federation
bretagne.famillesrurales.org/4/cotes-darmor



Quotes from partners

French Partners



➤ **THE RURAL NETWORK OF MAYOTTE**, aims to create opportunities for exchanges between the actors of the rural world and believes that they can contribute to improve the quality of life of the inhabitants of Mayotte through innovation and cooperation. Services in rural areas are the main safeguards of this quality, and still need to be developed, structured and renewed in order to meet the expectations and needs of rural areas. ACCESS'R helps project leaders to achieve these objectives. reseau rural.fr/region/mayotte



➤ **PROVENCE-ALPES-CÔTE D'AZUR RURAL NETWORK**
Access to services is one of the main themes of the Rural Network of Provence-Alpes-Côte d'Azur. There are many initiatives to promote access to services or to find new ways of providing services in our region, thanks in particular to the Leader programme. The Regional Rural Network serves as a tool for rural actors enabling them to share, promote and capitalise on all these experiences. reseau rural.maregionsud.fr



➤ **PAYS DE SAINT-BRIEUC**
Maintaining services in rural areas allow people to live well together and maintain social ties. One way to contribute to this is to bring life to the area, facilitate exchanges and relationships by providing an easy access to services, shops and activities for all. pays-de-saintbrieuc.org



➤ **DEPARTMENTAL COUNCIL OF THE GIRONDE**
For the Department of Gironde, the largest department in France, maintaining services to the public is a major issue in terms of access to rights, maintaining social ties and territorial attractiveness. The Department has long been using its solidarity and development policies to work with stakeholders to preserve services in rural areas. Today, it continues to adjust its policies to satisfy the need for inclusion, innovation and territorial resilience in general, involving the inhabitants of Gironde in participatory practices. gironde.fr



➤ **NATIONAL ASSOCIATION OF NEW RURAL AREAS**
The presence of services to the population in our territories is essential to mitigate the negative effects of public policies that have so far been focused on concentrating services in large cities. Thus, these services to the population prevent the emergence of multi-speed territories, where inequalities arise between people of the same nation simply because of their place of residence. Moreover, they also help to remove a major obstacle to attracting new populations, while our rural areas have many assets: quality of life, air quality, accessible land, etc., which are all great development opportunities to be seized. les-nouvelles-ruralites.com



➤ **VAL DE LOIRE-CHAMBORD LAG - PAYS DES CHÂTEAUX / COMMUNITY OF COMMUNES BEAUCE VAL DE LOIRE**
The development of rural territories is a central concern of the Pays and PETR (Territorial and Rural Balance Cluster), especially in the context of the implementation of the LEADER programme. It is impossible to neglect access to services and local shops, which are the real cornerstones and meeting spots for rural inhabitants. This is a real challenge in terms of solidarity and territorial balance paysdeschateaux.fr beaucevaldeloire.fr/index.php



➤ **LIVRADOIS FOREZ REGIONAL NATURAL PARK**
One of the main priorities of Livradois-Forez is to use the service offer to attract newcomers and meet the challenges of new lifestyles. This service offer is essential, particularly to boost the town centres. parc-livradois-forez.org

European Partners



➤ **NATIONAL LEADER NETWORK OF ESTONIA**
Services provided in rural areas are essential for maintaining quality of life outside the cities. In Estonia the composition of villages (there are many hamlets) and the low density of the rural population make access to services rather expensive. To counter rural exodus, the authorities need to improve the allocation of funds and support the development of rural services, particularly in the field of education and health. The mission of Estonian Leader Union is to raise public awareness and promote equal treatment between urban and rural areas. leaderliit.eu



➤ **RURALITY - ENVIRONMENT - DEVELOPMENT (R-E-D) ASSOCIATION**
In their diversity, rural territories are resilient living and activity spaces where communities co-construct integrated service projects for citizens. Public and private actors work together to develop and manage them with a long-term and innovative vision, but also with an intelligent territorial approach. ruraleurope.ovh



➤ **LEADER ROMANIA**
In Romania, the creation, improvement or development of basic services for the rural population contributes to the promotion of social inclusion, poverty reduction and the economic development of rural territories. The Leader programme is an essential lever for facilitating access to services by mobilising local players and population. galtecuci.ro



➤ **SPANISH RURAL DEVELOPMENT NETWORK (REDR)**
While more than 80% of the Spanish territory is a rural area, it is home to only 20% of the country's population. The structuring of local public services in these territories is a major challenge. Another major challenge for rural areas is the ageing of the Spanish population, compounded by the exodus of young people to urban areas. redr.es



➤ **NATIONAL ASSOCIATION OF BULGARIAN LAGS**
Maintaining and developing public services in rural areas is one of the priorities for the LAGs' activities in Bulgaria. vomr.bg/en/home



➤ **HUNGARIAN NATIONAL RURAL NETWORK**
The accessibility of services in rural areas is one of the main factors of well-being in rural Hungary. It also plays a key role in the renewal of the population. A dynamic rural life can be ensured by adapted and constantly improving rural services. mnvh.eu



➤ NATIONAL RURAL NETWORK (NRR)

ACCESS'R falls within the topics promoting services to the population, in particular access to health, mobility, access to culture, links between generations, support for ageing populations, social inclusion and support for families. The subject treated by ACCESS'R received particular attention from the NRR, as this issue is often discussed by the LAGs, forerunners when seeking solutions to the lack of services in rural areas. reseau rural.fr

INTRODUCTION
PRESENTATION

Why this collection?

Faced with the decline or remoteness of public services, rural populations are concerned about access to services and, more broadly, about the attractiveness of their territories and the prevention of rural depopulation. Many town centres are faced with a wide range of challenges such as housing, shops, mobility, and access to rights, etc. To maintain and improve services, local public initiatives need to reflect the new territorial organisations set up by the NOTRE law, as well as the new lifestyles and commitments of the inhabitants. This also requires us to examine new forms of presence and pooling that could help to improve the quality and accessibility of services.

This is what the ACCESS'R project (ACEssibility of ServiceS to the population in Rural areas) proposes to do: **to capitalize on and disseminate innovative practices to revive the service offer in rural areas**. This project is led by Leader France and fifteen French and European partners and is carried out in the framework of the call for collective mobilisation for rural development (MCDR) launched by the National Rural Network (2018-2021) and financed by Europe (EAFRD), the Ministry of Agriculture and Food, Régions de France and the French National Agency for Territorial Cohesion (ANCT).

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Main objective: to give visibility to innovative practices promoting accessibility of services in rural areas

How this collection is designed?

The first phase (2019/2020) consisted in collecting innovative projects on the partners' territories aimed at maintaining, improving or creating services to the population in rural areas. Many initiatives were also listed by the Local Action Groups members of Leader France or by project leaders themselves (municipalities, associations, companies or collectives...) on other territories. In total, more than two hundred experiences have been gathered in a project directory that can be consulted online (www.accessr.eu), which gives a representative picture of innovation in terms of services offered in rural areas.

The ACCESS'R partners then used this database to identify three major challenges and, for each of them, levers to improve the accessibility of services to the population (the list is not exhaustive). Each issue is illustrated here by examples from ACCESS'R partners' territories, selected for their innovative approach and complementarity (taking into account socio-economic background, project leaders' typology, different categories of services and diversity of rural areas). All of them share a commitment to sustainable development and social transformation. ■



What are the objectives and methodology?

The main purpose of this collection is to propose ideas for action and a framework for reflecting on the presence and the role of services in rural areas. Descriptions of these experiences are deliberately concise and accompanied by methodological sheets presenting resource structures, some tools and support mechanisms. The complete and detailed project sheets are

available on line on the ACCESS'R website («project directory» section). Please note that the list of examples and tools presented here is far from being exhaustive. Many other achievements could have been mentioned in this collection. You can discover them on our website.

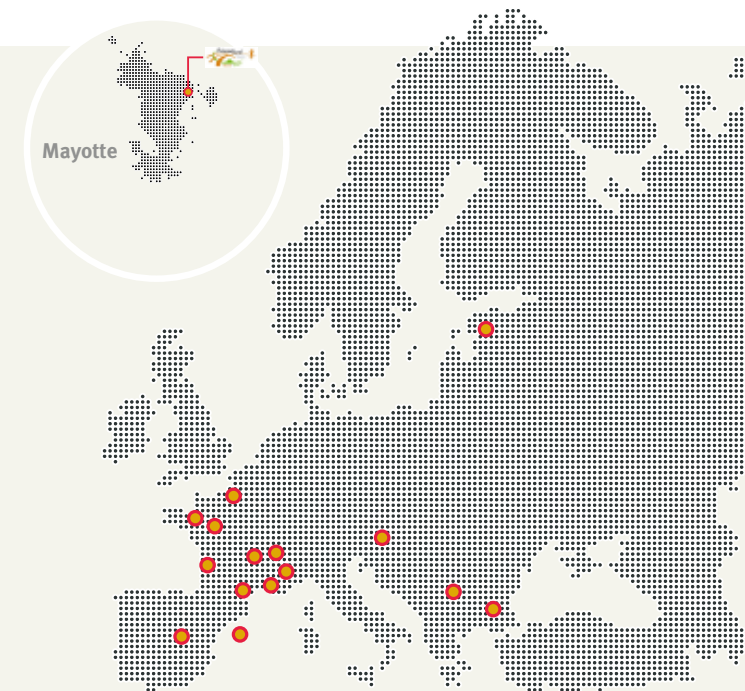
www.accessr.eu

The context of the study

This project is based on an unprecedented inter-network cooperation:

- It brings together French and European partners working in the field of territorial development in rural areas and strongly committed to the issue of services to the population,
- It is based on different territorial levels, from local to national, in order to get a global vision of the problem and to remove the barriers between the different strands of rural development policy.
- It brings together different types of organisations: public structures, associations, local authorities, networks, etc.

The projects shown in the collection are all located in partners' territories. With, for most of them, at least two years of activity, they share a commitment to sustainable development and social transformation and often adopt a comprehensive or inclusive approach to the concept of services. ■



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All the projects share a commitment to sustainable development and social transformation

For which audience?

This collection is intended for actors in the rural world (municipalities, associations, networks and collectives or companies) as well as for organisations financing and supporting rural development in France and Europe. It has been designed to show the range of possibilities and to highlight the dynamics present in the territories. ■



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CHALLENGES

What we mean by
services to the population?

It is the set of market and non-market services for the inhabitants considered by them as a necessity. They can be provided directly by the State or by local authorities, be managed by a public authority or by delegation to a private operator, a non-profit organisation, in public/private partnership. Some are also managed directly by associations, companies or citizens' collectives. Services to the population can be considered in terms of level of service (Local, intermediate, central, metropolitan), baskets of services (baskets of everyday life services, baskets for parents, young people, seniors,

etc.) or by service families. Given the large variety of ACCESS'R partner territories, we have chosen in this collection to focus on «service families»:

- Public services and solidarity
- Employment Services and entrepreneurship
- Childhood, youth and education
- Healthcare
- Culture, sports and leisure
- Local shops
- Transport and mobility
- Accommodation services, housing



CHALLENGES

LEVERS

TOOLS

Accessibility of services in rural areas: what are the **challenges**?

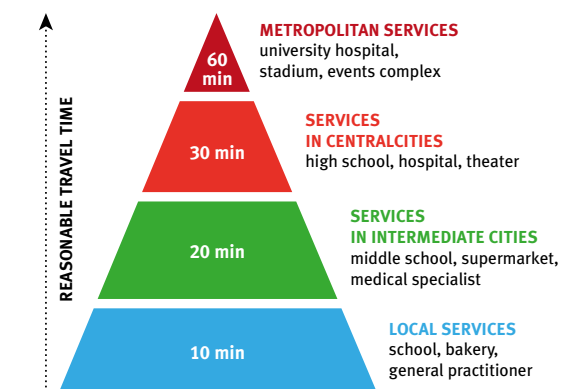
Services to the population are vital to the life of the territories (economic dynamics, social and cultural links, solidarity, attractiveness, maintaining the population or attracting newcomers). Their absence or decline, as well as difficult access to services increase territorial disparities.

And yet, the supply of public services has been on the decline for several years now in rural areas, with some users still having problems getting access to everyday services. There are many reasons for this and they are often interdependent: changes in the way public services work (closure of windows, single-window services, performance and efficiency requirements for public spending, etc.), closure of uneconomic services (especially market services such as shops or cultural activities managed by private operators), mobility constraints (caused in part by the reduction of public transport facilities), devitalisation of rural areas, digital divide, etc. It is important to understand the concept of accessibility in order to address these challenges: accessibility starts with physical access to the equipment (time and means to ac-

cess it). In fact, the presence or maintenance of a service in a rural area will depend on the frequency of its use (daily, one-off, exceptional, etc.). Within this logic, rural areas still rely on the urban centres where most services are concentrated. Mobility becomes therefore a major concern. Services can also be accessible online, but access to digital technology is not always easy, both in terms of use and of equipment or infrastructure. Physical and digital accessibility must therefore be considered as complementary rather than substitutable.



Some users encounter difficulties in accessing everyday services.



LEVERS

What levers can be used to boost the service offer?

We have listed and studied over 200 projects and among them, we have identified several levers that allow us to maintain or develop services in rural areas and to facilitate their accessibility.

LEVER 1

POOLING AND PUBLIC/PRIVATE PARTNERSHIP

Bringing together several types of services in the same place makes it possible to respond to the need for proximity of the rural population (and so relieves congestion in the cities), increases the number of visitors and the range of services available to users (easier access, wider range of services). Relocating services and bringing them together under the same roof also means sharing material and human resources (costs of investment, works, equipment, job sharing, etc.).

It should be noted that many multiservice sites have been set up thanks to a public/private partnership: the local authority provides the means (land or premises for example) and the private operator offers its expertise and resources. The local authority can also provide human resources and technical know-how. The municipality's role in this approach is of prime importance and cannot be ignored.

LEVER 2

ITINERANT AND MOBILE SERVICES

According to an INSEE study, 31% of rural households are in a fragile situation due to forced journeys (one-third of which is for work needs and two-thirds for the consumption of goods and services and leisure activities). There are several levers for solving the problem of mobility in rural areas: restructure transport facilities, promote soft mobility, land use management, revitalise town centres, bring living and working areas closer together, and encourage greater conviviality and living together.

To counter social and territorial disparities, itinerant shops and services provide innovative solutions that bring new life to the countryside and guarantee a local, high-quality offer for everyone. These itinerant alternatives can indeed improve access to public services, facilitate the purchase of everyday goods and services, and even provide cultural activities. According to an INSEE study, in 2016 France had 116,000 itinerant shops (74% of them were non-food).

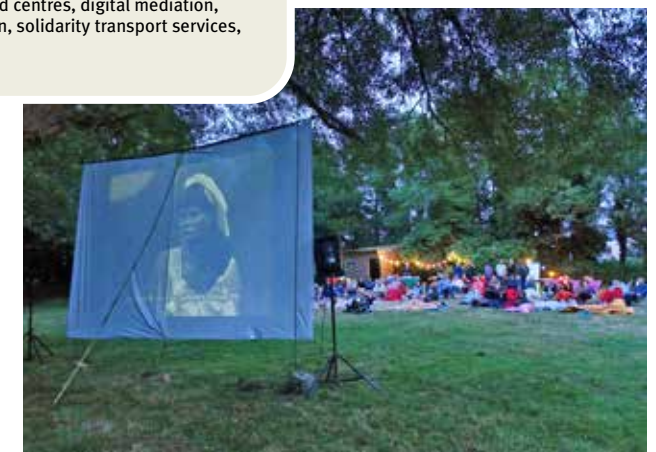
The outreach approach («going towards the users»), particularly in the medical and social fields, also facilitates physical access for vulnerable and isolated populations to health and prevention as well as legal and social services. Local contacts (at home or on the places on living) must be backed up by remote duty offices, with opening hours adapted to the constraints of the population. Reinforcing links and trust thus allows a return to common law and promotes access to essential services.



Examples of multi-service sites: multidisciplinary healthcare centres, France Service Centres or MSAP (Public Services Centres), multi-service shops, village concierge services, shared distance education for island schools, community centres, community bars with the Espace de Vie Sociale label, etc

© Eric Houdbline

Examples of itinerant services: itinerant libraries, music schools or cinemas, itinerant public services (mobile MSPA), home health care, itinerant grocery stores, home basket delivery, itinerant Mother and Child centres, digital mediation, health mediation, solidarity transport services, etc.



© l'ai vu un documentaire

Furthermore, as ADRETS (Association for Networking Services and Territorial Development) points out, we must not forget the «upstream» aspects of accessibility (visibility of the service, first contact with it, adapted opening hours and service availability), as well as the «downstream» aspects (accessibility of different target publics, pricing policy, quality of the service provided). This global accessibility chain raises different challenges for different services, but also for different territories and publics concerned.

Preventing the rural exodus by improving the quality of life of rural population

- Opening up the territory, relocating services to villages

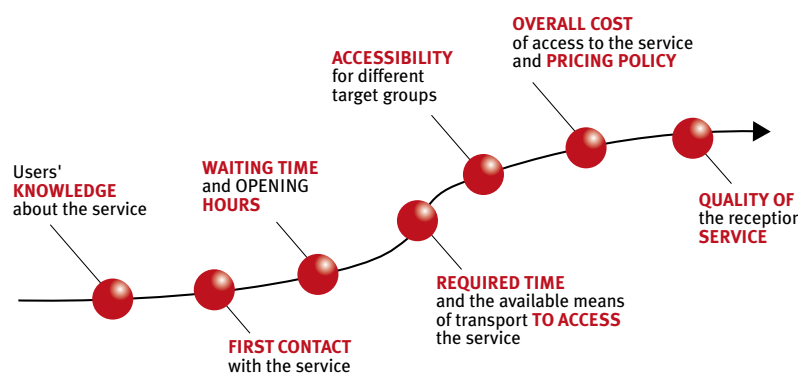
Supporting and strengthening the attractiveness of the countryside

- Development of new activities, promotion of local resources and territories' potential for development, economic, social and ecological innovation

Propose specific support for populations

to guarantee access to essential rights and goods for all inhabitants

- Tailor-made support for young people, precarious populations, seniors, families, new rural inhabitants etc.



TOOLS

What support mechanisms?

4 main action levers to maintain and develop the service offer

LEVER 3 COOPERATION AND SOLIDARITY

Today it is essential to bring new life to rural areas through citizen participation, the involvement of the local associations and through initiatives in the social and solidarity economy (sharing economy). Many services are created and managed on a participatory basis, involving all the actors (population, administration, local elected representatives, chambers of commerce, the private sector...). Networking also helps to ensure the sustainability of a service by reducing the costs of certain services, improving its quality or facilitating its accessibility. A circular economy contributes to the development of an entire village.

