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Methodological guide for the analysis of local innovation needs

WHY THIS GUIDE?

- > A document to facilitate discussion of the conditions of sustainable development at local level and to identify the specific challenges confronting the rural area.
- > An aide-memoire to facilitate identification of local innovation needs.
- > A methodological tool to deepen the analysis of current innovations.

POINTS OF REFERENCE AND DEFINITIONS

> The goal sought by LEADER is the **development** of each rural area through four dimensions:

- an economic objective to adapt, keep and create jobs and businesses;
- a social objective to reinforce cohesion and integration;
- a cultural objective to take ownership of and enhance heritage, rebuild and reinforce local identity;
- an objective to preserve and renew available resources.

> The stakes are **sustainable development** of the area, taking into account:

- the internal opportunities and constraints linked to factors produced by the history of each area;
- the external opportunities and constraints stemming from the opening of local economies;

> We propose to analyse these opportunities and constraints through **8 key points** which, in some respects, can overlap:

- mobilization of the local population and social cohesion,
- culture and identity of the area,
- activities and jobs,
- the area's image,
- migration and social and vocational integration,
- the environment, management of space and natural resources,
- the development of technologies,
- competitiveness and access to markets.

> Around these eight key points, each area is able to identify and analyze the specific challenges facing it, like for example:

- reinforcement of the practices of participation of the population;
- enhancement of the area's identity;
- diversification and adaptation of activities and services;
- renewal of the area's image;
- integration of new workers or management of the rural exodus;
- enhancement of the natural heritage;
- management of new technologies;
- management of competitiveness and access to markets.

> Innovation, whether it refers to the creation of new products or services, the implementation of new procedures, methods or forms of organization, is at the heart of the comparison between these constraints and these opportunities. It is the means to face the main challenges confronting the area and is part of the dynamic that enables, in particular:

- to foresee changes and adapt to them rapidly;
- to develop the special quality of the area and that which cannot be relocated or reproduced elsewhere;
- to diversify the comparative advantages;
- to strengthen the networks and centres of exchange and decision;
- to renew structures of management and socio-economic organization;
- to enhance what one is and what one is doing.

> In this perspective, **innovation appears like the lever for change and the adaptations necessary for the sustainable development of the area.**

INSTRUCTIONS FOR USE

- > For each of the eight key points, the guide proposes that local action groups and the other rural players develop their knowledge of the area in order to make a more comprehensive analysis of local innovation needs.

- > For each of these eight key points, a concise sheet presents several essential questions that rural actors could ask as much to acquire a better knowledge of the area as to identify specific challenges and analysis of local innovation needs. **Only some questions may be relevant for a given area. Likewise, the examples proposed are only there to illustrate some possible answers.**

- > **This guide is not intended to be all-inclusive**, additional questions may be asked depending on each specific situation. It does not offer a closed framework but encourages rather discussion at local level.

- > It may be used as a group exercise and be the subject, if necessary, of specific working groups for each topic.

- > On each key point, the guide may be used in several ways:
 - to identify problems relevant to the local situation;
 - to list each of these relevant problems to the specific local opportunities and constraints;
 - to identify current innovative actions, examine how they respond to the analysis of the situation;
 - to identify the innovation needs that remain to be satisfied;
 - to see how to take into account better these innovative needs in the context of the rural innovation programme.

- > As far as current or planned innovative actions are concerned, this guide is furthermore a means for a more thorough analysis. It is therefore a complement to the **“Methodological Guide for the Analysis of an Innovative Action”** published previously.

The eight key points can in fact serve as tools:

 - to bring out the main elements of innovation of an action in relation to the area;
 - to consider locally how to enhance this action, taking into account other dimensions;
 - to draw useful lessons and, if need be, to facilitate the transferability.

- > The eight key points were selected as one of the tools to analyze the projects selected for the data bank **“Innovative actions”** set up by the LEADER European Observatory.

- > This guide may be used at regular intervals throughout the existence of LEADER II. It is therefore possible to regularly update the analysis of the situation and local innovation needs.

ANALYZING LOCAL INNOVATION NEEDS

Whatever their diversity, the rural areas of the European Union are all affected by important changes.

