The area-based approach

The LEADER area: criteria

Small dimension

Local identity

Rural character

Low population density

Area

Homogeneous unit

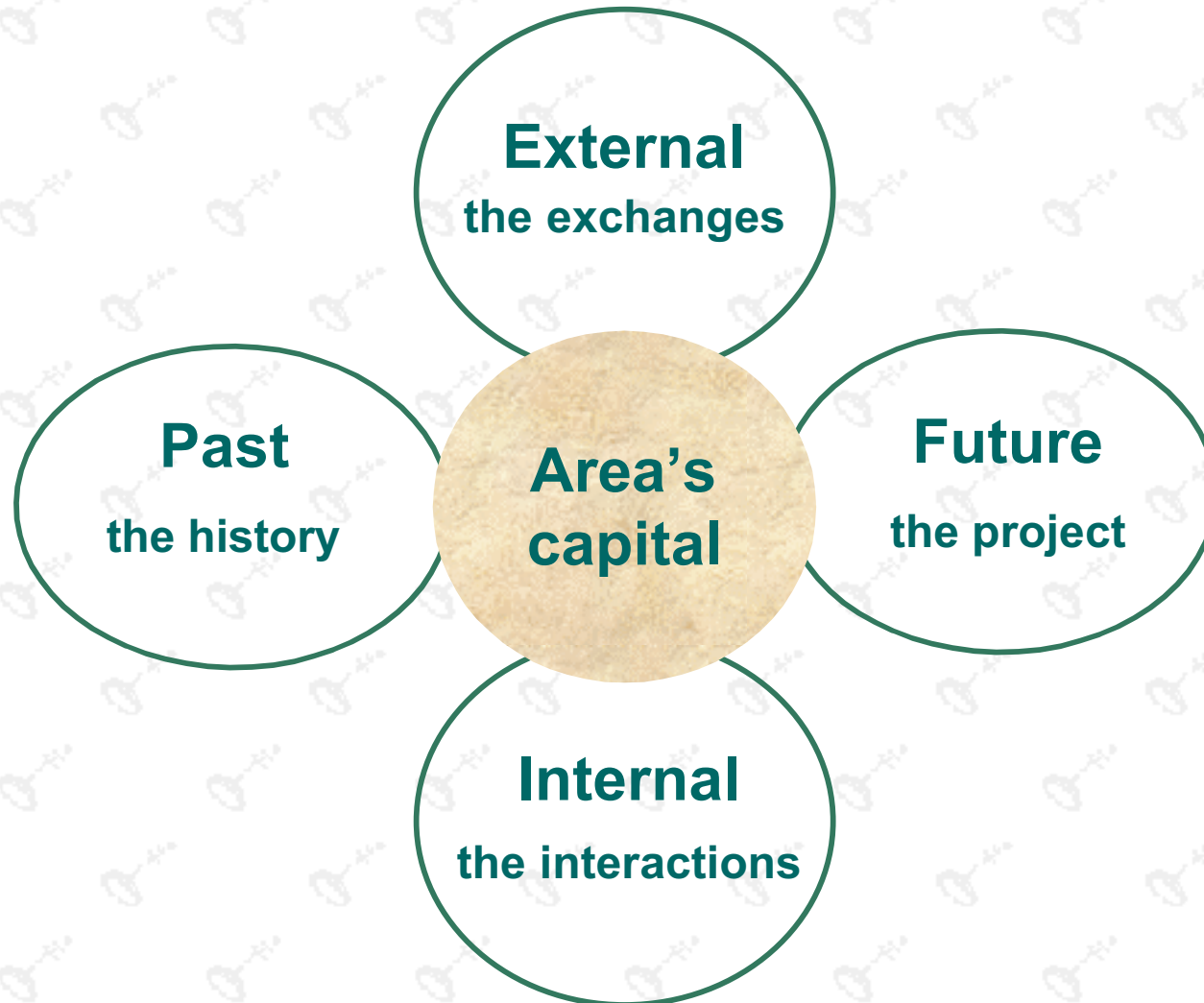Between 