Examples of concerted and cooperative approaches: platform of local producers, CUMA (cooperative for the use of agricultural equipment), third places, co-working areas, youth services cooperative, car sharing, cooperative or intergenerational housing, participatory and concerted approaches led by the villages, cooperative commercial land in the town centres, municipal mutual insurance, student sponsorship, Zero Unemployment Territories in rural areas, etc.



© Eric Houdbine

LEVER 4 DIGITALISATION

The physical proximity of services remains undeniable, though paperless services can be a real asset for rural areas. Digitisation can offer new services or complement and improve existing ones (in particular administrative and health care services). They promote knowledge and access to training; strengthen links between inhabitants and their communities (consultation platform), between consumers and producers or between tourists and territories; they facilitate the collaborative economy (car-sharing, co-working, fablab platform, etc.). Digital technology is an important lever for the development of territories and for the improvement of accessibility to services (the COVID-19 crisis has clearly demonstrated this to us). But digital technology requires facilities and infrastructures (fibre or 4G deployment to eliminate white zones, modernisation of equipment) and support for users (digital mediation, training, etc.) to avoid territorial or social divisions.

Examples: Third places and areas dedicated to digital technology, RuraConnect, French Tech labelled territories, digital platform for short chains, telemedicine, Smart Village approach, car-sharing applications, connected Campus, the Estonian model for e-services.



© Rich'ESS - Chez Yvonne, Moncontour

Here are some of the tools that promote access to services in rural areas. Additional examples can be found on the Access'R website accessr.eu



LEADER INITIATIVE

Leader means «Links Between Actions for the Development of the Rural Economy». It is a European programme that supports rural territories in carrying out innovative and partnership-based development projects. Leader is an measure of the EAFRD (European Agricultural Fund for Rural Development) designed to act as an incentive and to enable public and private actors of the territory to launch collective and high-quality projects through a bottom-up method. The LEADER initiative is carried out on a local level by a group called the Local Action Group (LAG) and is backed by a common local strategy, a partnership of public/private players and a multi-sectoral approach based on exchange, cooperation and innovation.

<https://www.reseaurural.fr/>
<http://leaderfrance.fr/>

«SMART VILLAGE» INITIATIVE

Smart Villages are communities in rural areas that use innovative solutions to improve their resilience, capitalizing on local assets and opportunities. They use a participatory approach to develop their strategy to improve their economic, social and environmental conditions. The Smart Village is a connected territory and a place of participatory, inclusive and sustainable democracy, which reinforces the skills and powers of its citizens, and promotes the well-being and equity of its inhabitants. As example we can name the following villages: Lavoncourt (70), Bras-sur-Meuse (55), Moncontour (22), Arvieu (12), Ayen (19) and Ottmarsheim (68). More information on the ENRD and RuraliTic websites.

DEPARTMENTAL SCHEMES FOR ACCESSIBILITY TO PUBLIC SERVICES (SDASSP)

These schemes result from Art 98 of the NOTRE law and help to network various actors (Public inter-municipal cooperation establishment, State, regional councillors) in order to improve the accessibility of both physical and digital services. It is a modern, changing tool adapted to the reality. Thus, the aim of the departmental schemes is to propose a common vision of the territory's expectations.

FRANCE SERVICE CENTRES (FORMER MSAP, PUBLIC SERVICES CENTRES)

France Service Centres combine physical reception and digital support, offering in a one-stop window the services of at least 9 national partners (Family allocation fund, the Ministries of Interior, Justice and Public Finance, the health and retirement insurance funds, the Mutual Agricultural Fund, National employment service and the Post). These core services can be supplemented by services provided by local authorities and other partners, depending on the local needs (cultural, economic or educational services). There are two employees to welcome and assist customers (individuals or companies). For example, France Services Centres can be attached to medical and social centres, tourist offices, media libraries or co-working spaces.

All the implemented tools help to meet the needs for contact and social ties



RURAL THIRD-PLACES

Co-working areas, fablabs, repair cafés, research factories, cultural fallow areas, all these third-places bring together several activities, contribute to the economic development of a territory and animate local community of people who work and live on the territory. These places offer opportunities for action and innovation by encouraging contacts, cooperation and collective projects, by promoting learning and creativity, and by providing space for social interactions. This phenomenon began in urban areas and spread to the countryside, small and medium-sized towns and suburban neighbourhoods. There are already 1,800 third places in France, 800 of them are outside urban areas. Source: France Tiers Lieux.

RuraConnect: Third-place booking platform in rural municipalities, set up in 2019 by the l'AMRF (Association of French Rural Mayors) to facilitate the remote work of many professionals and reduce commute time, and as a result revive the countryside.



SOCIAL LIVING SPACE (EVS)

The social living space is a local association that works with all groups of the population, including families, children and young people as a minimum target group. It prioritizes collective actions to strengthen social and family ties as well as local solidarity, and coordinates initiatives to promote community life and encourage people to take greater responsibility. The Family Allowances Fund (CAF) gives authorization and provides support to the EVS association (social engineering, occasional social missions financing). The Rural Families association has a large number of EVS on its territory, as well as the social centres, for example. More information on EVS : caf.fr



TAG BZH, A DRIVING FORCE FOR COLLECTIVE ENTREPRENEURSHIP

TAg BZH is a tool that encourages the emergence of collective and innovative local companies in response to the needs of the territory. In Brittany, the TAg invents a method of collective imagination based on 3 interconnected functions: the #Revealer (identify societal needs and turn them into a collective enterprise project), the #Ideator (transform your idea into a concrete business project) and the #Incubator (propel your collective business creation).

tag.bzh



YOUTH SERVICE COOPERATIVE (YSC)

The concept was born 30 years ago in Quebec and was brought back to France after an international forum on the Social and Solidarity Economy. The first three French YSCs were created in Brittany in 2013 before spreading to the rest of France. The idea is that young people between 16 and 18 years old set up their own work cooperative to offer services in their territory during the summer. This temporary cooperative satisfies needs on the territory without any competition with local businesses (secretarial work, car cleaning, gardening...). YSCs are much more than just a summer job, they are SSE education tools: managing clients, working on organization, time management, profit sharing, etc.



CONNECTED CAMPUS

These are individual and collective work spaces where young people can follow distance learning courses in higher education near their homes and benefit from close support. These structures promote collective dynamics and mutual aid, and help young people to get access to higher education which otherwise would not have been possible for them. In 2019, thirteen places situated in cities far from major university centres received the Connected Campus label.



THE FACTORIES OF THE RURAL WORLD

The Factories of the Rural World created by the MRJC (Mouvement Rural de Jeunesse Chrétienne - Rural Christian Youth Movement) aim to build innovative and structuring places for rural territories, providing new forms of local solidarity. As any MRJC project, it offers young people from the rural world the means to participate in the development and animation of their territory, and thus contribute to their own socio-economic integration. In practical terms, a rural world factory is:

- A place of local and rural animation in the heart of the territory
- A place managed and animated by young people and local inhabitants
- A space for meetings, experiments, culture, economic activity and services, etc.

www.mrjc.org



THE TOWN CENTRE REVIVAL PROCESS

Traditionally town centres were known for their density and variety of local services. Today faced with the urban sprawl and the social, environmental and economic consequences of the decline of town centres, a sustainable development model for villages must be found in order to attract new inhabitants and new activities (shops, services, businesses). The objective is to make them once again the centre of life in the municipality. To do so, it is necessary to focus on the issues of accessibility, mobility, performance, visibility, comfort for working people and visitors...

Several calls for projects back the global approaches of shop modernization, renovation, and ecological transition: «Action cœur de ville» (Heart of town action) and «Petites Villes de demain» (Small Cities of Tomorrow) programs, regional call for applications «Rural towns dynamism», call for expression of interest (AMI) to promote the dynamics of third places in the territories, etc.

centres-bourgs.logement.gouv.fr

LIVING VILLAGES : is a rural solidarity-based land company. In order to revive rural areas, co-operative company of collective interest Living Villages buys and restores premises for activities with a strong social impact and thus creates places where inhabitants can benefit from local services and social ties. Thanks to the solidarity of citizens, businesses and institutions, Living Villages can support project leaders and local authorities in their efforts to revive rural areas. villagesvivants.com



COUNTY COUNTER: offers a new model of multi-service franchised shops in village centres. Based on modern marketing and communication tools, the counters operate in networks on the same territory (in order to pool resources, bulk purchases, optimize costs) and build partnerships with local structures or professionals to offer a wide and varied range of services: sale of local products in short chains, local public services (Post Office, administrative and legal offices), shoe-repair, dry cleaning, gas supply, news-stand, concierge services, small restaurants...

comptoirdecampagne.fr



Services to the population in rural areas are important vectors of social and territorial cohesion

SOLIDARITY-BASED TRANSPORT SERVICES

Many solidarity-based transport initiatives have been launched to tackle transport deficiencies. Volunteers of the Rural Families association created this kind of service for people with no access to transport, the elderly or people with disabilities in many regions (Eure-et-Loir, Hautes-Pyrénées, Maine-et-Loire, Manche, Morbihan, Seine-et-Marne, Somme, Tarn-et-Garonne, Vendée, etc.). Other initiatives, such as Covoit'Santé in the Puy de Dôme, are designed for people in precarious situations who need medical monitoring. And some initiatives supported by the municipalities (such as Atchoum or Transistop, for example) target a wider public: young people, working and retired people, and so on.

THE LONG-TERM ZERO UNEMPLOYMENT TERRITORY SCHEME

The concept is to funnel the costs of unemployment ("RSA" – Active Solidarity Income, "CMU" – Universal health care coverage) to finance permanent jobs that meet uncovered local needs, while ensuring dignified working conditions.

Started in 2016 this experiment demonstrated how to solve the problem of long-term unemployment on a regional scale, without additional cost to the community, by developing new services for residents, businesses or institutions (solidarity garage, recycling centre, social relocation, transport assistance, green spaces, etc.). After having been tested in 10 experimental territories, this system will soon be extended.



SHARED OR COOPERATIVE ACCOMMODATIONS

Participatory housing offers an opportunity to design, create and manage housing collectively, combining private and common spaces in order to better respond to the needs of residents, in accordance with their means and aspirations.

<https://www.habitatparticipatif-france.fr/>

<http://www.habicoop.fr/>



The association **Housing of the possible** offers retired people a unique shared and inclusive housing solution in the centre of the villages. Each house is small enough to accommodate 5 to 10 people and is suitable for the elderly. The houses are affordable for people with modest incomes, and they are all different because they are all co-designed by local inhabitants and the municipality.

<https://www.habitatsdespossibles.org/>



THE EXPERIENCE

PREVENT DEPOPULATION OF RURAL AREAS

ACCESS²R

PREVENT DEPOPULATION OF RURAL AREAS

PARTNERSHIP
THE POST OFFICE – RURAL FAMILIES

Public Services Centres (MSAP) - Côtes-d'Armor

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

» An MSAP is a Public Services Shared Space with a free local one-stop shop in rural areas. In Côtes d'Armor, every visitor is assisted in his or her on-line formalities by a postal agent and, once a week, by a Social and Family Economy Counsellor (SFEC) from the Rural Families - Côtes d'Armor Federation.

The partner organisations are CAF – Family Allowance Fund, MSA - Mutual Agricultural Social Insurance, CARSAT - Retirement and occupational health funds, CPAM - Primary Sickness Insurance Fund, Pôle emploi

-National employment agency, GRDF – Gas distribution network.

» The MSAPs are based on the Côtes d'Armor departmental plan to improve the accessibility of services for the population; this plan has revealed an inequality in the provision of public services, particularly in rural areas.



Digital mediation and proximity

Over the past few years the Government has committed itself to the development of shared public services spaces in order to improve the accessibility and quality of local services. The Post Office with agencies throughout the country has the necessary infrastructure to host public services centres, both in terms of human resources and logistics. Thanks to this initiative, French Post is able to **offer its customers new services** and develop the attractiveness of its network comprising 17,000 contact points. At the same time it helps to reduce the digital divide.

For 70 years the Côtes d'Armor Federation of Rural Families has remained faithful to its commitment to **«meet the needs of families»**, and has always successfully responded to the needs of families by offering both collective and individual solutions in order to promote a better life in rural areas. For more than 20 years the association has been assisting families with programmes like Educational Budgetary Support, Social Micro-credit, or duty offices within the CCAS (Community Centre for Social Action).

“ Digital mediation

“ Management of 9 Public Services Centres

Many families are faced with the problem of digital access and access to rights, which is aggravated by the increased use of online administrative procedures. As a growing part of the population does not have access to digital technology and the living conditions of families are constantly changing, Rural Families chose to satisfy these new expectations by making access to digital technology for vulnerable groups one of its top priorities. In 2018 based on this commitment to help as many people as possible, Rural Families accepted the Post Office's invitation to set up Rural Family duty offices within the 9 public services centres (MSAP) hosted by the French Post Office in the Côtes d'Armor department. ■

TO FIND OUT MORE

PUBLIC SERVICES CENTRE OF CASTILLON-LA-BATAILLE (33), PUBLIC SERVICES CENTRE VIVEROLS AND CO-WORKING SPACE (63), MULTI-SERVICES CENTRE AT LANDEHEN (22), MULTI-SERVICES POINT AT VILLEROUGE TERMÉNÈS (10)



PUBLIC SOCIAL
AND SOLIDARITY
SERVICES

To bring services as close as possible to customers in order to mitigate the accessibility and digital divide problems related to online procedures.



Côtes d'Armor (towns of Bourbriac / Broons / Corlay / Matignon / Plœuc L'Hermitage / Guerlédan / Lanvollon / Maël Carhaix / Merdrignac)

QUICK OVERVIEW

STRONG points

Share resources to support families and local development ;
Local solution for families.

CRITICAL points

- 1) The job profile: a digital facilitator would better correspond to the demands of the families.
- 2) Partnership with the municipalities: this service would be more efficient with an active participation of the municipalities.
- 3) Regular communication and awareness-raising actions to inform families about this service.

WHAT WE KEEP

The regular information on updates of our partners' systems and the opportunities for exchanges with players offering the same service.



CONTACT

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PUBLIC,
SOCIAL AND SOLIDARITY
SERVICES

To bring services as close as
possible to customers.

PREVENT DEPOPULATION OF RURAL AREAS

ACTION TAKEN BY
COMMUNITY OF COMMUNES OF BEAUCE VAL DE LOIRE

Itinerant Public Services Centre (MSAP) - Beauce Val de Loire

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

» In the community of communes of Beauce Val de Loire since 2018 an itinerant public services centre has been operating to assist local inhabitants in their administrative procedures. It works closely with the secretaries of each town hall to provide an easily accessible quality service for all types of public.

» The itinerant Public Services Centre (MSAP) project in the Beauce Val de Loire Community of Communes is based on the Beauce Val de Loire 2017-2022 departmental plan to improve the accessibility to services for population, a plan that has revealed an inequality in the provision of public services within the department.



Going to the users

A Public Services Centre **helps users with all their administrative procedures**. Usually, this centre has a fixed location. The municipality decided to use a camper-van to try out an itinerant way of providing public services, in order to reach out to users in different parts of this mainly rural area. This mobile service **enables the most vulnerable groups** (the elderly, the young, the unemployed, etc.) who often cannot afford to travel, to get access to this service.

One agent is in charge of animating the public services centre. He or she is trained by each of the partner service operators. This facilitator acts as an intermediary between the user and the service operator. He/she assists local residents in their administrative procedures but also helps to rebuild social links and bounds of trust with the most isolated users.

The itinerant public services centre has several purposes:

- » **reduce the disparities between urban and rural areas**, by allowing the inhabitants of the most remote rural municipalities to get the same services than the urban population
- » **increase the attractiveness of rural territory** by bringing services closer to the population

» **limit travelling** as much as possible by moving the Public Services Centres to the town hall square or nearby and thus reduce our environmental impact.

After one year of testing, the itinerant Public Services Centre initiative was continued.

The Beauce Val de Loire Public Services Centre brings together the following services: CAF – Family allowance fund, CPAM - Primary Sickness Insurance Fund, Pôle emploi - National employment agency, CARSAT - Retirement and occupational health funds, Mission locale - Social and professional integration of young people, MSA - Mutual Agricultural Social Insurance, and can provide assistance with paper and online administrative procedures.

Overall cost of the experiment: 121,000 €
Financial support from the State, the Department of Loir-et-Cher and European LEADER funds. ■

CERTIFIED
FRANCE SERVICE
CENTRES IN
2020

PREVENT DEPOPULATION OF RURAL AREAS

ACTION TAKEN BY
D'ABORD DES LIVRES ASSOCIATION

First Books Gironde

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

» *D'abord des Livres (First Books)* is an association that promotes literature and books in particular to children and young people. It has an itinerant bookshop (selling new and second-hand books), recycles books and offers workshops and activities for the general public. It operates in the territory of the community of communes of Montesquieu and occasionally during events in the Gironde department.

» The association was created in 2017 to meet expressed (or not) needs in terms of access to culture, and its ambition is to participate in the reduction of territorial and socio-economic disparities in terms of access to books. It targets a wide audience (aged from 3 months old to more than 90).

Access to culture through itinerant services

The association's activity is organized in three main axes:

» **Animations for children** (introduction to illustration techniques, literary genre, collective writing) and animations for adults/seniors (meeting with an author, discovery of a literary genre, book reading by volunteers). The aim is to energise literature by building special relationships with families and local public, private or associative structures.

“ **20 volunteers**

» **The itinerant bookshop** «Des Livres à Bord» («Books on Board»). Launched in June 2018, the bookshop is based in the Community of Communes of Montesquieu and participates in cultural events in the Gironde. It promotes the independent publishing houses of Gironde as well as local authors and illustrators. The bookshop also offers discount or second-hand books at more accessible prices.

» **Donation/recycling of second-hand books:** donated by individuals or libraries, they are resold in the bookstore or offered to Recyclivre (Book recycling). The resale of second-hand books finances the activities proposed by the association.

Overall cost (2018): 57 077 €.
Financial support of the EU (ESF), the Nouvelle Aquitaine Region and the Gironde department.