The operational programmes of regions lagging behind in development (Objective 1 regions), rural areas in difficulty (Objective 5b areas) and sparsely populated Nordic areas (Objective 6) enable the European Union to assist and strengthen the rural development policies decided by Member States.

But these transformations which affect rural society also imply seeking new solutions adapted to each area, placing emphasis on **innovation, demonstration** and **transferability**. That is today, in the continuation of LEADER I, the main objective of LEADER II.

Each beneficiary of LEADER II had to prepare a "rural innovation programme" but first conduct an initial diagnosis, analyze expected changes and highlight dimensions of innovation and demonstration of the planned actions.

Three elements often characterize these initial analyses:

- they are too focused on the internal problems of each area;
- they underestimate the influence of the external constraints which limit local action;
- they do not sufficiently incorporate the forward-looking dimension which enables one to anticipate the development of the area.

The objectives of the operations initiated in the context of LEADER or equivalent national procedures may be achieved more completely if the internal constraints and the increasingly complex environment in which any local development procedure falls are taken into greater account in the LEADER II beneficiary rural areas.

The objective of this document is therefore to help local development players to further their knowledge of the area and to give an additional dimension to their action **placing innovation in a perspective of sustainable development**.

This guide, as an instrument of anticipation, should enable:

- the completion of the initial diagnoses by taking into account internal and external elements which condition the development of rural areas and oblige local development players to modify their practices;
- better identification of the main problems facing the area and the means to deal with them;
- specification of the innovation needs fundamental to the area's indigenous development and to the management of the effects of the contact of the local economy with the outside world;
- analysis of the innovations implemented in the area;
- identification of future innovation needs.

This document is intended to deepen the methods proposed in the past, particularly in the context of the LEADER dossier "**Implementation of the local development project: the experience of LEADER I**" and the "**Methodological Guide for the Analysis of an Innovative Action**" (available from the LEADER European Observatory).

The collective discussions, exchanges of experiences and transfers of know-how which will take place throughout the implementation of LEADER II will most likely lead to a modification and further development of some of the elements of this document.

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1 - Mobilization of the local population and social cohesion

EXAMPLES OF QUESTIONS TO BE ASKED	TOPICS OF DISCUSSION	EXAMPLES OF INNOVATIVE ACTIONS
<p>1.1 Is the current popular practice of participation an extension of historic traditions?</p> <p>1.2 Is the involvement of the local population being consolidated or weakened?</p> <p>1.3 What is the relationship between the public authorities and civil society? How are citizens invited to take part in local activities?</p> <p>1.4 What are the collective structures and focus that enable the participation of local populations in decision making?</p>	<p>1. What is the level of participation of the local population?</p>	<ul style="list-style-type: none"> > Improve citizen information on local activities. > Consult citizens on the stakes of local development. > Involve citizens in the definition of local development priorities/directions. > Train citizens in the practice of active involvement in the development of their area.
<p>2.1 What are the local development coordination and planning structures? How are they involved in decisionmaking at the local level?</p> <p>2.2 Who participates in these structures? What is the place of the public authorities? How are local enterprises represented? What is the place of other associations of the civil society?</p> <p>2.3 How can the local level influence the decisions made at the regional/national level?</p> <p>2.4 Are there obstacles to the formation and/or consolidation of the partnership between players at the local level?</p>	<p>2. How does the local partnership function?</p>	<ul style="list-style-type: none"> > Create places of exchange between public authorities and local associations. > Reinforce the procedures for citizen monitoring of the decisions made on the management of the area(meetings, discussion forums, etc.).
<p>3.1 What is the magnitude of social exclusion?</p> <p>3.2 Are there other social divisions?</p> <p>3.3 What are the conflicts? How are they managed at the local level?</p> <p>3.4 What is the place of women?</p> <p>3.5 What is the place of young people?</p> <p>3.6 What are the structures that favour the representation of citizens in difficulty in solving their problems?</p> <p>3.7 What is the place of new resident populations in the area?</p>	<p>3. What is the level of social cohesion in the area?</p>	<ul style="list-style-type: none"> > Create new measures or new forms of partnership to facilitate the representation of excluded citizens or citizens in difficulty. > Strengthen locally the concept of equal opportunity: seek a better division of responsibilities between men and women. > Seek better possibilities of participation of young people in the definition of their future. > Create meeting areas for conflicting groups.
<p>4.1 In what way are schools places of understanding of local development problems?</p> <p>4.2 What roles do associations, cooperatives, trade unions, municipalities, study circles, etc. play in this area?</p> <p>4.3 What roles do the press and local radios play in development training?</p>	<p>4. What mechanisms exist for training for involvement in the development of the area?</p>	<ul style="list-style-type: none"> > Involve schools and other educational structures in raising awareness of the stakes of local development. > Introduce debates on local development problems in the local media