10,000 and 100,000 inhabitants

No predefined boundary

Coherence and critical mass
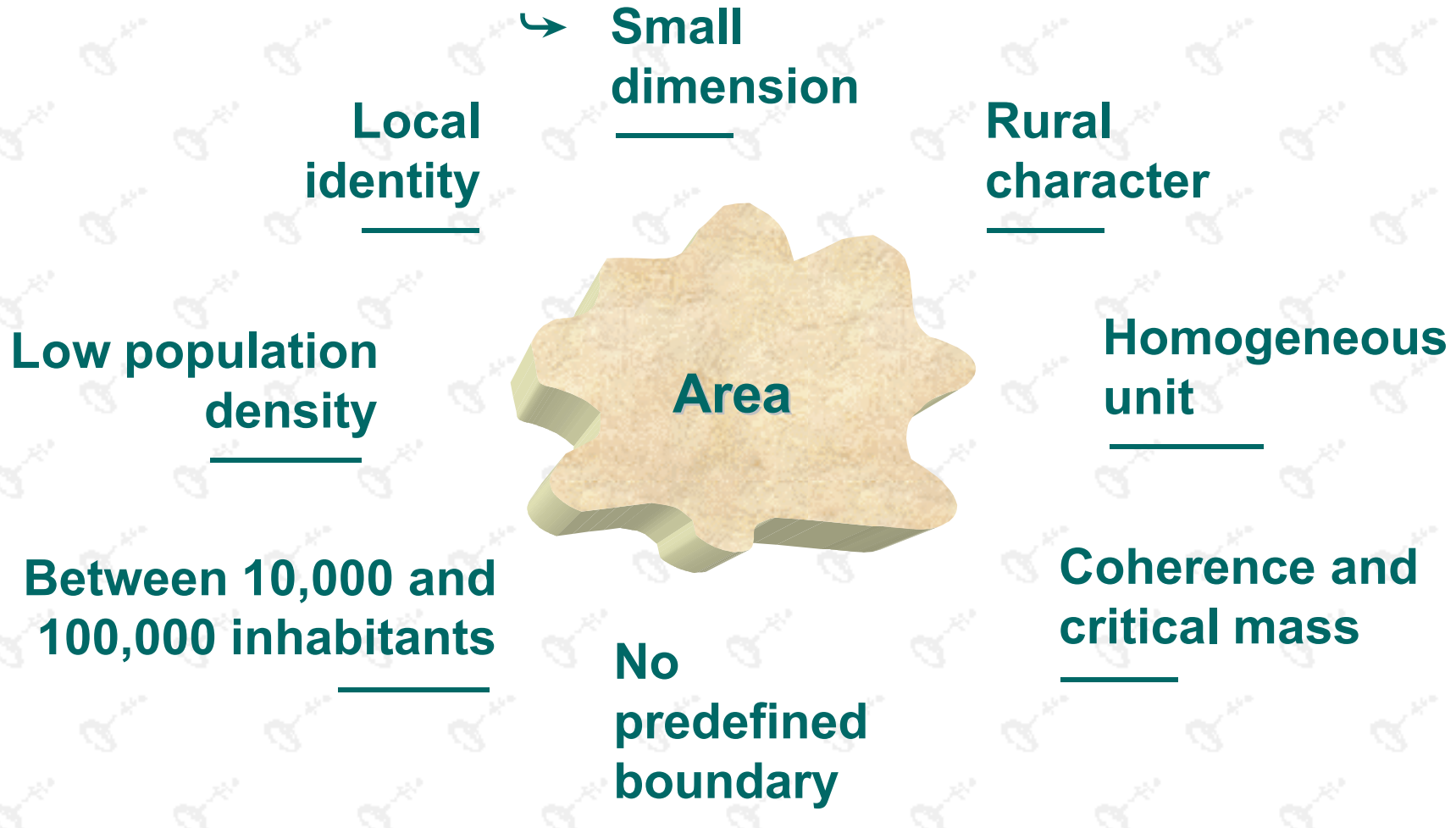
The concept of an area-based approach