Resources:
20 volunteers; 1 coordinator on permanent contracts (0.7 FTE) since September 2019. A Media-Bus, made available by the Department in 2018; donations of books (2000 titles)

Partners: Montesquieu Community of Communes (parking permits, collection points); Saucats Community (weekly readings for children); association café at Léognan (book deposit, monthly duty offices, activities). ■

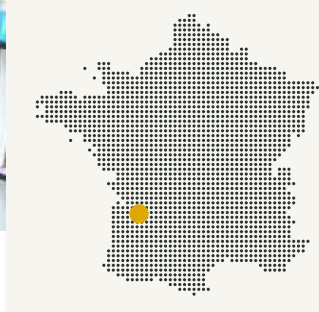
POUR ALLER PLUS LOIN

CINÉ PARC (63), J'AI VU UN DOCUMENTAIRE (I SAW A DOCUMENTARY) (56), QUERCIMAGES (82), MONT-EN-MONTOIS CINÉMA (77), LA MÉCANIQUE DES MOTS (THE MECHANICS OF WORDS) (22), LIBRICYCLETTE - LIBRICYCLE (03), LA TINTINNABULANTE (41E BUS - MOBILE CULTURAL SPACE (09), DRUMTRUCK: ITINERANT MUSIC LESSONS (14), INTERCOMMUNAL SCHOOL OF MUSIC AND DANCE IN LAMBALLE TERRE ET MER (22)



CULTURE,
SPORTS AND
LEISURE

Contribute to promoting
literature and facilitating access
to books everywhere and for
everyone.



Montesquieu Community of
communes, Gironde department

QUICK OVERVIEW

STRONG points
Working in partnership with local
players.

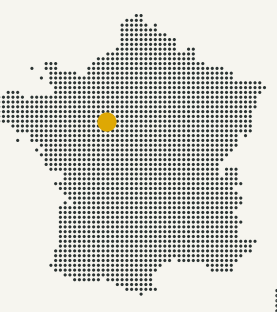
CRITICAL points
Sustainability of activity.

WHAT WE KEEP
Diversity of proposed activities
(bookshops, animations, recycling).



CONTACT

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www.deslivresabord.fr



Loir-et-Cher, Community of
communes of Beauce Val de Loire

QUICK OVERVIEW

STRONG points
Proximity to users.

CRITICAL points
Communication on the initiative is
vital for success.

WHAT WE KEEP
Facilitation is also essential to
the success of this kind of project:
beyond its input in terms of access-
ibility to services, Public Services
Centre plays an undeniable social
role, with close ties between the
facilitator and the users.



CONTACT

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TO FIND OUT MORE

PUBLIC SERVICES CENTRE AT SEMUR-EN-AUXOIS (21), PROXIBUS, LE COIN MALIN DES ANCIENS [SMART ELDER CORNER] (10), MOBILE PUBLIC SERVICE IN SOUTH MARTINIQUE, PUBLIC SERVICES CAMPER VAN IN LOT (46), SENSIBUS AND BUS FOR 0-6 YEARS OLD IN CALVADOS (14)



LOCAL SHOPS

Create a new dynamic
in the town centre.
Fight against the growing
number of vacant shops
on the ground floor.

PREVENT DEPOPULATION OF RURAL AREAS

PARTNERSHIP MUNICIPALITY OF PUY-GUILLAUME
LIVRAOIS-FOREZ REGIONAL NATURE PARK

Move your business Puy-de-Dôme

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

» Bouge ton commerce (Move your business): is a campaign launched to use a vacant building in the town centre of Puy Guillaume, to explore possible new activities and to collect the expectations of the inhabitants and shopkeepers. In order to maintain the vitality of the town centre, it seemed important to have a real strategy of commercial revival in order to guarantee business sustainability.

» Puy-Guillaume has a proactive policy in terms of local shops and has many services. The town enjoys a positive economic climate and gained 200 inhabitants since 2014. However there are still vacant commercial and housing premises in the town centre.



An event to boost local business

Many centre town shops have closed down in the area of the Livradois-Forez Regional Nature Park, leaving the commercial hubs devastated. A special monograph was dedicated to new consumer needs and the situation of local shops in the area, along with a commercial strategy drawn up within the framework of the SCOT (Territorial coherence programme).

Shops become less and less attractive as they are dispersed and outdated, thus their sustainability is threatened. There is a need to give a new lease of life to vacant old commercial and craft units. Sometimes commercial premises are badly or not at all visible, vacant premises without any project are in a poor state, all of this penalizes the commercial dynamics.

In Puy-Guillaume, there are about 15 shops in the Joseph Claussat street and 6 shops in the Edouard Vaillant street. With the support of the Livradois-Forez Regional Nature Park, in order to preserve the dynamism of the town centre, the commune has launched a reflection on the notion of the **transmission and creation of businesses/enterprises** with the various stakeholders (Chambers of commerce and industry, community of communes,

association of shopkeepers) involving cultural players as well. This gave a birth to a festive event in March 2019 intended to analyse consumption practices and identify missing activities or services.

Human and financial resources:

Puy-Guillaume Town Hall: 1000 € funding (artists' remuneration, communication, reception expenses), entertainment and technical organisation. Mobilization of shopkeepers, local radio and partners (intercommunality, Chambers of commerce and industry, cultural associations, EPF (Land Public Institution), etc).

PREVENT DEPOPULATION OF RURAL AREAS

ACTION TAKEN BY
ATHENA COMPANY

Multi-professional paramedical practice - Hautes-Alpes

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

» In Laragne Montéglin, a rural municipality in the Hautes-Alpes a multi-professional paramedical centre has been set up. This centre is designed to offer a complementary range of healthcare services to meet the needs of the territory with a potential growth of number of patients.

» The Athena Centre ensures and improves health care services for the population on a territory undergoing medical desertification.



Pooling to facilitate the patient care

A multi-professional paramedical centre has been set up in Laragne Montéglin to accommodate the region's patients in **shared premises fully equipped** (waiting room, consultation rooms, fitness room, meeting room, toilets, a gymnasium and an outdoor rehabilitation and recovery trail).

Patient care is optimized through a shared multi-professional information system based on a digital technical platform for structure management, coordination between professionals and continuity of care.

Many paramedical and medical health professionals work there: 3 physiotherapists including 1 posturologist specialized in postural balance disorders, 1 osteopath, 2 nurses, 1 dietician, 1 naturopath, 1 podiatrist, 1 psychologist, 1 psychotherapist, 2 sophrologists, 1 reflexologist, 1 Shiatsu practitioner.

The Laragne Montéglin Town Hall has reorganized the municipal bus service to ensure that the medical centre is accessible to the entire population, and especially to those who are not mobile.

“ 15 professionals
work together

The «ATHENA Centre» improves the attractiveness of the territory for local population and newly arrived people. This **new multi-professional health and well-being centre** providing services in the same place considerably reduces the need to travel and meets the challenges of sustainable development.

This project was financed by LEADER (€69,571.14 by the EAFRD and €46,380.76 by the South Region - Provence Alpes Côte d'Azur) and supported by the Sisteronais-Buëch LAG.



HEALTH-CARE

Fight against medical desert by
improving the supply of health
care for the population



Sisteronais-Buëch LAG with
premises in the municipality of
Laragne Montéglin in the Hautes-
Alpes region

QUICK OVERVIEW

STRONG points

Fight against medical desert; improve healthcare services; increase the attractiveness of the territory for new health professionals and new coming inhabitants.

WHAT WE KEEP

The phase of identification of expectations and dialogue with the patients, residents, health professionals, Regional Health Public Authorities and local elected representatives is very important.



CONTACT

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POUR ALLER PLUS LOIN

MA BOUTIQUE À L'ESSAI (MY SHOP ON TRIAL) (05), VILLAGES VIVANTS (LIVING VILLAGES), THE FIRST REAL ESTATE COMPANY WITH A SOCIAL PURPOSE (26, 84, 07, 42, 01), PROJECTS FOR THE REVIVAL OF THE TOWN OF LAURENAN, WITH AND FOR THE INHABITANTS (22), PROJECT "ACTION HEART OF TOWN" IN VAL DE GARONNE (47).



POUR ALLER PLUS LOIN

MULTIDISCIPLINARY HEALTH CENTRE IN MONTAGNY (69), HEALTH CENTRE IN JUGON-LES-LACS (22), MEDICAL CENTRE IN ERÉAC (22)



HEALTH-CARE
MOBILITY

Meet the needs of the population and health professionals in terms of medical transport

PREVENT DEPOPULATION OF RURAL AREAS

ACTION TAKEN BY
THE AMBULANCES OF THE UBAYE COMPANY

The ambulances of the Ubaye Alpes-de-Haute-Provence

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

In 2010 the only existing medical transport company in Ubaye was liquidated by court order and the territory found itself in difficult situation. The ski resorts could not operate without emergency transport services, let alone the necessity to respond to the demands of health professionals and the population.

This is why Cédric HONORE together with his former colleagues decided to get the company he had been working for up and running again.



Saint Pons, Community of Communes of La Vallée de l'Ubaye Serre-Ponçon, Alpes-de-Haute-Provence department

QUICK OVERVIEW

STRONG points
Employee takeover.

CRITICAL points
The support of the Pays Serre-Ponçon Ubaye Durance LAG made it possible to obtain European funds from the Leader programme for the investment part.

WHAT WE KEEP Maintaining the health service supply in the Ubaye territory thanks to the mobilisation of the whole Valley.



CONTACT

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TO FIND OUT MORE

COVOIT* SANTÉ (63)

PREVENT DEPOPULATION OF RURAL AREAS

ACTION TAKEN BY
HUNGARIAN LOCAL AUTHORITIES

Falugondnok – village concierge services - Hongrie

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

The village caretaker or concierge service is designed to overcome the lack of institutions and public transport in rural areas in order to provide easier access to basic facilities and public services.

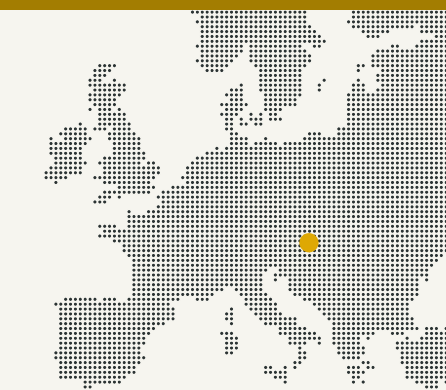
Village concierges provide services at local scale in order to improve the everyday life, promote social cohesion and bring life to the villages.

In response to unmet social needs and difficulties of access to public services, in 1993 caretaker services were created in Hungary in municipalities of less than 800 inhabitants only (the limit will be raised to 1000 in 2022).



Improve the living conditions in villages.

PUBLIC, SOCIAL AND
SOLIDARITY
SERVICES



Hongrie

QUICK OVERVIEW

STRONG points
Stronger social ties thanks to the everyday presence of the village caretaker.

CRITICAL points
Lack of proper recognition of the village caretaker's profession, which deserves greater acknowledgement.

WHAT WE KEEP
Use local resources to strengthen local services and involve residents.

Village caretakers serve the inhabitants

The village concierge service is set up at the request of the local government, who defines by decree the scope of the tasks to be carried out by the service.

A full-time employee has a company vehicle and is responsible for providing basic services to the inhabitants. He also acts as a coordinator between the inhabitants of the village and the authorities.

The caretaker is recruited by the mayor, a local authority body or a non-profit organization for this task, according to local conditions. He or she is recruited from within the village community and must be trained at the Training Centre of the National Institute for Family and Social Policy.

This initiative is governed by a law and is eligible for state financial support for vehicle purchase and village caretaker job financing.

The following basic services are free of charge:

- Meals delivery
- Home care service (buy grocery and medicines for vulnerable or disabled people)
- Students transportation for extracurricular activities
- Transportation of disabled and elderly patients to doctors' offices and health care facilities or to daily services
- Transportation of jobseekers to an employment centre
- Support for City Services

Some secondary services can also be provided to the residents for a fee (transportation for leisure activities and shopping).

TO FIND OUT MORE

SAINT PIERRE-DE-MANNEVILLE VILLAGE CONCIERGE SERVICE, RÉGIE DE TERRITOIRES (FRANCE)





LOCAL SHOPS

Maintain local shops

PREVENT DEPOPULATION OF RURAL AREAS

PARTNERSHIP CAND'ÉPICERIE ASSOCIATION
MUNICIPALITY OF CANDÉ-SUR-BEUVRON

Cand'épicerie, associative grossary store - Candé-sur-Beuvron

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

Since 2007 the grocery store in the town of Candé-sur-Beuvron has changed hands four times, but the four owners have not been able to make a decent living from it. After a new close-down, the municipality decided to look for other solutions in order to keep its shops running and guarantee access to basic foodstuffs for everyone. Having visited 3 associative grocery stores in small villages, it was agreed to undertake an associative project.

The Cand'épicerie association was thus created on December 21, 2018 in order to lead the project and bring the grocery shop back to life.



The associative model for maintaining a local service

The grocery store's objectives are the following:

- Promote the local produce to both locals and the many tourists who cycle along the Loire River that crosses the area.
- Stimulate the town's attractiveness as a place to live and revive the town centre.
- Create jobs
- Build social links between the inhabitants by offering them a place where they can meet and communicate with each other.

From the beginning the project was supported by a **large number of volunteers** who helped to make it possible. When the association was created, it already had 46 volunteers, including 14 members of the Board of Directors. This number has been growing ever since.

The team of volunteers is responsible for the grocery store's general management, with the help of **an employee** recruited by the association.

More than 50 volunteers

Various commissions have been set up to ensure the best possible management of the shop: space planning, accounting, supplier search, communication. Each volunteer can be involved in one of these commissions, according to his or her skills and interests.

The municipality of Candé-sur-Beuvron played a key role in the project's creation and continues to support the association in keeping the grocery store running well. The association has also received support from the Centre Val de Loire Region, the Blois Conurbation and the European Union under the Leader programme carried out by the Pays des Châteaux.

TO FIND OUT MORE

LE CHAMP COMMUN (THE COMMON FIELD) AT AUGAN (56), MONÉPI NETWORK OF PARTICIPATORY GROCERY STORES (FRANCE), CASIERS DE CAMPAGNES (FARM BASKET), COMPTOIR DE CAMPAGNE (FARM COUNTER) (FRANCE), ÉCOLÉGRAM MOBILE GROCERY STORE (22), ASSOCIATIVE GROCERY STORE IN TRÉMARGAT (22), GRAINS D'ICI (10), L'ÉPICERIE SANS FIN (NEVER-ENDING GROCERY STORE) (64), GROCERY-BAKERY PARLY MOI D'AMOUR (89), LA GUIBRA, AGRICULTURAL TAVERN (35), DRIVE DES BOIS D'ANJOU (49), MY PRODUCTS OF YVELINES (78), LE LOK'ALL (29)

PREVENT DEPOPULATION OF RURAL AREAS

PARTNERSHIP ATCHOUM COMPANY
TERRITORY OF FORCALQUIER

Atchoum, local car-sharing solution

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

In order to fight against «autosolism» (use of cars by a single person) particularly developed in rural areas, the Forcalquier-Lure community of communes decided to test a car-sharing solution proposed by Atchoum.

It is a platform that connects drivers and passengers through a Smartphone application and a call centre, and offers a solidarity mobility service that can be easily used by people with little or no knowledge of computers or mobile phones.

Atchoum links passengers with drivers for regular trips (home-to-work) or for punctual trips (to shops or health and employment services).



Facilitating local car-sharing

The IT solution developed by Atchoum in 2015 connects passengers (general public, working people, the elderly, young people...) on one hand, and registered and identified drivers (working people or young retirees available and looking for social usefulness) on the other hand, in order to **offer mobility solutions adapted to the rural environment**. It combines a one-off or regular **car-sharing** scheme (home-work, events, etc.) and a **transport on demand** type scheme particularly suited to isolated elderly people (pick-up at home to go to various services).

This experiment was launched with the support of the Southern Region and Ademe (French Environmental and Energy Management Agency), as part of the call for projects «alternative mobility solutions in low-density areas», which the company Atchoum won in autumn 2019.

100
MEMBER
MUNICIPALITIES
IN 2020 IN FRANCE

10 departments involved

In order to reach out as many residents as possible, the project also provides a communication and animation tools on the ground, essential for the project's start-up. **Two young civic service volunteers**, recruited for six months with the support of the InSite association, will ensure the project's implementation on the field, as part of a global mission to raise awareness of sustainable mobility.

This solidarity mobility solution allowed Atchoum to be labelled an «**ESUS-approved social and solidarity economy company**» and to build partnerships with a hundred or so municipalities throughout France (in 2020, there were 100 member municipalities located in 10 different departments).

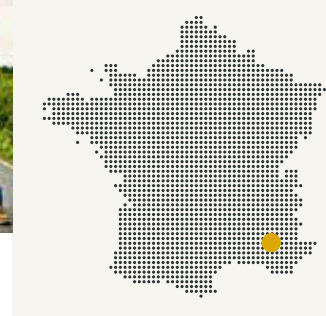
TO FIND OUT MORE

S'COOL BUS (76), TRANSISTOP (68), GARIÇO MAYOTTE, SHARED CAR AT VILLEROUGE-TERMENÈS (10)



MOBILITY

Test an alternative mobility solution in a rural area, adapted to all types of public and all types of local travel.



Pays de Forcalquier
Alpes-de-Haute-Provence (04)

QUICK OVERVIEW

Start-up: June 2020
Expected duration: 2 years

STRONG points
Simple and flexible turn-key service for communities.

CRITICAL points
Project in progress.

WHAT WE KEEP
A solution to rural mobility through a public/private partnership.

CONTACTS

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MOBILITY

Improve mobility
and promote several means
of transport.

PREVENT DEPOPULATION OF RURAL AREAS

ACTION TAKEN BY
PAYS DES CONDRUSES LAG

Mobicondroz : Mobility center Wallonia

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

› The Pays des Condruses LAG has created a mobility website that informs local residents about public transport, social transport services, car-pooling, electric mobility, training (highway code, driving licence etc.).

› Every day in every municipality there are people who need help and do not know who to turn to. Others are ready to offer their support but do not know the people who might need it. The Mobicondroz.be website provides solutions to the mobility issues of the territory.



Providing information on mobility

In 2017, the Pays des Condruses LAG launched a website dedicated to mobility issues.

The site www.mobicoondroz.be proposes suitable transport solutions for inhabitants of the 7 rural municipalities of the territory with 30,000 inhabitants for 301.4 km².

The website provides information on public transport, the social transport service, car sharing and even on driving licences.

If an inhabitant wishes to try out an electric bicycle before a possible purchase, he or she can rent one on the site for 50 per month. Thanks to the site, people also know where to park their bikes in a special dedicated area. This project falls within the Leader approach and also benefits from public funding (Wallonia Region and municipalities), and makes it possible to meet the mobility needs of the residents. ■

PREVENT DEPOPULATION OF RURAL AREAS

ACTION TAKEN BY
THE MUNICIPALITY OF VILLEROUGE-TERMENÈS

Municipal electric cars-sharing service - Villerouge-Termenès

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

› Villerouge-Termenès is a small town with 140 inhabitants, located in the centre of the Corbières massif in a zone with a low population density and without any main public services or shops nearby. In order to overcome mobility difficulties of a part of the local population, in particular the young and the elderly, the town hall has purchased an electric car for sharing.