2 - The identity of the area

EXAMPLES OF QUESTIONS TO BE ASKED	TOPICS OF DISCUSSION	EXAMPLES OF INNOVATIVE ACTIONS
<p>1.1 What locally reflects the identity of the area</p> <ul style="list-style-type: none"> > in what is visible: the landscape, architecture, folklore, historical heritage, know-how, local products, languages, music, painting, etc.? > in the manner of being: lifestyles, behaviours, social ethics? <p>1.2 Are there repercussions of the identity on the area's economy?</p>	<p>1. What is the area's identity?</p>	<ul style="list-style-type: none"> > Enhance the specific aspects of the area in a perspective of local development. > See how the elements of the identity can be incorporated in the area's products.
<p>2.1 Are the characteristics of the identity specific to the area considered or are they also found in neighbouring areas? What are the common elements?</p> <p>2.2 Do local players have a unanimous perception of the area's identity?</p>	<p>2. To what territorial area does this identity correspond?</p>	<ul style="list-style-type: none"> > Develop cooperation with neighbouring areas to deal, at the appropriate level, with common topics or sectors. > Work on the notion of "variable geometry" to better enhance certain assets of the area which are specific to certain areas or villages.
<p>3.1 What are the historic elements that explain the characteristics of the area's identity?</p>	<p>3. What are its historic roots?</p>	<ul style="list-style-type: none"> > Encourage initiatives to discover historic roots in local schools and associations.
<p>4.1 What are the symbols that depict the identity (name of the area, logo, image, slogan, proverbs, legends, etc.)?</p>	<p>4. What are the symbols of the identity?</p>	<ul style="list-style-type: none"> > Reinvent symbols likely to open new prospects to the area.
<p>5.1 What are the recognisable elements of location identity?</p> <p>5.2 Are the inhabitants proud/indifferent with regard to their area's identity?</p> <p>5.3 What is the capacity to assert local culture in face of the influence of urban cultures and cultures conveyed by the media? Where are young people in relation to this?</p> <p>5.4 What are the culture agents of the area (individuals, organizations)?</p>	<p>5. What is the level of perception of the identity?</p>	<ul style="list-style-type: none"> > Reinforce local voluntary activities and encourage cultural associations. > Organize cultural events with the local population's participation. > Take into account local identity in development programmes and projects. > Reinforce initiatives to use cultural heritage for the development of economic activities.
<p>6.1 What are the places of transmission and assertion of the area's identity?</p> <p>6.2 In what way are they sources of renewal of the area's identity?</p>	<p>6. What are the places of transmission of the identity?</p>	<ul style="list-style-type: none"> > Encourage the transmission of know-how from the older generations to the new generations.