› Inhabitants or tourists can rent the car at a reasonable price for short trips through an online platform and a digital box. The objectives of his initiative are already met, with 10 half-days of car rental per week and half of the inhabitants benefiting from the service.

Opening up the territory

Given the geographical remoteness of small food shops and supermarkets as well as specialised care centres on one hand, and the coexistence of a young population with modest income and an ageing population with driving difficulties on the other hand, the elected representatives of Villerouge-Termenès have been thinking about the solutions to be found to deal with this problem. The commune decided on a **citizens' initiative** to buy an electric vehicle for its inhabitants.

An electric recharging unit for two vehicles has been installed in the car park of the cooperative cellar and is powered by a photovoltaic shelter; this project was implemented by the municipality.

The objectives are the following:

- › Provide inhabitants with a socially affordable and non-polluting means of transport for short trips within a radius of 40 to 80 km from the departure point (food shopping, markets, friends visiting, medical check-ups, etc.).
- › Encourage car-sharing and reinforce social ties,

“ 10 half-days
rental / week

› In addition, the initiative provides a clean vehicle that can be used by the municipal services for short journeys. Besides these priority objectives, and in order to make use of any remaining time slots during the tourist season, visitors will be able to use the car at a special price.

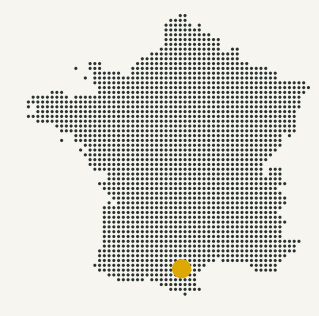
A **network of rural lodges, local producers and craftsmen** is included in the suggested itineraries through on the vehicle's GPS and/or via tablets, Smartphones and other connected equipment.

Amount: € 46,355.48
Funding: EAFRD (64%), Occitania Region, Department of Aude and Villerouge-Termenès municipality. ■



MOBILITY
PUBLIC, SOCIAL AND
SOLIDARITY SERVICES

Provide a cost-efficient and
green alternative transport
solution instead of personal
cars.



Villerouge-Termenès,
the Corbières massif, Aude

QUICK OVERVIEW

STRONG points

This initiative is an example case of a successful project's implementation. A citizens' initiative was taken up by the town hall and jointly developed by the both parties. It resulted in a successful and well-scaled project.

CRITICAL points

This project is strongly subsidised and likely to fail to find its public if the rental price reflected the real cost incurred by the municipality. In addition, an integrated IT-insurance platform solution has facilitated the project's set-up.

WHAT WE KEEP

Co-construction with the local inhabitants was the key to the success of this project.

CONTACT

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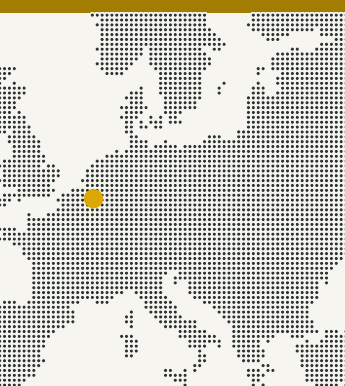
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TO FIND OUT MORE

COSYCAR (BELGIUM), ALTERNATIVE MOBILITY FOR ALL IN THE HAUT-JURA (39)

TO FIND OUT MORE

ELECTRIC RENTAL CARS AT PLOEUC-L'HERMITAGE (22)



Pays des Condruses, Hainaut
Province, Belgium

QUICK OVERVIEW

STRONG points

Mutual aid; solidarity (in particular during the Covid 19 crisis).

CRITICAL points

It will be interesting to examine possible interactions with other projects led in the municipalities.

WHAT WE KEEP

Support from the Pays des Condruses LAG.



CONTACT

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REVITALISATION
OF VILLAGE-CENTRES

PREVENT DEPOPULATION OF RURAL AREAS

PARTNERSHIP VILLAGES
CEDER SOMONTANO LAG

Pueblos Vivos - Spain

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

» «Pueblos vivos» (Living Villages) is an inter-territorial cooperation project designed to address the problem of rural depopulation in Aragon (Spain). Being a pilot project it tries out a working methodology to support the population in rural areas and to attract new inhabitants. The project is led by the Centro de Desarrollo de Somontano LAG (Centre for Integrated Development of Somontano).

The Autonomous Community of Aragon is a landlocked region in north-eastern Spain. Although the villages are victims of the rural exodus, they offer a good quality of life much sought-after by the urban population.



Bringing villages back to life

The Centro de Desarrollo de Somontano is composed of 46 structures committed to the sustainable development of the territory (social, economic actors and cultural sectors). It decided to test a pilot programme to revive the villages of the region.

The project is based on an **active participation of both local populations and local authorities**. Several actions have been carried out: raising awareness on depopulation issues, collecting data on people's expectations, setting up methodologies and actions to improve the quality of life and the attractiveness of the territory for the current population and new comers.

Obtained results :

- » Twenty-eight municipalities involved (lists of resources and public services available to the new inhabitants were drawn up)
- » About a hundred volunteers involved
- » Thirty awareness-raising actions carried out

(dissemination of information and exchange of experiences).

- » A website to disseminate the inventories and share the identified experiences and good practices.
- » Eight groups / profiles of potential new inhabitants identified
- » Networking with other territories to facilitate communication and results transfers.

Overall budget: € 100,063

Project financed at 80% by Europe (LEADER 2014-2020 aid from the European Agricultural Fund for Rural Development) and the Government of Aragon.

A partnership has been formed with a French association «Los locales» which has been working for 20 years on the issue of rural depopulation. The Beaujolais Vert LAG is also working on this subject.

PREVENT DEPOPULATION OF RURAL AREAS

ACTION TAKEN BY
THE MUNICIPALITY OF PLOEUC-L'HERMITAGE

Equipment and service offer Plœuc-L'Hermitage

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

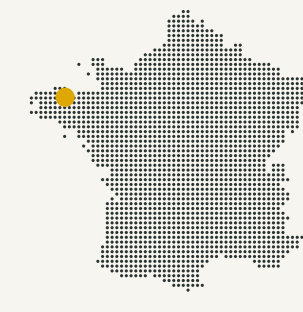
» Plœuc-L'hermitage is located in the heart of the Côtes d'Armor department between Saint Briec and Loudéac, and has an everyday inflow of residents over several towns of 3 intermunicipalities. The project aims to boost the town centre of Plœuc sur Lié through housing, economic, commercial and associative activities, public spaces and services. This project allows the two former municipalities to keep their central role and complementarity within the new town of Plœuc-L'Hermitage.

» It is a large rural town with a very strong central urban structure, and a complete, albeit vulnerable, commercial structure. The density of different facilities is significant in the town, which is typical of a central town (colleges, schools, cultural and sports facilities, a local service hub etc.).



REVITALISATION
OF VILLAGE-CENTRES

Give a new lease of life
to the town centre and reinforce
the service offer.



Plœuc L'Hermitage,
Côtes d'Armor department

A global approach to revitalise the commune

The project is designed to develop housing in the town centre, strengthen shops and public services, use associations 'activity as a lever for regional development.

Many actions have been undertaken:

ICI (Inter Community Information): This system was developed by the Departmental Council in order to share information between local authorities. It gives users access to basic information and helps them find the right services to contact, regardless of the question they have or the municipality concerned.

Shared cultural shop: creation of a cultural shop sharing vacant commercial premises, in order to offer an exhibition and sales area for artists from the town and the surrounding area.

Relocation of the Community Music School and creation of a cultural third place (at the project stage): the aim is to place the activities of the music school at the heart of everyday life, in a third place accessible to all and to promote meetings and cultural initiatives in central and rural areas.

Public services centre: the centre is located in the post office of Plœuc-L'Hermitage and provides information and support to the inhabitants in their everyday administrative activities related to essential public services and the Rural Families association.

Shared electric car: is designed to link the two town centres, which are 6 km apart, but also to provide the inhabitants of the town and the surrounding area with an environmentally-friendly transport service in addition to the existing public transport services.

Creation of a Centre for Associations and Local Initiatives, aimed at strengthening social ties and boosting local associative life.

QUICK OVERVIEW

STRONG points
Global approach with several services enhanced or created.

CRITICAL points
Ongoing project.

WHAT WE KEEP
Use associations 'activity as a lever for regional development.



Fight against depopulation
and attract new inhabitants in
rural areas with low population
density (3 to 6 inhabitants
per km²).



Territory of Somontano
de Barbastro, Autonomous
community of Aragon
in northeastern Spain

QUICK OVERVIEW

STRONG points
An integrated action strategy (different aspects impacting on rural depopulation are addressed: such as employment, housing, Internet connection, communication network, services to the population, etc.).

CRITICAL points
Flexibility is fundamental: the project actions were adapted to the needs and characteristics of each specific case.

WHAT WE KEEP
The involvement of local people and actors through the volunteer network played a key role in the success of the initiative.



Sheet produced by the ENRD (European
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PLATFORM «VOLVER AL PUEBLO» (BACK TO THE VILLAGE) : ✉ volveralpueblo.org, TOWN CENTRE REVIVAL PROJECTS (FRANCE), LES LOCALOS (FRANCE)

TO FIND OUT MORE

DYNAMICS OF THE TOWN CENTRE OF MARENNES (17), REVITALISING THE TOWNS OF LAURENAN (22), BOUVRON (44), PLOUARET (22), TRÉMARGAT VILLAGE (22)
SEE "REVITALISING TOWN-CENTRES" REVIEW ON BRUDED'S WEBSITE ✉ www.bruded.fr

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HOUSING

Develop and promote participatory housing.

PREVENT DEPOPULATION OF RURAL AREAS

ACTION TAKEN BY
COOPERATIVE COMPANY OF COLLECTIVE INTEREST REGAINS

Participatory housing Haute-Provence Luberon

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

» The project's overall aim is to promote participatory housing on the territory in order to strengthen solidarity between generations and on a broader scale to participate in the construction of a more resilient territory.

» Participatory housing is a socially useful initiative that puts the inhabitants at the core of housing production; it is also an innovative initiative that addresses well-known social challenges: reinforcing cooperation practices and solidarity links, providing affordable housing, eco-construction and environmental issues, as well as ageing well together.



Participatory housing, a vehicle for social ties in building a resilient territory

Faced with a steady increase in population, the majority of communes in the Haute-Provence-Luberon area must meet a two-fold challenge: **create new quality housing** and take into account the low incomes of certain categories of the population (single people, single-parent families, senior citizens, etc.). Some rural areas are facing the problem of an ageing population and a lack of attractiveness for young families, due in particular to the progressive shutdown of local shops and the lack of economic vitality.

Participatory housing is expanding in France and the Provence-Alpes-Côte d'Azur region, and is increasingly attracting more and more citizens who are interested in this type of housing and more broadly wish to change the social model in which they live.

Territory of Haute Provence
Luberon LAG

QUICK OVERVIEW

STRONG points

The project is coordinated at the regional and departmental levels to promote cooperative housing as a way to attract new inhabitants to rural areas.

CRITICAL points

Explain how participatory housing works and show what diversity it offers.

WHAT WE KEEP

The project obtained LEADER funding in 2018 and was supported by the Haute Provence Luberon LAG.



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TO FIND OUT MORE

LA MAROTTE, SHARED HOUSING (65), "OPEN HOUSES INITIATIVE" IN SAINT-JUST AND PALOGNEUX (42), INTERGENERATIONAL SOLIDARITY HOUSING «1TOIT2GENERATIONS» ("1ROOF2GENERATIONS») (22), COOPERATIVE COMPANY OF COLLECTIVE INTEREST L'ARBAN (23), HABITAT DES POSSIBLES (HOUSING OF THE POSSIBLE) AND HABICOOP, (FRANCE)

REINFORCE
THE ATTRACTIVENESS
OF THE TERRITORIES

THE
EXPERIENCES

ACCESS



LOCAL SHOPS
CULTURE, SPORTS
AND LEISURE
PUBLIC, SOCIAL AND
SOLIDARITY SERVICES

Defend and promote cultural
rights and re-appropriate public
space through citizenship,
social and solidarity actions.

REINFORCE THE ATTRACTIVENESS OF THE TERRITORIES

ACTION TAKEN BY
LA PETITE POPULAIRE ASSOCIATION

La petite populaire, cultural café Gironde

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

La Petite Populaire is an associative cultural café in the town of La Réole, created in November 2016 by a group of 25 people. It offers a cultural program and leads educational, civic, social and solidarity actions that boost the territory.

The South Gironde has a rich culture and heritage as well as an exceptional diversity of populations; but at the same time it is also affected by a lack of cooperation and information about different actions carried out on the territory by stakeholders and local inhabitants.



An associative cultural café to revitalise the village

The association realized that the inhabitants had other cultural expectations than those proposed on the territory, and decided to offer alternatives that contribute to the revival of the town centre of La Réole and its surroundings:

Cultural development: additional programming to the existing ones and a specific project for groups of population that are far from artistic and cultural practices and/or in difficulty. The objective is to multiply cooperation and exchanges with the cultural and social actors of the territory and, thus, to promote access to an innovative and alternative cultural offer for everyone. It also aims to create social and intergenerational links in the area.

Local economic development: the café participates in the animation of the town centre and contributes to the attractiveness of the area (new arrivals, tourists, businesses). Today it is a place of visit, of social interaction and one of the most important shops in the rue Armand Caduc. All generations and all publics meet there.

“ Collective of 25 people

Partners: town of La Réole, Community of Communes of Réolais in the South Gironde, Pays Sud Gironde, IDDAC (Departmental Institute for Artistic and Cultural Development), La Réole Tourist Office.

Human resources: 1 full-time equivalent

Financers (2018):

- The city of La Réole: 2 500 € («Culture» part of the project)
- Community of Communes: 1 000 € («Culture» part of the project)
- Gironde Departmental Council: 4 000 € (operating grant «Artistic Life» for 2019)
- New Aquitaine Region: 7 000 € (call for projects «Places and Cultural Project of Proximity»; renewable in 2019)
- AMPLI - ESF scheme: 20 000 € (support for a first job creation).

TO FIND OUT MORE

L'ÉPICERIE SANS FIN (NEVER-ENDING GROCERY STORE) (64), LE CHAMP COMMUN (THE COMMON FIELD) (56), MIX CAFÉ (22), LE CERCLE DU PÊS (33), TIERS LIEU 5D (90), EL QUADRAT (66), LE GUIBRA (35), LE LOK'ALL (29), LES BISTROTS DE PAYS (FRANCE), LA BIGAILLE, ASSOCIATIVE AND CULTURAL BAR OF MARENNES (17)

REINFORCE THE ATTRACTIVENESS OF THE TERRITORIES

ACTION TAKEN BY
GRAINS D'ICI COMPANY

«Grains d'ici» grocery store and “locavore” caterer - Minervois

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

Since 2018, the grocery and caterer Grains d'ici has been the only multiservice shop in the municipality. Grains d'ici promotes community and collective values, high-quality products as well as the development of peasant and organic agriculture.

The grocery store works mainly in a short chain with more than sixty local producers and craftsmen (bakers, market gardeners, farmers, cheese makers, brewers, winemakers, picker-processors, olive producers etc.).

With every grocery product the shop's managers, Athanaël and Noémie, defend the work done by the producers and promote local and sustainable economy, as well as the social and solidarity values that are important to them.

A grocery store that brings its territory to life

The Grains d'ici grocery store offers everyday groceries and regional and local high-quality products. It is also possible to order drinks (Licence III store) and cheese and charcuterie. In high touristic season, the grocery store offers tapas, salads and sandwiches. Grains d'ici also organises different events (parties, organic cooking workshops, tours, producer visits and concerts) that make the village more dynamic and offer a cultural programme during the summer months. In addition, the store also distributes tourist brochures to inform visitors and clients about the region's assets.

European funding

Recently, Grains d'ici obtained funding from the EAFRD to enhance its visibility (by creating a website and communication media) and to develop a «catering» service (for purchasing kitchen equipment and a refrigerated vehicle). This increased the visibility of the coffee-grocery store on the market, made its activity widely known to the local population, tourists and also to institutions, helped to develop the service offer with more economic potential and to increase sales of products from the local short chains via buffet events. This has also allowed creating jobs within the company.

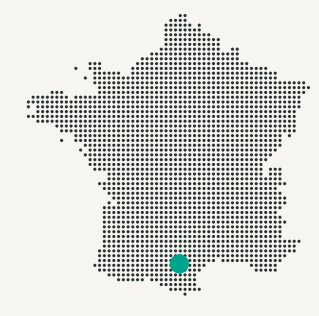
Partners

- Town Hall of Pouzols Minervois (owner of the premises and initiator of the multi-service project. Lending of equipment for events)
- Local producers
- Cru Minervois trade union
- Tourist offices, in particular Olonzac and Le Somail
- Local Associations
- Est-Audois LAG



LOCAL SHOPS
EMPLOYMENT
AND ENTREPRENEURSHIP

Bring life to the territory
by promoting short chains
and encouraging environmentally
friendly practices and organic
farming.



Pouzols Minervois,
Narbonne region, Aude

QUICK OVERVIEW

STRONG points

The objective of the managers is not only to develop an economically sustainable and viable activity, but also to keep the local economic fabric in operation (for example, they do not negotiate the prices fixed by producers because they believe that the producers know the right price for their work).

CRITICAL points

Need to develop communication about the project (and to find funding for this component); request the support and assistance of the territory's LAG.

WHAT WE KEEP

Partnership with the town hall and with motivated local producers.



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TO FIND OUT MORE

LA RENOUÉE (23), LE CHAMP COMMUN (THE COMMON FIELD) (56), LE MARCHÉBUS (NORD ALSACE), ECOLÉGRAM (22)

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CHILDHOOD,
YOUTH AND EDUCATION
EMPLOYMENT AND
ENTREPRENEURSHIP

REINFORCE THE ATTRACTIVENESS OF THE TERRITORIES

PARTNERSHIP RICH'ESS ASSOCIATION YOUTH AND CULTURAL CENTER
OF QUINTIN – CAE (SUPPORT EMPLOYMENT CONTRACT COOPERATIVE) AVANT-PREMIÈRES

Youth Cooperative of Services in Rural Areas - Côtes d'Armor

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

Challenges:

Faced with lack of confidence of young people in institutions, a quite complex role of young people in rural areas, and growing inequalities, the SYC promotes the participation of young people.

Difficult professional integration of young people, search for professional direction: the SSE model can bring them an answer.

The Youth Services Cooperative (YSC) is a collective entrepreneurship training project for young people aged 16 to 18. The YSC brings together 15 young volunteers to create their short-term cooperative business (2 months during the summer) offering services on the territory (delivery, gardening, childcare, archiving, cleaning, shelving...).



© Rich'ESS



Photos: © Rich'ESS-TAG22



Collective entrepreneurship for 16-18 year olds

The YSC initiative was spotted in 2012 during a study visit of Breton SSE actors to Quebec. One year later, the project started in Quintin and was renewed every year since then.

Its principle is quite simple: young people between 16 and 18 years old set up their own work cooperative to offer services on their territory during the summer.

In concrete terms, and under the legal and financial umbrella of the Le Cric cooperative, the young people offer to individuals, associations, local authorities and companies of their territory services that they have defined in advance. This economic activity is remunerated.

New services through SSE

The young members of the cooperative must calculate prices, advertise their service offer, manage schedules; they also have to share management, marketing and accounting functions as well as profits.

They are supervised by two animators and supported by a local committee that brings together economic actors from the social and solidarity economy (SSE), youth and popular education structures, local authorities and citizens.

The YSC is fully integrated into the local economic landscape and is governed by the same rules as any other company.

In addition to the remuneration that young members of the cooperative receive, the YSC initiates them to the democratic process and the management of a company as well as to the collective way of working. This encourages personal and mutual responsibility, solidarity and motivation among the young people.

Main expenses: costs of the animators' job and the coordination of the project.

Financers: State (Youth PIA [investing for the Future Program]), Departmental Council, Saint-Brieuc Armor Agglomeration.

TO FIND OUT MORE

YSC IN RURAL AREAS IN THE HAUTS DE FRANCE (62); THE FACTORIES OF THE RURAL WORLD CREATED BY THE MRJC (RURAL CHRISTIAN YOUTH MOVEMENT).

REINFORCE THE ATTRACTIVENESS OF THE TERRITORIES

ACTION TAKEN BY
RICH'ESS ASSOCIATION

TAg22 - Côtes d'Armor

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

Some observations:

Collective project leaders do not receive sufficient support.

The problems of different sectors or territories are not well anticipated.

SSE territorial network needs to be consolidated, and the SSE economic ecosystem should be developed.

The TAg 22 promotes social innovation and seeks to offer a comprehensive response to the problems of collective entrepreneurship in the social innovation sector. It develops a twofold approach:

A territorial approach through the analysis of new socio-economic needs and development of economically viable and sustainable solutions,

A project-oriented approach through the support of collectively-owned companies serving social needs.

A driving force for social innovation

Led by Rich'ESS, the SSE hub of the Pays de Saint-Brieuc, the TAg22 project offers a unique opportunity to develop an innovative project promoting both territorial animation and economic development.

This project is financed by public partners committed to social innovation: The EU, the French government and the Region. Its economic model is built on the basis of territorial studies.

Today the structure has **3 poles of activity** (networking, entrepreneurship and start-up pole) and proposes **three types of services:**

- The Ideator - Moving from idea to project
- The Revealer - Analyzing new needs
- The Incubator - Creating and launching a socially innovative activity

It is therefore a totally hybrid structure, atypical and adaptable both to the SSE and to the so-called classical economy, which implies atypical team profiles with high technical skills, but also permanent creativity, able to produce **collective brainpower**, capable of distancing themselves, ready for strategic development, possessing a forward-looking vision.

It currently **stands as a territorial development agency.**

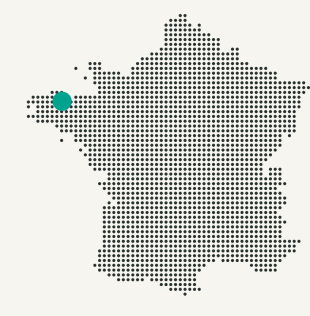
TO FIND OUT MORE

CRESS BRETAGNE (THE REGIONAL CHAMBER OF SOCIAL AND SOLIDARITY ECONOMY OF BRITTANY)



EMPLOYMENT AND
ENTREPRENEURSHIP

- Encourage the development of socially innovative collective enterprises.
- Anticipate the needs of territories and sectors.
- Provide economic responses that are socially innovative, sustainable and non-relocatable.



Côtes d'Armor Department

QUICK OVERVIEW

STRONG points

A very challenging project that requires constant improvement of flexibility and makes us ensure that we produce social innovation while extending the boundaries of the SSE through territorial alliance strategies.

CRITICAL points

Not all the partners are ready yet to develop social innovation, because it shakes up traditional patterns and usual perceptions and forces us to build new forms of relationships. The sustainability and strength of this project lies in:

- The strategic approach: financial, territorial, technical and organisational.
- The composition of the technical and management teams.
- Financial partnerships
- Agility in both organization and practice.

WHAT WE KEEP

Experimentation, flexibility, conceptual approach, strategic positioning



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MOBILITY

REINFORCE THE ATTRACTIVENESS OF THE TERRITORIES

ACTION TAKEN BY
SIREL976 ASSOCIATION

GariCo' Mayotte, car-sharing platform

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

The GariCo application, created in 2019 by the Sirel976 association, is designed for people looking for or offering car-sharing on one hand, and for companies looking for a tool for their employees when developing their mobility plan on the other hand.

There is no integrated public land transport service in Mayotte (except for school transport), and the main means of travelling are personal cars, taxis (registered or illegal) or walking. The Global Transport Plan drawn up by the State, the Department of Mayotte and CADEMA (The Community of the Conurbation of Deme-ni-Mamoudzou) pointed out the necessity of proposing alternative means of transport such as car-sharing.



An application for companies and individuals

The application available on the internet and on Smartphone allows users to:

- consult or propose one-off or regular priced trips.
- fill in or consult information to guarantee the traceability of transactions and provide security (vehicle registration, licence reference and insurance).
- specify or consult other details concerning comfort (air conditioning, music preferences, luggage or animal transport).
- have a geo-location tool in real time to better understand traffic and time constraints.

The application is available both on the Internet and on mobile devices (tablets, Smartphones) and thus is easy to use. The implementation of a multilingual switchboard (French, Shimaore, Shiboushi, Malagasy, Comorian) is also planned.

The impacts targeted by this project are as follows:

- Economic:** Reduce the number of vehicles on the roads, reduce fuel costs.
- Environmental:** Reduce the rate of CO pollution and/or noise pollution.
- Safety:** Travel with people identified via the platform.
- Social:** Encourage people who change their usual mode of travel by individual car.

The project was set up by a steering committee and a team of 5 employees (project manager, IT engineer, graphic designer, 2 developers and 1 tester).

Partners: ADEME (French Environment and Energy Management Agency), MLEZI MAORE, LES NATURALISTES, MNE (Mayotte Nature Environnement), ENCRE ECO, CADEMA, Vice-Rectorat, CHM (Mayotte Hospital Centre), MADORA)

Project was funded by the EAFRD in the framework of the Leader programme. ■

TO FIND OUT MORE

INSERCYCLES (33), COSYCAR (BELGIQUE), ATCHOUM (SUD PACA REGION AND AUVERGNE RHÔNE ALPES)

REINFORCE THE ATTRACTIVENESS OF THE TERRITORIES

ACTION TAKEN BY
BELECTRA COMPANY

Electric vehicle charging stations - Isperih

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

Creation of a special centre to modernise, produce and maintain electric vehicles and charging stations in the Isperih region by Belectra company.

The Isperih region is the second poorest region in the European Union, located in north-eastern Bulgaria.

Faced with climate change and growing transport costs, more and more companies and consumers are taking an interest in electric cars.



Encouraging clean mobility

The electric vehicle technological centre « Belectra » was created by a small company in the region of Isperih to develop innovative technologies for the electrical cars.

The Centre aims to **transform conventional cars** into electric cars, produce charging stations and train mechanics. In addition, the company has taken the initiative to organise information meetings with public institutions to examine how to optimise their car parks, thereby improving public services. Awareness-raising activities are also being carried out to inform the population, particularly young people and public authorities, about the advantages of electric vehicles.

5 recharging stations available

Five charging stations were built between March and September 2015 in the cities of Varna, Plovdiv,

Shumen, Burgas and Belogradchik. The company plans to gradually occupy at least 60% of the electric vehicle market and 70% of the charging station market in the region.

1 000
INHABITANTS
INFORMED

Three new jobs have been created (two mechanics and one administrator).

More than 1,000 inhabitants of the Municipality of Isperih have received information about electric mobility as a modern solution for health and environmental protection and a tool to create a contemporary and attractive image of the region.

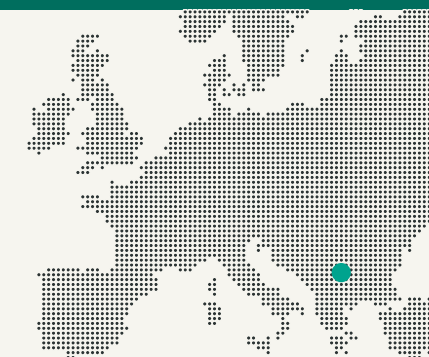
Total budget: 38 800€

- EAFRD: 21 760€
- Regional/national funds: 5 440€
- Private funds: 11 600€



MOBILITY
EMPLOYMENT AND
ENTREPRENEURSHIP

Create new jobs in rural areas in an innovative sector and boost the local economy; provide an alternative and less polluting transport service.



Isperih, Razgrad province, Bulgaria

QUICK OVERVIEW

STRONG points
Strong and committed team.

CRITICAL points
Lack of knowledge of the local population about the opportunities offered by electro-mobility and their city's contribution in the sector.

WHAT WE KEEP
Raising environmental awareness and the spirit of innovation; cooperation with Isperih LAG.



Sheet produced by the ENRD (European Network for Rural Development)
enrd.ec.europa.eu



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Implement a web and mobile application platform to facilitate car-sharing by connecting people.



Mayotte

QUICK OVERVIEW

STRONG points
Traffic congestion and pollution reduction through car-sharing.

CRITICAL points
A high-performance application is required, and the diversity of the target audiences (individuals and professionals) must be taken into account.

WHAT WE KEEP
Promotion of more green mobility.



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CULTURE, SPORTS
AND LEISURE

REINFORCE THE ATTRACTIVENESS OF THE TERRITORIES

PARTNERSHIP ZIMZAM
LA BOURGUETTE ASSOCIATIONS

Creation of the Culture and Disability Centre - South Luberon

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

Since 2018 a big circus tent has been set up in Tour d'Aigues. This tent is shared by two associations, ZIMZAM and La Bourguette, and offers a possibility to practice, create and disseminate art. It is open to everyone, and in particular allows people with disabilities to learn about the circus arts.

In the South Luberon area, cultural sites for artistic creation, practice and dissemination are lacking, and too little attention is paid to the disabled. The Culture and Disability Centre was created to make up for these shortcomings.



Pooling resources to provide new services

Since 2005 the association ZimZam has been developing circus activities in relation with the public in difficulties. The association La Bourguette, which manages specialized centres for people with autism, has been hosting ZimZam's itinerant circus tents on its territory for the past 5 years.

Circus workshops are organized for children from the Medico-educational Institute La Bourguette, and for adults from the Medical care homes Les Capelières and Le Grand Real. Every year since 2013 ZimZam organizes the **Fadoli's Circus festival** in partnership with La Bourguette association, that hosts this event. The festival has been attended by more than 1500 people in 3 years.

In 2018 the associations ZimZam and La Bourguette decided to create a common space, a semi-rigid circus tent, to confirm their strong partnership. The aim was to create a unique place in France outward looking and firmly

rooted on its territory, a place to **connect the circus and the disabled community**. Encouraged by this successful experience, the associations La Bourguette and ZimZam hope to share the site with other social, cultural, public or private structures. Both entities are fully conscious of the collective stake that this project represents and will use their networks to transform the site into a space for cooperation and sharing.

The project for a disability and culture centre was launched in 2018 with the **assistance of the Haute-Provence-Luberon** LAG and the financial support of the Leader programme.



REINFORCE THE ATTRACTIVENESS OF THE TERRITORIES

ACTION TAKEN BY
THE LOCAL ACTION GROUP OF ZALA THERMAL VALLEY

Open Farm Network in Zala-valley - Hungary

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

The Open Farm Network in the Zala Valley brings together farmers, local food producers and rural service providers who open their farms and processing units for public visits during open days.

Their objective is to provide local residents and visitors of the region with high quality, locally produced products and services. The network is led by the Local Action Group of the Zala Thermal Valley (LEADER).

Situated in the western part of Hungary, this is an agricultural area, socially and economically disadvantaged with high unemployment, yet close to the spa resort of Hévíz and Lake Balaton, both of which attract many visitors.



Promote short chains

Zala Thermal Valley LAG supported local actors in the implementation of the project: carrying out a study on local food systems, organising workshops to define the range of possible services, visiting similar projects in France (discovery of the Bienvenue à la Ferme agrotourism network), creating digital tools (Internet platform and application) and creating the marketing image (logo, roll-up, signs, advertising spots, website...). The Open Farms network was **officially launched in July 2018**.

In concrete terms, the members of the network organise regular and one-off events on their farms: farm product sales, tasting of local products, craft workshops, educational farm for children, guided tours of the workshops, national «Open Farm Night» event, etc.

About thirty members

These events are announced on the network's website (<http://nyitottportak.hu/>) and on the mobile application.

When a farmer joins the network, he or she becomes eligible for aid to develop his or her farm and meet the network's quality standards. This support, which can be up to 14,700 and is paid by the local LEADER fund, can be used for example to develop a reception infrastructure or create buildings needed for the direct sales from the farm.

The network had 16 members in 2018 and now has almost 30.

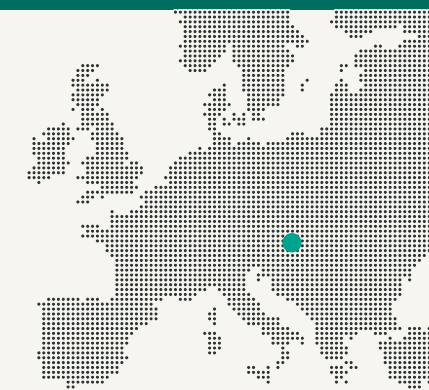
TO FIND OUT MORE

BIENVENUE À LA FERME (WELCOME TO THE FARM) NETWORK (FRANCE), ACCUEIL PAYSAN (RURAL WELCOME) (FRANCE), INVITATION TO THE FARM (FRANCE), ARTISANAL HONEY FROM FRAN (SPAIN), WINE TOURISM COMPLEX «FINCA EL MORAL» (SPAIN), PRODUCERS' BASKET PLATFORM (HUNGARY)



EMPLOYMENT AND
ENTREPRENEURSHIP
CULTURE, SPORTS
AND LEISURE

Build a local agro-tourism
network with local
stakeholders.



Zala Country, Hungary

QUICK OVERVIEW

STRONG points

Training local actors on how to use and manage Internet platforms and applications.

CRITICAL points

It is important for the project to be based on a territorial analysis and to involve local actors so that they can fully embrace the project.

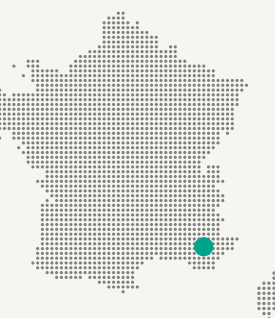
WHAT WE KEEP

Support from the Leader Local Action Group (excellent knowledge of the local environment and very strong motivation to develop its territory).



CONTACT

GAL ZALA TERMÁLVÖLGYE EGYESÜLET
BATHÁNY Lajos út 13.
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info@zalatermalvolgye.hu
zalatermalvolgye.hu/



Tour d'Aigues, Community of
Communes of Pays de Forcalquier –
Montagne de Lure, Vaucluse

QUICK OVERVIEW

STRONG points

Creation of an outward looking space for cooperation and sharing, where social and cultural actors of the territory can develop partnerships.

CRITICAL points

Promote the place on the territory, make it a reference point for the general public as a place of artistic dissemination, practice, and mixed population.

WHAT WE KEEP

Sharing of ideas, means, and resources.



CONTACT

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EMPLOYMENT
AND
ENTREPRENEURSHIP
REVITALISATION
OF VILLAGE-CENTRES

Boost local economy and
improve people's
everyday life.

REINFORCE THE ATTRACTIVENESS OF THE TERRITORIES

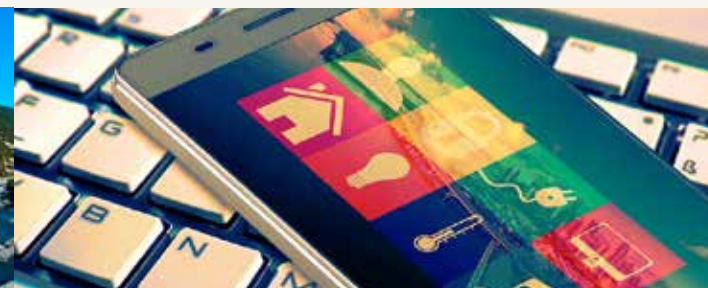
PARTNERSHIP ALPES PROVENCE VERDON COMMUNITY OF COMMUNES
PACA REGIONAL RURAL NETWORK – ADRETS

Smart rurality Alpes Provence Verdon

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

In order to help rural territories to take up the challenge of the digital transition an experimental project entitled «Smart rurality Alpes Provence Verdon» was launched in 2018 by the Provence-Alpes-Côte d'Azur Region, the Community of Communes Alpes Provence Verdon and the Alpes-de-Haute-Provence Development Agency, with the support of the Regional Rural Network.

The idea of the project is to create a network of actors in the Alpes Provence Verdon Community of Communes and to test a method that can be easily transferred to other territories in Provence-Alpes-Côte d'Azur. The objective is to enable the players to take up the challenges of the digital transition, define a digital strategy for the territory and identify support actions using a prospective diagnosis of the territory as a basis.



The digital transition at the service of the territory

Several **key issues for the territory** were defined during the steering committees and detailed in the territory diagnosis:

- The demographic dynamism of the territory: + 1,730 additional inhabitants since 2000, but with growth currently levelling off at around 0.1% per year.
- The dominance of the tertiary sector: 952 paid jobs in the non-market service sector, i.e. 43% of the total paid employment in the area.
- The important weight of the agricultural sector: 90 farms, or 9% of all businesses.
- The entrepreneurial dynamics: 139 new commercial businesses/year; 37.5 ha of land dedicated to businesses with a strong focus on business transfers (a majority have no employees).
- The importance of tourism in the local economy: 31% of jobs in the area.
- The potential of digital technology development for the population and businesses: very high speed broadband is being rolled out in the area, Internet access is almost universal, but only 53% of the local population has access to a good quality Internet connection.

As a result of the discussions carried out by the thematic working groups, nearly **40 proposals**/ideas were drawn up and structured around **4 main objectives**:

- Strengthening digital infrastructures
- Creating a digital culture on the territory
- Creating and enhancing digital access points
- Create shared tools for local stakeholders.