3 - Activities and jobs

EXAMPLES OF QUESTIONS TO BE ASKED	TOPICS OF DISCUSSION	EXAMPLES OF INNOVATIVE ACTIONS
<p>1.1 What are the area's main sectors of economic activity? Is there a predominant sector? What is the importance of the tertiary sector?</p> <p>1.2 How many businesses and jobs do each of these sectors represent?</p> <p>1.3 For each of these sectors, what are the essential problems?</p> <p>1.4 What is the situation of services for businesses? In particular financial services, counselling, training?</p> <p>1.5 What is the unemployment situation? What populations are the most concerned?</p> <p>1.6 What is the place of voluntary work?</p> <p>1.7 How important is teleworking; distance working?</p>	<p>1. What are the existing activities and jobs in the area?</p>	<ul style="list-style-type: none"> > Introduce practices facilitating the diversification of the area's products (links with technological research centres; organization of producers to achieve critical mass: non material investments). > Support the diversification of activities by seeking new complementary activities. > Work locally the notion of multi-services to ensure the continuation of services in sparsely populated areas > Introduce the practice of voluntary work as a means towards qualification for unemployed people or young people. > Find ways to set up "tailor-made" training programmes ("training-development") that are more adapted to local know-how.
<p>2.1 Have the opportunities to retain added value locally all been used (integration of sectors; enhancement of local know-how and elements of identity of the area, organization of certain producers to achieve critical mass, etc.)?</p> <p>2.2 What is the situation of services for the population? In particular social, cultural, commercial, transport services?</p> <p>2.3 Is there available capital? How are local savings used?</p> <p>2.4 Are there local needs for products and services that are not satisfied?</p>	<p>2. Are all the existing opportunities put to advantage?</p>	<ul style="list-style-type: none"> > List the ideas or business projects that local players have put forward: facilitate a wide discussion on the topic. > Work locally on the notion of integration of the sectors. > Introduce the idea of preservation of heritage and natural resources as a source of employment. > Improve the ability of local businesses to meet the demand for local services. > Mobilize local savings. > Analyze the types and dimension of services to be created according to the size and specific needs of the population.
<p>3.1 Do the economic activities favour sustainable management of the area and natural resources?</p> <p>3.2 Are there risks of activities being relocated to other areas?</p> <p>3.3 What are the reasons for the establishment of new businesses? Are there links with local resources? Or rather is it a relocation of activities that were previously in urban areas?</p>	<p>3. Do the area's activities favour sustainable local development?</p>	<ul style="list-style-type: none"> > Strengthen the links between the area's products and identity to avoid the relocation of businesses. > Encourage new uses for old skills and know-how. > Evaluate how the area's handicaps can be turned into assets. > Examine what conditions are necessary to attract businesses providing non-traditional services.
<p>4.1 What is the distribution of roles between the local action group and public or private organizations supporting the creation/consolidation of activities and jobs?</p>	<p>4. What are the local dynamics to consolidate activities and jobs?</p>	<ul style="list-style-type: none"> > Develop - with groups of local businesses - knowledge/understanding of their technical and financial difficulties. > Introduce the idea of organizing flexible "pools" of technicians in the service of business groups.

4 - The image of the area

EXAMPLES OF QUESTIONS TO BE ASKED	TOPICS OF DISCUSSION	EXAMPLES OF INNOVATIVE ACTIONS
<p>1.1 What is the image of the area and its products?</p> <p>1.2 What is the image of the area that is promoted?</p> <p>1.3 On what is this image based: history, culture, natural environment or specific products?</p> <p>1.4 What are the awareness/information actions carried out in respect of the area and its products?</p> <p>1.5 Do these actions only aim to disseminate an image to the outside world or are they also aimed at reinforcing a positive internal image?</p>	<p>1. How is the territory perceived?</p>	<p>> Reinforce the links between the image of the area and resources; between image and local identity.</p>
<p>2.1 What are the obstacles to the promotion of the image of the area?</p> <p>2.2 Must the area's image be reinforced or reoriented? Why?</p> <p>2.3 What is the coherence between the area's image and the local reality (products, social cohesion, cultural expression)?</p> <p>2.4 What other areas or partners are necessary to mount/implement promotion actions?</p>	<p>2. What means, tools and players are necessary to make known the area?</p>	<p>> Develop co-operation with other areas to increase the impact of the promotion of certain products or services.</p> <p>> Develop the means and channels to better enhance diversity and difference.</p> <p>> Introduce training programmes at local level for the construction and promotion of the area's image.</p>
<p>3.1 Through what channels is the image of the area and its products disseminated/promoted?</p> <p>3.2 What are the target groups of promotion activities?</p> <p>3.3 Do the area's services and products arrive differentiated at the distributors? And at the consumers?</p> <p>3.4 Are the area's symbols used for this differentiation? If not, why?</p> <p>3.5 What importance is given to the origin of products?</p> <p>3.6 What activities have been useful for the area's promotion?</p>	<p>3. How is the area promoted?</p>	<p>> Develop quality labels enabling a better differentiation of the area's products.</p> <p>> Develop forms of collaboration between products to achieve critical masses for the promotion.</p> <p>> Take better advantage of campaigns to promote products to disseminate a positive image of the area and its resources.</p>
<p>4.1 In what areas is the impact of the promotion most visible (increase of visitors, interest of the media, etc.)?</p>	<p>4. What impact does the promotion of the area have?</p>	<p>> Seek ways to better target the promotion messages and campaigns according to specific objectives of local development.</p>