The partners have set up a multi-year road-map (action plan 2019-2022), on the basis of rapidly operational actions. A dozen actions have therefore been selected, all of them with a lead structure, funding sources and a short and medium-term completion deadline. Cooperation between French and European territories has been initiated, and synergies have been created with the actions carried out by ADRETS (Association for Networking Services and Territorial Development) on smart villages.

REINFORCE THE ATTRACTIVENESS OF THE TERRITORIES

ACTION TAKEN BY
IDELUX INTERMUNICIPAL ASSOCIATION

Idelux, Central purchasing office Smart City - Belgium

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

The Idelux Intermunicipal association brings together 44 municipalities in Luxembourg Province. It has set up a central purchasing office offering solutions adapted to the expectations and needs of the municipalities on its territory. This tool helps to facilitate the work of the municipalities and the digital development.

As a cross-border territory (France and Luxembourg), the Luxembourg Province is a large territory where the municipalities do not all face the same problems. The central purchasing office makes it possible to meet the needs of each commune and to facilitate the smart (connected) transition of the territory.

Digital solutions for rural communities

The Idélux central purchasing office offers **ten solutions** to rural communities in the Luxembourg Province:

- E-window for ordering, paying, signing and receiving documents online.
- Solution allowing the management and centralization of the operations done by the maintenance department.
- Public space occupation request application solution (moving, flea market...).
- Citizen Participation Platform.
- Mobile application to present services and communicate on services to the population.
- Online school payments platform (meals, excursions...)
- Sensors of air quality, CO2, temperature, humidity for buildings and management platform.
- Energy monitoring solution (water, gas, electricity, fuel oil) for buildings.
- Collaborative project management solution (including Strategic Cross-cutting Program).
- Citizen relationship management tool (reservation of halls, sports fields...) and website.

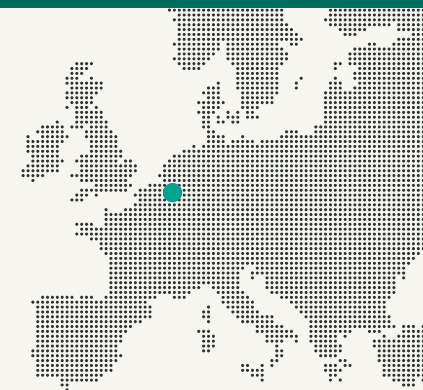
23 member municipalities

These solutions have been identified through an audit listing the expectations and needs of the municipalities. Thus, each municipality can choose what it needs according to its specific situation. The central purchasing office helped to **speed up the process** of equipping municipalities. One year after the launch, in 2020, 23 out of 44 municipalities have joined the system and some 20 orders have been placed or are in progress.



PUBLIC, SOCIAL
AND SOLIDARITY
SERVICES

Simplify the work of municipalities wishing to implement digital solutions for the service management or facilitation.



Luxembourg Province, Belgium

QUICK OVERVIEW

STRONG points
Exportable model; can be transferred to other services.

CRITICAL points
Need to adapt to changing market conditions.

WHAT WE KEEP
Digital solutions for the service management or facilitation.

CONTACT

Idélux
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benoit.muller@idelux-aive
www.idelux.be

TO FIND OUT MORE

DOSSIER ON THE SMART VILLAGES OF THE ENRD – MUNICIPALITIES OF LAVONCOURT (70) OR MONCONTOUR (22).



CONTACT

COMMUNAUTÉ DE COMMUNES ALPES
PROVENCE VERDON
SAINT-ANDRÉ-LES-ALPES (04)
ccapv.fr/alpes-provence-verdon/
actualite/273-smart-ruralite



LOCAL SHOPS

Support business start-ups
and revive town centres.

REINFORCE THE ATTRACTIVENESS OF THE TERRITORIES

PARTNERSHIP SERRE-PONÇON COMMUNITY OF COMMUNES
INHA ASSOCIATION

My shop on trial - Alpes de Haute-Provence and Hautes-Alpes

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

» «My shop on trial» is a scheme to revive a town centre or a village centre by offering to a project owner an opportunity to test his or her project during a limited period of time in a vacant commercial space. It allows the project leader to test his project without the risks associated to a business start-up since he or she will have the possibility to rent the premises for half a year period which can be renewed once, at a low rent and with a specific assistance package.

» The territory of the Serre-Ponçon community of communes faced with rural exodus and a low level of economic activity has found a way to deal with these problems by setting up «My shop on trial».



Salle-les-Alpes, Serre-Ponçon
Community of Communes, Alpes-
de-Haute-Provence and Hautes-
Alpes

QUICK OVERVIEW

STRONG points

The scheme is appealing at the national level as there are 60 «trial shops» in operation.

CRITICAL points

The support of the local LAG can facilitate the links between private and public actors.

WHAT WE KEEP

Revitalizing town centres by supporting the creation of small businesses.



CONTACT

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05240 LA SALLE-LES-ALPES
04 92 22 33 00
accueil@initiative-nha.com
www.initiative-nha.com/
ma-boutique-a-l-essai.html



TO FIND OUT MORE

FEDERATION OF SHOPS ON TRIAL www.maboutiquealessai.fr

REINFORCE THE ATTRACTIVENESS OF THE TERRITORIES

ACTION TAKEN BY
LEADER ILLA DE MENORCA ASSOCIATION

On the plates of school canteens - Menorca

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

» Since 2018 the island's school canteens have chosen menus based on local, seasonal and organic products. This project, set up by the LEADER Illa de Menorca association, contributes to the revival and economic development of Menorca's rural areas.

» Menorca is the easternmost of the Balearic Islands (Spain) and one of the northernmost islands in the Mediterranean Sea. It is the second largest island in the Balearic archipelago. It was declared a Biosphere Reserve in 1993 by UNESCO.

Encouraging organic and short circuits at school

This project aims to

- » Promote seasonal and/or organic and/or local products (zero kilometer food)
- » Promote healthy food mainly through educational projects in schools.
- » Train and sensitize catering managers to a sustainable, healthy, balanced nutrition.

“ 23 schools
supplied

Several actions have been set up with the support of a nutritionist

- » Awareness campaign in schools on the importance of local, seasonal and organic products.
- » Coordination between producers and school canteens

During the first year 3 school canteens joined the project, providing 23 schools and nursery schools on the island.

Overall cost: 65 000 €.



CULTURE, SPORTS
AND LEISURE
EMPLOYMENT AND
ENTREPRENEURSHIP

Promote local and organic
products in school canteens.



Island of Menorca, Spain

QUICK OVERVIEW

STRONG points

The project aims to contribute to the dissemination of Menorca's environmental, cultural and gastronomic heritage.

CRITICAL points

Foster links between the agricultural sector and other sectors of society.

WHAT WE KEEP

Support for local employment, especially for women working on farms who are responsible for the marketing of products.



CONTACT

ASSOCIACIO LEADER ILLA DE MENORCA
PLAZA BIOSFERA | 57702 MAO
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www.leadermenorca.org

TO FIND OUT MORE

SCIC (COOPERATIVE COMPANY OF COLLECTIVE INTEREST) AUVERGNE BIO DISTRIBUTION, COLLECTIVE CATERING
GUIDEBOOK OF SHORT CHAINS IN NORD PAS DE CALAIS (A PRO BIO)



PUBLIC, SOCIAL
AND SOLIDARITY
SERVICES

Provide rural communities
with a digital platform for
citizen participation.

REINFORCE THE ATTRACTIVENESS OF THE TERRITORIES

ACTION TAKEN BY
THE RURAL FOUNDATION OF WALLONIA

Digital platform for citizen participation - Belgium

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

Since 2019, the Rural Foundation of Wallonia has set up a digital platform for citizen participation in order to transmit proposals/problems/realities to the territories.

Wallonia is a rural area where the municipalities consult their population in order to identify their expectations/proposals for rural development.



Involving citizens in the life of the community

The digital platform for citizen participation enables rural municipalities, in cooperation with the Rural Foundation of Wallonia, to consult their population within the framework of the rural development operation. It may be done at the beginning of the project, through information-consultation or thematic working groups, or during the development of a specific project related to the Municipal Rural Development Programme (PWDR).

The platform intends to **widen the audience of citizen consultations** by reaching those who are usually less present at village meetings. The platform is designed as a complementary tool to the on-site meetings to increase the representativeness of the consultations (age, gender, profession, etc.).

“ 7 consultations
since 2019

Thanks to this platform, citizens can interact by taking part in a consultation in progress, get inspiration from other consultations launched in other municipalities, and also create an account in order to receive notification when a new consultation is put online. This is a good way of getting citizens actively involved in the life of the municipality. 7 consultations have been held since the digital platform for citizen participation was launched in 2019, financed by the Walloon Region.

TO FIND OUT MORE

CHARTER TO PROMOTE CITIZEN PARTICIPATION IN LANGOUËT (35), ADVISORY COMMITTEES OPEN TO THE INHABITANTS INVOLVED VOLUNTEERS IN PLESSÉ (44)
SEE THE DOSSIER «REVITALISING THE TOWN CENTRES» ON BRUDED WEBSITE www.bruDED.fr

REINFORCE THE ATTRACTIVENESS OF THE TERRITORIES

ACTION TAKEN BY
THE STATE OF ESTONIA

e-Estonie, the most connected country in the world

BRIEF DESCRIPTION & MAIN CHARACTERISTICS

In Estonia almost all public services are available online. People can vote in local or national elections from their computers, receive digital prescriptions on the Smartphone, and start a business on the Internet from home. All these innovations became a part of everyday life.

Estonia, a Baltic state with a population of 1.3 million, is considered one of the most digitally developed countries in the world. The Internet is now a social right in Estonia and the broadband network covers 90% of the territory.



Digital in everyday life

The digital divide is very low in Estonia (ICTs are introduced from a very young age,) people are well equipped and almost the whole country is covered by 4G.

Today, 99% of public services are accessible online 24/7. The only administrative procedures that require physical presence are marriages, divorces and real estate transactions. Since 2002 every citizen over the age of 15 is provided with a **digital identity card** that allows him or her to complete a very wide range of procedures online and to easily access and manage personal data.

In addition, at the end of 2014 Estonia created an **«e-resident» status** which gives foreigners the ability to apply for a secure digital residency in Estonia, even though they don't actually live there. This helps to boost the country's attractiveness and to remain at the cutting edge of digital technology.

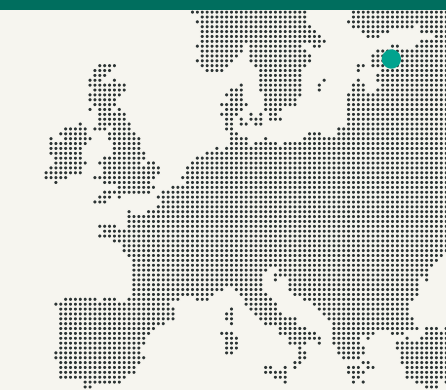
Other examples: doctors use **e-prescriptions** on a daily basis, **internet voting** has been widespread since 2005, the use of **electronic signatures** is more frequent in Estonia than in the rest of the EU and it is possible to set up a business in only 3 hours.

99 %
OF PUBLIC SERVICES
ONLINE

This system is based on **x-road**, a secure open source data exchange platform, which provides access to 3,000 different procedures/services. Data protection is guaranteed through the use of blockchain technology. Estonians trust and use online solutions because they are fast, secure and easy to use.

e-Estonia was able to prove its effectiveness during the global health crisis of 2020. This technological system has already been exported to Finland, Iceland, Ukraine and Namibia.

Facilitate access to services
for the Estonian population
through the digital tool.



Estonia

QUICK OVERVIEW

STRONG points
High public confidence in the digital society. Everyone has access to the Internet, wherever they live and access to the Internet is considered as a right.

CRITICAL points
It is important, however, to keep public services physically accessible.

WHAT WE KEEP
Public/private partnership to develop digital services.

CONTACT

E-ESTONIA BRIEFING CENTER
(CENTRE D'INFORMATION ET DE PROMOTION DE LA MARQUE E-ESTONIA)
VALUKOJA 8 | 11415 TALLINN
e-estonia@eas.ee
e-estonia.com



Fondation Rurale de Wallonie

CONTACT

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081/26 18 82
direction@frw.be

THE EXPERIENCES

ASSIST
THE POPULATIONS
AND SUPPORT
THE RECEPTION
SERVICES

ACCESS 

ASSIST THE POPULATIONS AND SUPPORT THE RECEPTION SERVICES

ACTION CARRIED OUT BY
LA TROUÉE THEATRE COMPANY

Puppets at home Livradois Forez - Puy-de-Dôme

BRIEF DESCRIPTION OF THE PROJECT AND ITS TERRITORY

Production and performance of three short shows for frail elderly volunteers in their homes. These small artistic performances are organised in close collaboration with home care structures and assistants, and provide access to a quality cultural service for this inaccessible public (numerous physical constraints linked to mobility or health and/or lack of knowledge of the performing arts). The informal conversations that take place at the end of the show also help to pass on the personal heritage of the elderly.

The company La trouée has been operating since 2013 in Livradois-Forez, a mid-mountain area, and adapts its creations to the local realities by direct meeting with the public.



Photos : ©Yann Theveniau / Les-Quatrain-à-domicile

Re-examine the way of getting old in rural areas

The experiment runs from 2017 to 2020 and aims to bring a new dimension to homes and to raise awareness among professionals working with the elderly about the positive impact of artistic and cultural mediation.

To do so, the company La trouée worked in **close partnership with local structures**: the cultural centre Le Bief, the Livradois-Forez CLIC (a coordinating association for the elderly), volunteers and professionals from home care services, the Pays de la Vallée de la Dore and the Puy-de-Dôme departmental council under the Conference of funders. This partnership made it possible to identify elderly people and then convince them to host a show in their homes.

In concrete terms, the show lasts about 15 minutes and is performed on the kitchen or living room table, in front of 6 people maximum, in order to ease proximity, interactions and face-to-face exchanges. At the end of the performance, the spectators and the actors take time to discuss around a snack. The atmosphere is much freer than in the case of a medical, social or even family event.

A **sociological study** was carried out by Fanny Herbert (Carton plein) to collect personal experiences, to question the home care professionals and to re-examine the way of growing old in rural areas.

Coût approximatif du projet: 50 000 €

- Le Bief (leading the dissemination campaign): 10 000 €
- Conference of funders Caisse nationale Autonomie («National Autonomy Fund»): 40 000 €

The Le Bief cultural centre has received support from the DRAC (Regional Cultural Affairs Directorate) Auvergne Rhône-Alpes and the Puy-de-Dôme Financiers' Conference. ■



CULTURE, SPORTS
AND LEISURE
PUBLIC, SOCIAL
AND SOLIDARITY
SERVICES

Propose a cultural service
to isolated or frail audiences.
It is a way of creating social
links and introducing new
cultural habits.



Livradois Forez, Puy-de-Dôme

QUICK OVERVIEW

STRONG points
to propose a «tailor-made» artistic
form, which can be adapted to the
home performance.

CRITICAL points
Convincing seniors to host a show
in their homes. In order to do so, it
is important to get the environment
involved (family, neighbours, home
care services).

WHAT WE KEEP
promote home care and combat
the isolation of the elderly through
cultural and artistic mediation.

CONTACT

COMPAGNIE LA TROUÉE
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06 88 78 06 79

cie.la.trouee@gmail.com
<http://latrouee.fr/>

TO FIND OUT MORE

LE LABO RURAL (63), LE BUS – MOBILE CULTURAL SPACE (09), SHARED HOUSING FOR SENIORS (65), PROXIBUS ADMR (RURAL HOME CARE) «LE COIN MALIN DES ANCIENS» (10), ELLA CAR (33)



MOBILITY
EMPLOYMENT AND
ENTREPRENEURSHIP

Promote professional
integration as well as
eco-mobility in the Arcachon
Bay and Val de l'Eyre area.

ASSIST THE POPULATIONS AND SUPPORT THE RECEPTION SERVICES

ACTION CARRIED OUT BY
THE ASSOCIATION INSERCYCLES

Inercycles in the Arcachon Bay

BRIEF DESCRIPTION OF THE PROJECT AND ITS TERRITORY

Inercycles association was created in 1998 to serve the needs of local people, authorities and companies and is located near Le Teich railway station. Its main objective is to encourage professional reintegration and eco-mobility in the Arcachon Bay / Val de l'Eyre area.

Recognised as a public interest association, Inercycles is certified as a « Atelier Chantier d'Insertion » (job integration workshop) and helps temporary unemployed people to receive training and support (from 4 months to 2 years) in order to help them get back on their feet.



Foster professional reintegration and promote eco-mobility

The workshop located in Le Teich **maintains/repairs** a bike and scooter fleet (the bike fleet is mainly put at the disposal of tourist offices, leisure structures, etc.). As for the scooter fleet, it is intended for professional mobility. It also repairs the bicycles and EABs belonging to companies, local authorities and citizens who use the company's services.

In addition, as part of an **ecological initiative**, Inercycles collects old bicycles that it refurbishes for rental or resale at low cost. Launched in 2016, this project is inspired by successful examples from across the Atlantic in Quebec of bicycle factories that have been completely refurbished by an insertion workshop. It has thus registered its own trademark, Vélomalin®, and has since produced more than 300 bicycles.

The association also promotes the use of bicycles and makes itself known through different events (it organized « Tous en selle » (All in the Saddle), a bicycle exchange, etc.). The association is a member of the French Association of Bike users, it is a bike school and it also organises events to get people back on the bike in partnership with the Departmental Council of the Gironde.

Throughout the year, two people are in charge of reception and provision, and ten mechanics carry out the maintenance and repair of the cycles. The association offers employees the opportunity to develop skills that are essential for employment in a real work situation and on the basis of different professions (customer service, collection, recycling, repair and maintenance, etc.).

“ Inercycles is certified as a “job integration workshop”

Partenaires: COBAS (Agglomeration Community of the South Atlantic Arcachon Bay), COBAN (Agglomeration Community of the North Arcachon Bay), Community of communes of Val de l'Eyre, Department of Gironde, New Aquitaine Region, the French State and Europe. It was backed by the **LAG of the Arcachon-Val de l'Eyre bassin..**

Overall cost: 450 000 €

TO FIND OUT MORE

CHARGING TERMINALS FOR ELECTRIC CARS IN ISPERIH (BULGARIA)

ASSIST THE POPULATIONS AND SUPPORT THE RECEPTION SERVICES

ACTION CARRIED OUT BY
L'ENTREPRISE MEDITECH

MediTech: remote health monitoring system - Estonia

BRIEF DESCRIPTION OF THE PROJECT AND ITS TERRITORY

MediTech offers remote medical monitoring systems for elderly or physically disabled people living at home.

In Estonia, 20% of the population, i.e. about 250 000 people, is over 65 years of age (the figure is expected to rise to 28% in 2040) and there are 60 000 people with physical disabilities in the country. However, until 2009 there was no remote medical monitoring system and it was difficult to keep elderly or dependent people at home.



Promote homecare

Since 2010 the social enterprise MediTech has been offering 24/7 home monitoring systems (alarm button with various detectors that report smoke or a fall). The operation is very simple: the user presses the button on his connected bracelet to report a fall, a health issue or an accident (some bracelets also have a sensor that can automatically report a fall). Then an operator from the help centre calls the person and helps

“ 28 partner municipalities

him or her to solve the problem or, if necessary, informs the contact person identified beforehand. Depending on the situation and in the event of an emergency, the operator calls an ambulance, the police, and the fire service or sends MediTech's emergency response service. The impacts of this system are very positive: users live longer, safer and more independent at home, instead of going to a specialized home. The quick response to an emergency prevents long-term health problems and therefore reduces any potential medical costs.

The system is also less expensive than a place in a retirement home or a specialized structure (a place in a nursing home) costs 800 / month compared to 22 to 53 / month for the alarm system. It reassures and relieves the family circle.

Twenty municipalities already participate in the scheme (covering the cost of the device and purchasing equipment).

The system is widely used in Finland and Sweden with 80 000 and 160 000 daily users respectively. In Estonia the daily demand is estimated at 22 000 people.

22 000

DAILY USERS



HEALTHCARE

Ensure an independent and
safe life at home for every
person, regardless of age,
illness or disability.



Estonia

QUICK OVERVIEW

STRONG points
Keeping elderly or disabled people at home.

CRITICAL points
Promote visibility of the scheme and develop partnerships with other municipalities.

WHAT WE KEEP
New technologies at the service of seniors.

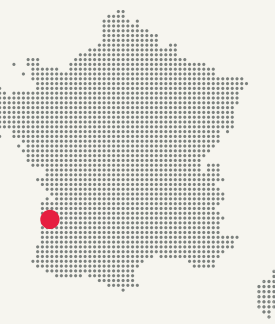


CONTACT

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TO FIND OUT MORE

VIRTU PROJECT: VIRTUAL CARE SERVICES FOR THE ELDERLY ON THE BALTIC ISLANDS (ESTONIA AND FINLAND)



Le Teich - Bassin d'Arcachon,
Val de l'Eyre, Gironde

QUICK OVERVIEW

STRONG points
Missions of social and ecological interest.

CRITICAL points
Developing public/private partnerships.

WHAT WE KEEP
Integration through economic activity and the creation of a service offer.



CONTACT

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LOCAL SHOPS
PUBLIC, SOCIAL
AND SOLIDARITY
SERVICES

Offer people with limited budget the possibility of washing their clothes, and at the same time sensitise them to the issue of water preservation and waste management.



Mayotte

QUICK OVERVIEW

STRONG points

The complementarity between the laundry and the grocery store, which offers an alternative and attractive solution to the river washes which have harmful environmental impact.

CRITICAL points

Lack of human resources (need to hire an additional person).

WHAT WE KEEP

Raising public awareness on environmental issues activity and the creation a service offer.



CONTACT

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ASSIST THE POPULATIONS AND SUPPORT THE RECEPTION SERVICES

ACTION CARRIED OUT BY
THE ASSOCIATION YES WE CAN NETTE

Eco-solidarity laundry-grocery store in Mayotte

BRIEF DESCRIPTION OF THE PROJECT AND ITS TERRITORY

Multi-service, solidarity and sustainability associative grocery store (laundry, grocery store, recycling and environmental awareness place) was set up within a social and territorial perspective in 2016 by the Yes We Can Nette Association, which works for the preservation of the environment and water resources.

Mayotte has an outstanding natural heritage and, at the same time very poor waste management in public and natural spaces. The lack of infrastructure, difficult access to water supply for some inhabitants and the inaccessibility of certain districts cause the accumulation of waste dumped in the streets.



© Getty Images



© Constance Decorde



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A multi-service, solidarity-based and sustainable associative grocery store

The Yes We Can Nette Association operates as a multi-service, supportive and sustainable community grocery store. The inhabitants collect empty cans thrown into their environment and bring them to the Association's premises, to trade them for food at a cut price. These cans are reprocessed by various publics and thus become many different objects.

In the premises of the Yes We Can Nette Association two washing machines occupy the back shop and allow the inhabitants of the Cavani-Mamoudzou district to wash their clothes for barely 2€, without polluting the rivers and the lagoon. An ecological washing powder is used.

The association also organizes food collections to gather products for its grocery stores and regularly participates in waste collection actions in different parts of the island.

Finally, it raises public awareness, especially among children, about environmental protection, thanks to the «cartables du cœur» (« school bags of the heart ») operation or a regular presence on the island's markets.

Human resources: 6 people in the Civic Services and 1 coordinator employee.

Partners: Mayotte Nature Environment, Mayotte Marine Natural Park, Prefecture of Mayotte, Environment, Planning and Housing Department, City of Mamoudzou, Community of Communes of Petite-Terre, Regional Directorate of Youth, Sports and Social Cohesion, Water & Biodiversity Committee, Ministry of Overseas Territories.

ASSIST THE POPULATIONS AND SUPPORT THE RECEPTION SERVICES

ACTION CARRIED OUT BY
MEDECINS DU MONDE (DOCTORS OF THE WORLD)

RESCORDA, health mediation device - Nord-Combrailles area

BRIEF DESCRIPTION OF THE PROJECT AND ITS TERRITORY

The RESCORDA programme (Réseau de Santé et de Coordination d'Appui - Network for Health and Coordination of Support) is a health mediation programme in the Nord-Combrailles area in the Puy-de-Dôme region, led by Médecins du Monde. It assists vulnerable, isolated populations or those at odds with healthcare systems and tries to restore the link between these groups and the health professionals, making them aware of the factors of vulnerability (isolation, high-risk practices, unfavourable legal and health environment, lack of knowledge of the healthcare system, digital divide).

Mid-mountain territory with scattered housing with a high level of precariousness and a lack of public services, particularly public transport networks and health care services.

Go towards the people, guide and accompany them

In 2012 a study carried out by students from the Faculty of Medicine of Clermont-Ferrand warns of the difficulties of access to healthcare for people in precarious situations in rural Auvergne. Médecins du Monde (MdM) took up the subject, completed the territorial diagnosis and started the Rescorda programme in 2013 (a project under the Local Health Contract of the Pays de Combrailles).

The aim is to **create links** between disadvantaged people living in rural areas and the local actors who can meet their needs, whether they are institutions, health and social action professionals or associations. MdM does not replace mainstream services, but rather complements the work of local actors. The teams focus on local contact and undertake «outreach» activities (meetings in living areas, stand-by duty during food distribution, home visits, etc.). They then accompany people to the health care structures: psychological counselling, evaluation of social and health needs, screening, assistance with administrative health procedures, physical assistance to reach the health care structures if necessary. Médecins du Monde also organises prevention days and develops

“ More than 500 people supported

networking between professionals. Finally, the NGO collects and analyses data to promote access to healthcare in rural areas.

In 2019, MdM capitalised on its initiative through an **educational kit on health mediation** (available online) and launched a solidarity car-sharing project with the Saint-Eloi Community of Communes and Auvergne **Car-sharing** in order to facilitate transport to prevention, screening and care centres

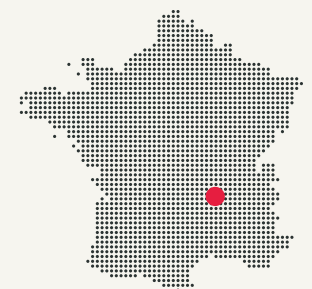
Team: 2 salaried employees FTE: health coordinator and mediator and about ten volunteers.

Budget: 155 914 € (financing from Auvergne-Rhône-Alpes Regional Health Public Authorities, Primary Sickness Insurance Fund of Puy-de-Dôme, FDVA – The development fund of associative life, private funds and equity).)



HEALTHCARE
PUBLIC, SOCIAL AND
SOLIDARITY SERVICES

Promote and facilitate access to rights and health care for people in precarious situations



Saint-Éloi-les-mines, Nord-Combrailles, Puy-de-Dôme

QUICK OVERVIEW

STRONG points

Work in partnership with local actors (health, social and solidarity sectors) to strengthen territorial networking.

CRITICAL points

Do not replace common law but orient and accompany towards it; Act with the person and not in his/her place, go at his/her own pace.

WHAT WE KEEP

The «outreach» approach: in rural areas it is essential to provoke contact, to build links while remaining unobtrusive.



CONTACT

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TO FIND OUT MORE

MOBILE AND SOLIDARITY CANNERY (26), COMMUNITY GROCERY STORE IN TRÉMARGAT (22), CAND'ÉPICERIE, COMMUNITY GROCERY STORE IN CANDÉ-SUR-BEUVRON (41), MONÉPI, A NETWORK OF PARTICIPATORY GROCERY STORES.

TO FIND OUT MORE

HEALTH MEDIATION IN HAUTE VALLÉE DE L'AUDE (10), COVOIT'SANTÉ (63), HEALTH TRANSPORT COMPANY IN UBAYE (04), COORDINATION OF AN ITINERANT CARE PROMOTION (83), INTERCOMMUNAL HOME CARE SERVICE (56)



PUBLIC, SOCIAL
AND SOLIDARITY
SERVICES

Reduce the risk of exclusion
and social marginalisation of
Gypsy populations.



Napoca Porolissum LAG territory,
Romania

QUICK OVERVIEW

STRONG points

This project brings a better integration
into the labour market.

CRITICAL points

The Roma population suffers from
discrimination from other inhabitants
of the territory. Awareness-raising
campaigns on the social integration
of disadvantaged minorities are of
paramount importance.

WHAT WE KEEP

Promoting a healthy lifestyle
through education and social
assistance and ensuring a better
future for the rural population
through partnership and improved
trust in the authorities.



CONTACT

NAPOCA POROLISSUM LAG (ASSOCIATION)

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ASSIST THE POPULATIONS AND SUPPORT THE RECEPTION SERVICES

PARTNERSHIP
NAPOCA POROLISSUM LAG - VILLAGE OF SACUIEU

Creation of a Social Inclusion Centre for Gypsy Populations in Romania - Romania

BRIEF DESCRIPTION OF THE PROJECT AND ITS TERRITORY

The Social Inclusion Centre offers social services
(social assistance, education, employment) and aims to
reduce the risk of exclusion and social marginalisation
for the 2912 gypsies living on the Napoca Porolissum
LAG territory.

Napoca Porolissum LAG includes 13 villages (Gilau,
Capusu Mare, Izvoru Crisului, Sancaiu, Marisel, Belis,
Risca, Manastireni, Margau, Sacuiu, Maguri Racatau,
Calatele, Aghiresu) and 1 small town (Huedin), with a
population of about 44381 inhabitants, many of whom
are Gypsies.



© LOGIAH

Fight against the exclusion of marginalized populations

The territory has only 6 social services and
none of them are adapted to socially excluded
populations. There is therefore an increased
poverty rate among the marginalized popula-
tion due to the lack of stable jobs and labour
market integration services. The risk of family
abandonment is also higher among vulnerable
social groups and there are no programmes
to promote healthy lifestyles.

The Social Inclusion Centres therefore aims to:

- facilitate the integration into the labour
market of vulnerable social groups on the
LAG's territory;
- reduce social marginalisation of vulnerable
people;
- develop a healthy lifestyle among vulnerable
social groups;
- increase the LAG's capacity to provide quality
services to people in need.

This is a public **partnership** between the
Napoca Porolissum LAG and the village of
Sacuiu, both certified as social service
providers.

The material equipment of the social centre is
financed by EAFRD funding and the operatio-
nal part (human resources, courses, training,
activities) is financed by ESF funding.

The total budget of the project is 88,000 euros. ■

TO FIND OUT MORE

KÕÕMEN, SOCIO-CULTURAL INTEGRATION ENTERPRISE (ESTONIA), RURAL SOCIAL CENTRE IN LAMBALLE TERRE ET MER (22),
CENTRE FOR ASYLUM SEEKERS IN GUER, IN CENTRAL BRITTANY (56)

ASSIST THE POPULATIONS AND SUPPORT THE RECEPTION SERVICES

ACTION CARRIED OUT BY
THE LOGIAH ASSOCIATION

Development of private housing for social and solidarity purposes - Luberon

BRIEF DESCRIPTION OF THE PROJECT AND ITS TERRITORY

A real estate agency extends its social and
solidarity activity to rural areas, in order to enable
low-income populations to have access to property
and to receive assistance in the renovation and envi-
ronmental upgrading of their homes.

Take over unused private dwellings in rural areas
(villages), with or without renovation work to be
done, in order to put them back on the social and
solidarity market.



© LOGIAH

Improve rural social housing service

The Logiah agency wishes to operate as a real
estate agency with a social purpose on a broa-
der scale and to offer its services to owners
in order to improve their energy performance
in compliance with the requirements of the
National Housing Agency (Anah). The agency
is holding the estate agent professional card,
and already provides this kind of services but
in a limited way and only in urban areas. This
activity remains peripheral for the company,
and does not allow it to take on new housing,
to offer parallel services or even to extend its
geographical coverage to rural areas.
Because of the prohibitive costs, the company
refuses to capture new housing from the pri-
vate rent-controlled housing sector outside
these two zones.

This situation is penalizing in terms of public
policies that, for about ten years now, have
been encouraging private rent-controlled
housing sector with or without subsidised
renovation, offering tax advantages for
landlords who agree to entrust the rental
management of their property to an officially
recognised association.

Indeed, the ecological transition in these rural
or peri-rural areas is also slowed down by the
fact that these homeowners cannot benefit
from the advice and advantages offered by a

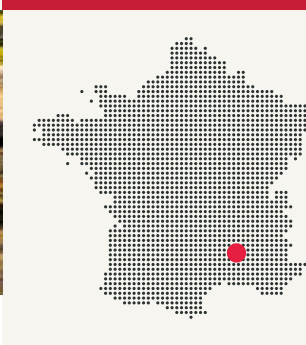
“ 14000 vacant
dwellings

rent-controlled housing system with subsidies
for renovation.
In this respect, the rent-controlled housing
system with subsidies for renovation is able
to boost not only the ecological transition but
also local craftsmen's activity (plumbing, plas-
terer, roofing, heating engineer, masons). The
private rent-controlled housing is also a good
solution for rural areas, where social landlords
have difficulties and are often reluctant to pro-
mote new activities in small and rural areas.
The large number of vacant dwellings in the
department (14,000) suggests the possibility of
bringing these dwellings back onto the market
through schemes to reassure landlords. ■



HOUSING

Combat rural depopulation by
promoting access to housing
for low-income households.



Low-alpine part of the LEADER
territory of the Local Action Group
Haute Provence Luberon

QUICK OVERVIEW

STRONG points

Assist modest families in their
plans to settle in rural areas.

CRITICAL points

As the project is at an early stage
of implementation, it is not yet
possible to make its accurate
assessment.

WHAT WE KEEP

Assistance by the Local Action
Group Haute Provence Luberon.



CONTACT

PORTEUR DE PROJET (À TRADUIRE)

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PUBLIC, SOCIAL
AND SOLIDARITY
SERVICES

Assist users in mastering
the digital tool for their
administrative procedures.

ASSIST THE POPULATIONS AND SUPPORT THE RECEPTION SERVICES

ACTION CARRIED OUT BY
THE TRAINING CENTRE OF THE PAYS D'ARLES

Décl'ic'Service Public Pays d'Arles

BRIEF DESCRIPTION OF THE PROJECT AND ITS TERRITORY

Territorial inequalities between the Pays d'Arles and other local areas are increasing, whilst the accessibility of services remains a key element for the local area's dynamics and attractiveness.

The aim of «Décl'ic'Service Public» is to make digital technology accessible to users who have trouble using electronic public services and to encourage their ability to use digital tools on their own.

The Pays d'Arles is a vast territory facing a variety of problems, in particular declining public services. The «Décl'ic'Service Public» project is the solution to the increasing digitization of relationships between authorities and citizens.



Improving accessibility of services through digital mediation

The Pays d'Arles is situated in the western part of the Bouches-du-Rhône department and comprises 33 municipalities, nearly 160,000 inhabitants and covers an area of 220,000 hectares, 60% of which is located in the Camargue and Alpilles Regional Nature Parks. It is an area with a low population density and low employment level. This leads to a depletion of public services, mobility barriers, outlying problems of illiteracy, health, housing, excessive debt and school dropout, etc. that are particularly acute among a low-skilled population.

Project supported by the LAG of Pays d'Arles

More than 100 people assisted

Taking into account the growing digitisation of relations between authorities and citizens, the «Décl'ic'Service Public» project, which is currently in progress, proposes to improve access to local services for targeted groups.

Within the framework of a partnership with local structures of the Pays d'Arles, the project aims to support all people who wish to make use of online administrative procedures, by encouraging the development of the autonomous use of digital tools and by reinforcing solidarity between people. The people receiving assistance are between 18 and 93 years of age (under 26: 5%; 26 to 45: 23%; over 45: 72%) with as many women as men involved.

Overall cost: 72 853 €

Financial resources:

- EAFRD 39 340 €
- South Provence-Alpes-Côte d'Azur Region : 26 227 €
- Self-financing : 7 285 €



TO FIND OUT MORE

ON-LINE ASSISTANCE FOR ADMINISTRATIVE PROCEDURES BY RURAL FAMILIES (22)

ASSIST THE POPULATIONS AND SUPPORT THE RECEPTION SERVICES

ACTION LED BY
THE TECUCI LAG (ASSOCIATION)

Inclusion of marginalized communities - Romania

BRIEF DESCRIPTION OF THE PROJECT AND ITS TERRITORY

Construction project of a social centre (2019-2021) for marginalized or socially excluded people, located in the village of Poiana and supported by the Tecuci LAG. The centre will implement integration measures in the fields of employment, social services and anti-discrimination, with the objective of poverty reduction and social inclusion.

According to the Atlas of Marginalized Rural Areas in Romania, several villages in Galati County on the territory of Tecuci are strongly affected by severe marginalization of certain groups of population. To combat the high risk of poverty and exclusion, the Tecuci LAG has set up a social centre project.

Fighting exclusion through the leader approach

The target groups are poor or excluded people, unemployed or inactive people, minorities (Roma, elderly people, people in need, etc.).