5 - Competitiveness and access to markets

EXAMPLES OF QUESTIONS TO BE ASKED	TOPICS OF DISCUSSION	EXAMPLES OF INNOVATIVE ACTIONS
<p>1.1 What is the position on the market of the area's main products and services? Do they face competition? If so, who are the competitors on the local and regional market? And on the other markets?</p> <p>1.2 How is this competition expressed (lower prices, loss of customers, irregular selling, etc.)?</p> <p>1.3 How important are public markets?</p> <p>1.4 To what extent do services match the area's characteristics?</p>	<p>1. What demand and what competition are there for the area's products?</p>	<ul style="list-style-type: none"> > Develop forms of cooperation between producers to reach markets other than local service markets. > Seek solutions to increase the capacity to retain locally the "consumer income" of families and public sector expenditure.
<p>2.1 Is local production strongly atomised?</p> <p>2.2 In the course of the past few years, has there been a tendency to concentrate activities?</p> <p>In relation to competition, what is the area's situation with regard to:</p> <p>2.3 The qualifications of workers and business managers?</p> <p>2.4 The state (age) of available technologies?</p> <p>2.5 The efficiency and profitability of the different sectors?</p> <p>2.6 The methods of supply?</p> <p>2.7 Maintenance and repair services?</p> <p>2.8 Financial, technical support and vocational training services?</p> <p>2.9 Production and transport costs?</p>	<p>2. How does the area produce?</p>	<ul style="list-style-type: none"> > Take advantage of markets where the area's competitiveness is better ensured (this is in many cases local markets). > Create links with research centres to enable awareness of research development as a factor for competition. > Improve the local capacity of negotiation and access to finance (pooling of credit applications for joint bargaining with financial entities, etc.).
<p>3.1 Are the products standardized? Or do they meet a specific demand?</p> <p>3.2 Is "differentiation" an asset of local products? Are local products differentiated.</p> <p>3.3 How are quality controls conducted? Controls to ensure compliance with standards?</p>	<p>3. What are the area's products and services?</p>	<ul style="list-style-type: none"> > Introduce "quality" and "differentiation" procedures in products and services. > Strengthen the non relocatable aspect of products and services (image, specific cultural nature, design, etc.).
<p>4.1 Is competitiveness a concern of the area's players?</p> <p>4.2 In what ways do businesses follow market trends?</p> <p>4.3 What is the level of development of commercial functions? what is the quality of after-sale services?</p>	<p>4. What tools are needed to respond to the logic of the market?</p>	<ul style="list-style-type: none"> > Conduct customer surveys > Ensure penetration of the notion of "need to adapt to the customer". > Improve through training, the capacity to anticipate changes of local managers.
<p>5.1 Are there informal or formal types of cooperation between producers? What is the economic importance of cooperatives?</p> <p>5.2 Is there a culture of local solidarity?</p> <p>5.3 What are the existing forms of cooperation with other areas? What players and institutions are involved?</p>	<p>5. What cooperation exists between the players and areas?</p>	<ul style="list-style-type: none"> > Develop cooperation between producers for: <ul style="list-style-type: none"> - joint commercial promotion; - market share; - customer satisfaction and reinforcement of the area's image. > Strengthen the means of cooperation with other areas.