Specific objectives:

- Facilitate access to the labour market for 80 people through training and vocational guidance and integration programmes
- Promote the professional activity of 46 people through development and support programmes for entrepreneurship.
- Increase the social inclusion of 250 people through the development and implementation of integrated social services for the marginalised community.
- Enhance the social inclusion of 124 children through specific actions aimed at combating discrimination and promoting cultural diversity (information and awareness-raising campaigns and activities).

Project was set up by the TECUCI LAG with the support of two partners: the SEMNAL Foundation (fighting discrimination and promoting cultural diversity) and the development association «EQ» (professional integration).

80 people trained and 124 children sensitised

This project provides an example of good practices in the field of Roma integration through the LEADER approach: involvement of Roma in the design and implementation of activities, raising awareness among policy makers and local actors on the economic dimension of Roma integration and identifying solutions to improve the living standards of these communities in the long term.

Budget:

EAFRD (LEADER programme): 140 000 €
ESF: 873 043 €



PUBLIC, SOCIAL AND
SOLIDARITY SERVICES
EMPLOYMENT AND
ENTREPRENEURSHIP
CHILDHOOD, YOUTH
AND EDUCATION

Foster social inclusion
of 250 excluded people.



Poiana Village, Galati County,
Romania

QUICK OVERVIEW

STRONG points
Innovative activities in the field of employment, which can be transferred at regional and national level.

CRITICAL points
It was not all that easy to implement this new partnership approach. We had to follow the dictum « Learning while doing », in order to integrate our needs and ideas into the project. But the complementarity of the partners was the key to the project's success.

WHAT WE KEEP
Foster the integration of excluded people through the LEADER approach.



CONTACT

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TO FIND OUT MORE

RURAL SOCIAL CENTRE IN LAMBALLE TERRE ET MER (22), RURAL SOCIAL CENTRE IN GENTIUX (23)



Apprenticeship – Mobility and accommodation package - Puy-de-Dôme

BRIEF DESCRIPTION OF THE PROJECT AND ITS TERRITORY

» Territory challenges: young people aged 18-24 are leaving to study or look for their first job elsewhere, while local companies are struggling to recruit trainees and apprentices.

» Creation of a transport on demand service within the Thiers Dore et Montagne community of communes to provide young apprentices and trainees without transport solutions staying at the young workers' residence l'Atrium in Thiers. The employment company Actyroles provides this free service for young people, as part of the Zero Unemployment Territory scheme, with the support of the Intercommunal Urban Transport Union of Thiers.



Demand-responsive transport service for young people

Trainees' need for mobility is a long-standing observation, identified in particular by the Atrium, which noted a drop in demand for housing on the part of trainees due to the lack of mobility solutions.

Since October 2018, and following the 2016 Mobility Conference, the transport union, the intermunicipality, the employment company and the youth residence have decided to get involved in an experiment aimed at the young people housed at the Atrium.

In concrete terms, Actyroles' salaried drivers provide daily transport for the young people between their place of residence and their company. This service is offered from 6:00 am to 10:00 pm and is entirely free of charge for the young people. There are two coordinators in charge of monitoring the system: the Atrium coordinator (registration of young people's needs) and the Actyroles coordinator (organisation of journeys).

In order to enhance this service, the Thiers Dore et Montagne community of communes has also made two electric bicycles available at the Atrium to facilitate the mobility of young people on shorter distances.

This service removes the obstacles to employment and helps companies to recruit apprentices without worries. The challenge now is to inform training centres and other local companies about this system.

Budget 2019

Functioning (salary of the two drivers): 20.000 €, fully supported by the SIVU Tut. Provision of the vehicles by the EBE Actyroles

Partenaires: Intercommunal Urban Transport Union of Thiers (SIVU TUT), Community of Communes Thiers Dore and Montagne, Livradois Forez Regional Nature Park and the mobility platform 63.

“Mobilisation of the Zero long-term unemployment Territory scheme.”

CONTACT

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http://www.cctdm.fr

TO FIND OUT MORE

YOUTH CENTRE IN CROTS (05), ITINERANT SOCIAL DRIVING SCHOOL (62), TRANSISTOP (68), ATCHOUM (04, 63), GARI Co'976 (MAYOTTE), ALTERNATIVE MOBILITIES FOR ALL IN THE HAUT-JURA (39), TERRITORIES WITH ZERO LONG-TERM UNEMPLOYMENT IN PIPRIAC (35)

Youth centre in Crots Hautes-Alpes

BRIEF DESCRIPTION OF THE PROJECT AND ITS TERRITORY

» The association Les Villages des Jeunes («Youth Villages») in Crots took action to renovate a house it owns in order to accommodate a shared flat for 4 to 6 vocational training students. Thanks to a partnership with the training centre Le Gabion located in Embrun (5km away), students doing their long training courses as “Heritage Restoration Skilled Worker” and “Eco-construction Skilled Worker” with difficulties in finding accommodation will be able to live in the house.

» This project led by the association “Les Villages des jeunes” (Youth Villages) made it possible to find a solution for young people looking for housing while bringing an unoccupied village house back to life.



Providing accommodation for young trainees in the village centre

Young trainees may face difficulties in finding accommodation both due to lack of available housing and for financial reasons. The Youth Centre project offers a flexible and affordable housing solution. The young trainees sign an individual tenancy agreement according to the duration of their training course without being financially responsible for the rent paid by others.

In addition to offering a suitable housing solution to the young trainees, the renovation of the house is sustainable. Indeed, it meets environmental objectives such as the improvement of at least 35% of the energy saving of the house, the use of eco-materials that includes the use of local resources and the installation of a pellet boiler. This accommodation can also be rented to seasonal staff when it is vacant.

“Support from the Leader program”

The project is based on a **partnership** with the Pays S.U.D, the SUD - Provence-Alpes-Côte d'Azur Region, National Housing Agency - Anah, the Departmental Council, the BTP+ Foundation, the JM Bruneau Foundation and the Abbé Pierre Foundation. The association “Les Villages des Jeunes” was **supported by the LAG Pays Serre-Ponçon Ubaye Durance** and received aid under the Leader programme.



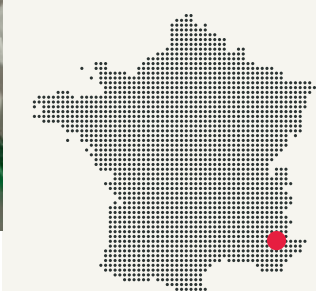
TO FIND OUT MORE

SILLAGE ASSOCIATION, RURAL YOUTH HOUSING (22)



MOBILITY - EMPLOYMENT
AND ENTREPRENEURSHIP
- CHILDHOOD, YOUTH AND
EDUCATION - HOUSING

Offer housing to young people through the sustainable renovation of an unoccupied village house.



Crots, Communauté de communes de Serre-Ponçon, Hautes-Alpes

QUICK OVERVIEW

STRONG points

The youth centre in Crots offers a friendly, half-collective living environment and a high quality hosting to young trainees. The commune and its inhabitants are involved to welcome these young people.

CRITICAL points

Involve young people in the project and the renovation/management of their living space.

WHAT WE KEEP

Assistance by Pays Serre-Ponçon Ubaye Durance LAG.



CONTACT

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info@villagesdesjeunes.org



CULTURE, SPORTS
AND LEISURE

Propose a new tourist
service in the Pasiegos
Valleys for people with
reduced mobility.

ASSIST THE POPULATIONS AND SUPPORT THE RECEPTION SERVICES

ACTION LED BY THE ASSOCIATION FOR THE PROMOTION
AND DEVELOPMENT OF THE PASIEGOS VALLEYS

Accessible tourism in full nature Spain

BRIEF DESCRIPTION OF THE PROJECT AND ITS TERRITORY

Rehabilitation of a building in order to create a tourist office accessible to people with reduced mobility, providing accessible activities (adapted leisure packages, accessible restaurants and accommodation, rental of accessible means of transport such as electric scooters and bicycles). This project, launched in 2018 allows people of all abilities to enjoy nature without limits.

Puente Viesgo is a municipality of the Autonomous Community of Cantabria (Spain), located in the region of Valles Pasiegos. The river Pas flows through this municipality. Another tourist attraction is the cave complex of Monte Castillo, which consists of three cavities containing rock art.



Puente Viesgo, autonomous
community of Cantabria, Valles
Pasiegos region, Spain

QUICK OVERVIEW

STRONG points

Creation of a commercial activity in
the region.

CRITICAL points

The project received significant
support from the Valles Pasiegos
LAG for the implementation of this
new service.

WHAT WE KEEP

Creation of a tourist service based
on the territory's natural resources
and outdoor sports for all.



A new tourist offer for disabled people

The activity was created by a person in integration through employment (within the framework of a Diploma for technical workers with people with physical needs).

The project is located in the municipality of Puente Viesgo, in the El Cuco neighbourhood. Its premises have a usable surface area of 43.52 m² and are made up of office space, warehouses and toilets.

The renovation comprised electrical installations, plumbing and sanitation, heating by ventilation, hygiene equipment (bathroom), masonry, carpentry and roofing.

The project also included the acquisition of an adapted vehicle / van, an adapted hiking chair, bicycles, furniture and computer equipment.

“ With the assistance
of the LAG Valles
Pasiegos

The project helped to achieve the rural development strategy objectives of the Valles Pasiegos LAG, which accompanied the project (boosting the labour market, development of strategic tourism sectors, enhancement of natural resources and outdoor sports).

Overall budget:

- 76 480 € investment
- 26 768,18 € operating

CONTACT

ASSOCIATION FOR THE PROMOTION
AND DEVELOPMENT OF THE PASIEGOS VALLEYS

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TO FIND OUT MORE

INNOVATIVE INCLUSIVE HOUSING IN RURAL AREAS IN MARCHEPRIME (33), LOISIRS PLURIELS (FRANCE)

ASSIST THE POPULATIONS AND SUPPORT THE RECEPTION SERVICES

ACTION LED BY
THE MUNICIPALITY OF GUIPEL

A garden for young children Guipel

BRIEF DESCRIPTION OF THE PROJECT AND ITS TERRITORY

Guipel is a municipality of about 1750 inhabitants located 25 km north of Rennes, with a strong commitment to environmental protection. For several years now, the nursery assistants have been urging the installation of games for the children they looked after and who attended the micro-nursery and/or the day-care centre in the heart of the town. Elected representatives and local officials have recognised this need and have examined the possibility of creating a play area at a lower cost with a maximum use of natural materials.

Guipel has designed and realised a play area in its children's garden, using the creativity and know-how of its agents, promoting local resources and the recovery of materials at the same time.



Creation of new facilities for children

From the beginning of the project, it was clear that the project would be implemented on an open book basis, both for financial and timing reasons. The design work therefore began between agents and elected officials, taking inspiration from the games areas seen in Rennes and Breteil. A plan was drawn up. The choice of location for the installation of this new equipment took the longest time to decide.

A small enclosure so far occupied by sheep was chosen for this new facility. A simple deliberation of the mayor approved the project and launched the construction. In March 2018 Marie-Jeanne Dantec, in charge of green spaces, set up the first game areas. With the help of a trainee, she braided wicker to create a tunnel and a hut. It is also at this time that logs and balance beams were installed. In February 2019, the agents of the road service of the community of communes helped with the earthworks and the installation of the plastic nozzles for the tunnel and the slide.

In the end, the installation required an investment of less than a hundred Euros for the municipality to set up an information board and buy a bag of cement, as well as about forty hours of work by the staff.

Wicker and shavings were supplied by the commune from the shredding of the commune's hedgerows, while the wood came from the remains of the building site. As for the nozzles, the two off-cuts were recovered from a public works contractor.

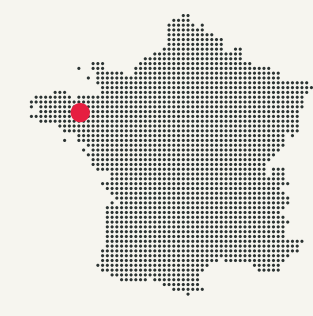
Today, it is an absolute must for the children, before or after school and on leaving the day-care centre.

Today, the commune is considering installing benches nearby to allow accompanying adults to rest while supervising the children.



CHILDHOOD, YOUTH
AND EDUCATION

Provide the municipality
with new equipment
for young children
(up to 10 years old).



Community of Communes of
Val d'Ille-Aubigné, Ille et Vilaine

QUICK OVERVIEW

STRONG points

Involvement of municipal agents and the
intercommunity, participation of local
construction companies, rapid adoption
of the site by the children.

CRITICAL points

The importance of drawing inspiration
from good practices carried out in other
municipalities (in particular via the
BruDED network, which organises project
visits all year round for its members).

WHAT WE KEEP

Rapidity and very low cost of installation
of this new equipment (recovery of materials,
direct labour operations).

Sheet produced by the BRUDED network
in November 2019

BRUDED Réseau d'échange d'expériences de
développement local durable entre collectivités

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TO FIND OUT MORE

SENIOR RESIDENCE DESIGNED IN A CIRCULAR ECONOMY APPROACH AT LA CHAPELLE-THOUARULT (35), EDUCATIONAL, CULTURAL AND ECOLOGICAL COLLECTIVE CATERING SPACE AT SAINT-SULPICE LA FORÊT (35), MULTI-ACCOMMODATION WITH ECO-CHILDCARE AT PIPRIAC (35), DESIGNER FURNITURE MADE WITH CHILDREN FOR THE SAINT-JUVAT PLAYGROUND (22), LA «CABANE AUX BRUYÈRES» (HEATHER HUT), AN ECO-BUILT INTER-COMPANY CRÈCHE (29).

RESOURCES

STRUCTURES SOURCES

STRUCTURES

RURAL NETWORK

The National Rural Network is jointly led by the Ministry of Agriculture and Food (MAA), the National Agency for Territorial Cohesion (ANCT) and the Regions of France (RdF). It contributes to reflection, exchange and debate on rural territories and policies useful for their development. It facilitates dialogue between actors and promotes good local practices, in particular with the support of the Regional Rural Networks (RRR). The latter, set up by the regional managing authorities, are intended to work in their regional territory in direct link with their Rural Development Programme (RDP), perform a prospecting, monitoring and identification role at local level and feedback information at national and European level. They are brought together within the National Rural Network.

reseaurural.fr

FRENCH RURAL PARLIAMENT

Inaugurated in June 2019, based on the model of the European Rural Parliament, the French Rural Parliament is an initiative led by several rural development associations (National Association of New Ruralities, Rural Families, the Association of Rural Mayors of France, Leader France, National Union of Local Development Actors and Organisations (Unadel), National Union of Hotel Trades and Industries, National Union of Rural Family Homes). It is both a think tank and a lobby group.

les-nouvelles-ruralites.com

LEADER FRANCE

The Leader France Federation created in 1997 on LAG's initiative is the only network committed to defending the foundations of LEADER and the most efficient possible management of the programme. As a member of numerous national and European organisations, Leader France is a key partner that relays the difficulties of the territories but also promotes their successes.

leaderfrance.fr

ENRD

The European Network for Rural Development (ENRD) serves as a platform to share information on how rural development policies, programmes, projects and other initiatives work in practice and how they can be improved to promote rural development.

enrd.ec.europa.eu

ASSOCIATION OF RURAL MAYORS OF FRANCE

The Association of Rural Mayors of France (AMRF) was founded in 1971 and brings together nearly 10,000 rural mayors into a supportive network, completely independent of political parties and authorities. The AMRF defends rural issues and supports rural territories.

www.amrf.fr

RURAL FAMILIES FEDERATION

Rural Families is a national association of public interest that acts on behalf of families throughout the country, in rural and peri-urban areas. It is the largest family association in France, comprising 160,000 member families, 2,200 local associations, 83 departmental and regional federations, 40,000 volunteers and 17,000 employees. It is also a key player in the social and solidarity economy and popular education.

famillesrurales.org

SOCIAL AND SOLIDARITY ECONOMY NETWORKS

The Social and Solidarity Economy (SSE) brings together a set of structures that seek to balance social utility, solidarity, economic performance and democratic governance, with the ambition of giving our society greater social cohesion.

Present in each region, the Regional Chambers of Social and Solidarity Economy bring together SSE companies and networks in order to ensure the promotion, development and representation of the SSE in the territories.

www.cncres.fr

AVISE

LAVISE's mission is to develop the social and solidarity economy (SSE) and

social innovation in France, by supporting project leaders and helping to structure an ecosystem that promotes their development. Created in 2002, AVISE is a collective engineering agency that works with public institutions and private organisations wishing to contribute to the general interest.

www.avise.org

FRANCE TIERS LIEUX ASSOCIATION

The aim of the association is to structure the sector of the third places in France, to support them in order to help their development, emergence and promotion in all the territories.

francetierslieux.fr

BRUDED

BRUDED is a network for sharing and capitalising on experiences between local authorities in all fields of sustainable development. They share the same ambition to move forward together in order to accelerate the energy, ecological and social transition. Aware of the need for a territorial and transversal approach for all these issues, the network has decided to open up to intermunicipalities. The association, created in 2005, now includes more than 170 communes and 3 communities of communes in Brittany and Loire Atlantique.

www.bruDED.fr

CIAP

CIAP (Peasant farming start-up cooperative) promotes innovative agricultural projects. These projects are integrated in the local, rural or peri-urban dynamics. The CIAP accompanies the project leaders who want to start up a farm but who do not have all the keys (due to a lack of training, financial capacity or access to land).

ciap-pdl.fr

ADRETS

The ADRETS (Association for Networking Services and Territorial Development), which brings together Public Services Centres (MSAP), local authorities and associations, aims to support local players in the Alpine territories in their efforts to

STRUCTURES

improve access to services for the population. ADRETS works to implement the objectives of the Interregional Plan for the Alps Region with regular support from the State (ANCT - National Agency for Territorial Cohesion), the Provence-Alpes-Côte d'Azur and Auvergne-Rhône-Alpes Regional Councils. ADRETS also develops experimental projects and services. ADRETS maintains a network of service partners in the Alps and extends this very practical animation activity through experimental projects on the one hand and support services on the other hand. These three strands of activities are complementary and reinforce each other.

adrets-asso.fr

THE BANK OF THE TERRITORIES

Created in 2018, the Bank of the Territories is one of the five business lines of Caisse des Dépôts. It brings together within the same structure the internal expertise for local and regional authorities. As a single client gateway, it offers tailor-made advisory and financing solutions in loans and investments to meet the needs of local authorities, social housing organisations, local public companies and the legal professions. It provides services to all territories, from rural areas to large cities, in order to fight against social inequalities and territorial divisions.

www.banquedesterritoires.fr

AIDES-TERRITOIRES

Aides-territoires is a free digital service that facilitates the search for financial and engineering support from local authorities and their local partners. The platform integrates a thematic search path and a completely redesigned interface to better target users' results according to their projects.

aides-territoires.beta.gouv.fr

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