6 - Migration and social and professional integration

EXAMPLES OF QUESTIONS TO ASK	TOPICS OF DISCUSSION	EXAMPLES OF INNOVATIVE ACTIONS
<p>1.1 Has the rural exodus evolved in quantitative or qualitative terms? What factors influence this evolution?</p> <p>1.2 Where do most of the people who leave the area go?</p> <p>1.3 What is the socio-professional profile between men and women of the people who leave the area?</p> <p>1.4 Are there daily travel patterns of the population? Towards what destinations?</p>	<p>1. What is the magnitude of the rural exodus?</p>	<ul style="list-style-type: none"> > Determine the impact of the rural exodus in the following terms: <ul style="list-style-type: none"> - socio-economic (population trends and development of local services, abandonment of land, etc.); - cultural: disappearance of know-how; - socio-political: weakening of the presence of the area. > Encourage young people to become entrepreneurs. > Improve local services (shops, recreational facilities, etc.) to encourage daily migrants to buy goods and services in the area. > Create links between those who have left and the area of origin.
<p>2.1 Are there cases of immigration in the area? Since when?</p> <p>2.2 What type of immigration is involved (neo-rurals, retired people, managers of the tertiary sector, secondary residents, unemployed people, etc.)?</p> <p>2.3 Do newcomers bring new assets to the area (financial means, technical knowledge, management capacity, etc.)? Or is it only a “passive” return (country house, secondary residence, etc.)?</p> <p>2.4 What measures have been adopted to promote the integration of newcomers? What players take part in these measures? Does the local population feel concerned?</p> <p>2.5 Are there forms of cooperation between the place of origin and the receiving area to prepare newcomers or favour their establishment?</p>	<p>2. What is the magnitude of immigration?</p>	<ul style="list-style-type: none"> > Set up organization and advisory services for the new populations. > Make the impact of the newcomers positive for the area by: recovering abandoned houses, fallow land, social and cultural integration, etc. > Seek collaboration arrangements with urban centres for the integration of unemployed people or the public in the area. > Analyze the possibilities to create services in line with the characteristics and requirements of the newcomers as sources of employment (services for retired people, for example).
<p>3.1 What activities offer possibilities of professional integration in the private sector?</p> <p>3.2 Does the public administration offer possibilities of integration? And the sectors of the social economy?</p> <p>3.3 Are there financial, advisory and technical support mechanisms for young people to start up activities?</p>	<p>3. What are the possibilities and measures for social and professional integration in the area?</p>	<ul style="list-style-type: none"> > Promote volunteer work as a source of training and social integration. > Use the sectors of the social economy to help young people get a start in the working world. > Adapt training systems to the requirements of new technologies. > Introduce forms of intermediation (advisory and assistance points, adequate training, etc.) to support the self-employment of young people. > Organize “training-development” for young people. > Stimulate the conveyance of know-how by employing young people as apprentices.

7 - The environment, management of space and natural resources

EXAMPLES OF QUESTIONS TO BE ASKED	TOPICS OF DISCUSSION	EXAMPLES OF INNOVATIVE ACTIONS
<p>1.1 What are the characteristics of the area's natural resources and architectural heritage? How have they evolved recently?</p> <p>1.2 Are there resources under threat which must be preserved as a matter of priority? Have there been irreversible developments?</p>	<p>1. What are the area's natural and cultural resources?</p>	<p>> Establish local working groups to identify the areas concerned by the different activities (fishing, hunting, forestry, tourism, etc.) and the risks and perspectives of change of the resources and space.</p>
<p>2.1 Does the land structure and systems of use enable enhancing resources? Is there vacant land?</p> <p>2.2 How is the architectural heritage used and kept up? Is there abandoned heritage? What practices are used to enhance the built heritage? What players and institutions are concerned by this?</p> <p>2.3 Have there been changes in the systems and techniques to use the area and resources? With what consequences?</p> <p>2.4 Are there protected areas and recreational areas?</p> <p>2.5 Are the area's aesthetics preserved (landscape and architecture)? And biodiversity?</p> <p>2.6 Is enhancement of natural resources encouraged? Are there programmes to commercialize forestry products, etc.?</p>	<p>2. What are the methods to use space and resources?</p>	<p>> Develop systems and techniques to use space and resources:</p> <ul style="list-style-type: none"> - to preserve natural resources and to control better the risks of destruction of these resources (risks of forest fires, soil erosion, pollution, etc.); - to preserve spatial harmony and built heritage. <p>> Seek sources and methods to use alternative energies.</p>
<p>3.1 What are the legislative frameworks and tools for the management and local planning of space and resources?</p> <p>3.2 What players and institutions are concerned by its management?</p> <p>3.3 What are the local pollution control tools? Who is responsible locally for the treatment of water, waste, recycling of materials, etc.?</p>	<p>3. What are the characteristics of the management of space and resources?</p>	<p>> Improve the knowledge of local populations on space and resources using appropriate tools (information programmes, etc.) to ensure their participation in a better management of the area.</p>
<p>4.1 Do conflicts of interest exist between the different players concerned by the use of space and resources? Are there institutions to create a convergence of interests?</p> <p>4.2 What impact assessment instruments have been introduced in the area?</p> <p>4.3 What are the environmental education practices? How do the schools, associations, etc. become involved in this process?</p>	<p>4. What is the level of collective conscience in face of the management of space and resources?</p>	<p>> Raise the interest of institutions and local players, in particular at the level of civil society, for the management of the use of space and resources.</p> <p>> Mobilize and train the population around the idea of environmental protection as an integral element of daily practices of the local populations.</p> <p>> Organize training programmes and information activities on the local environment for the local population and tourists.</p> <p>> Encourage the rehabilitation of the built heritage, seeking new forms of socio-economic use.</p>

8 - The development of technologies

EXAMPLES OF QUESTIONS TO BE ASKED	TOPICS OF DISCUSSION	EXAMPLES OF INNOVATIVE ACTIONS
<p>1.1 Are some of the production methods used in the area unsuitable? Are they disappearing? What are the sectors of activities concerned? What are the reasons for this unsuitability?</p> <p>1.2 Is there a technological renewal in traditional sectors?</p> <p>1.3 What is the recent development of new technologies at the local level? How was the technological transfer carried out?</p> <p>1.4 What sectors have potential to introduce new technologies?</p> <p>1.5 What are the obstacles to the introduction of new technologies?</p>	<p>1. What new technologies should be introduced in the area?</p>	<ul style="list-style-type: none"> > Support experimentation aimed at the adaptation of new technologies in traditional sectors of production. > Determine in what sectors the absence of new technologies constitutes a constraint for the setting-up of businesses.
<p>2.1 What means do local players have to access information on new technologies?</p> <p>2.2 Is there a debate on the impact of new technologies (communications, biotechnologies and others) in the area of regional planning, development of businesses, distance working?</p>	<p>2. What access to information on new technologies is available?</p>	<ul style="list-style-type: none"> > Integrate the area in information networks on new technologies. > Create links with "pools" of experts and research services to ensure information on technological transfer opportunities.
<p>3.1 What are the predominant criteria in the choice of new technologies?</p> <p>3.2 Are these criteria compatible with a sustainable management of space and resources, the maintenance and creation of jobs, preservation of heritage and culture?</p> <p>3.3 Has the replacement of traditional technologies by new technologies caused imbalances in certain sectors?</p>	<p>3. How are new technologies chosen?</p>	<ul style="list-style-type: none"> > Determine how new technologies can help enhance the area's identity and culture, improve the quality of social relationships between groups, information and the debate between citizens. > Determine the possibilities of rehabilitating traditional technologies. > Determine the needs for training in new technologies or traditional know-how that is disappearing.
<p>4.1 Are there persons-resources in the area competent in the matter (production, service-advice, etc.)?</p> <p>4.2 Are there technical and financial assistance means for the transfer of technology?</p> <p>4.3 Are there experimental programmes?</p> <p>4.4 What are the possibilities of cooperation with other areas for transfers of know-how and technology?</p>	<p>4. How are new technologies implemented?</p>	<ul style="list-style-type: none"> > Create links with pools of experts to ensure follow-up in technological transfers. > Create links with other areas to improve the possibilities of transfer in specific sectors. > Create tools to assess the impact of new technologies and resources which are devoted to this.

Eight key points

to analyze local innovation needs