Global approach

Area-based approach

Concertation

Endogenous resources
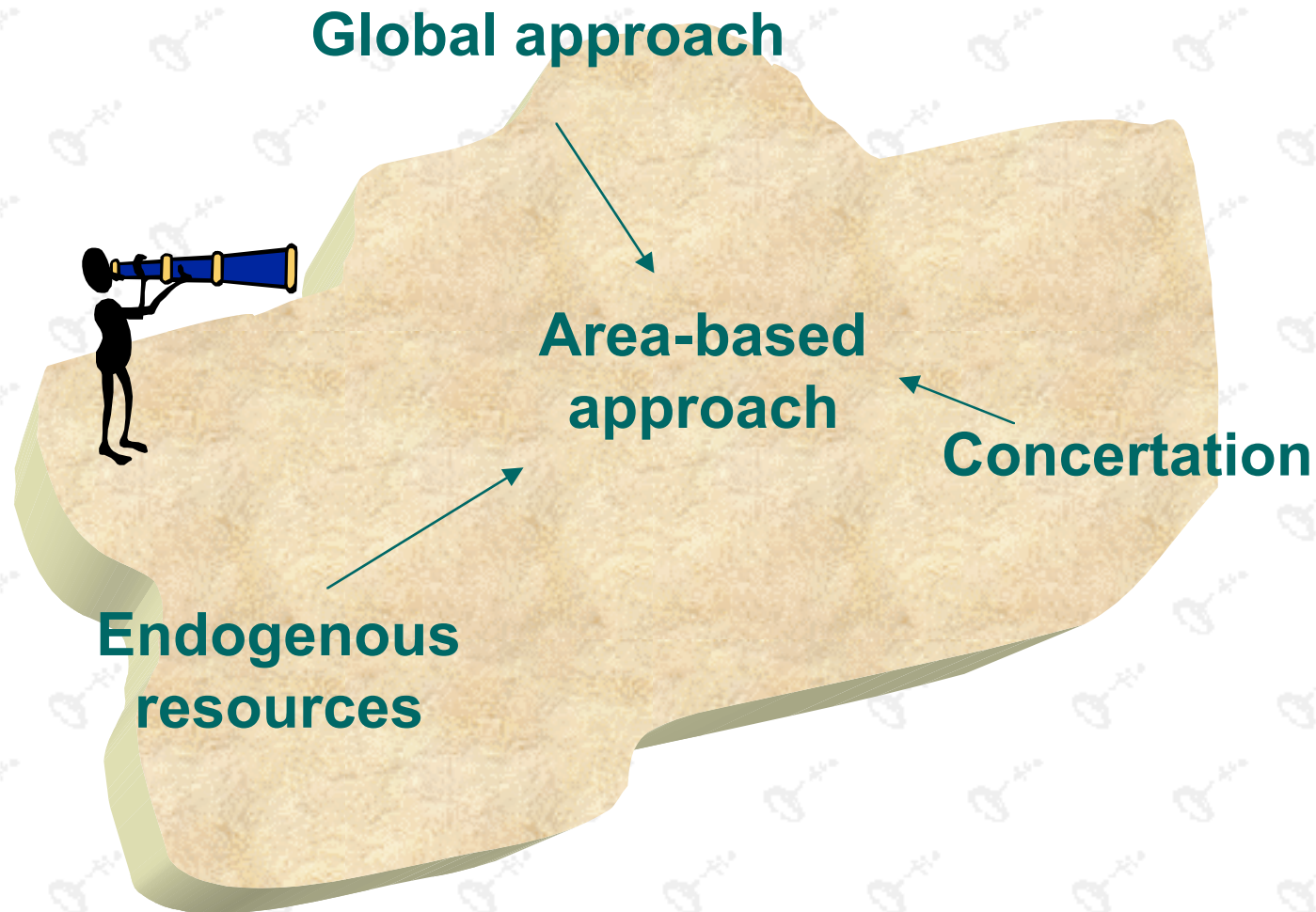
Establishing an area profile

↳ **Physical resources**

External relations

Human resources

Image and perception

Activities and jobs

Governance and democracy

Know-how and skills

Culture and identity

External
the exchanges

Past
the history

Area's
capital

Future
the project

Internal
the interactions

The initial analysis

➥ **Beyond a simple snapshot of the situation**

➥ **First stage of involving local communities and engaging key players**

➥ **Use of participatory methods**

➥ **Creation of alternative scenarios**

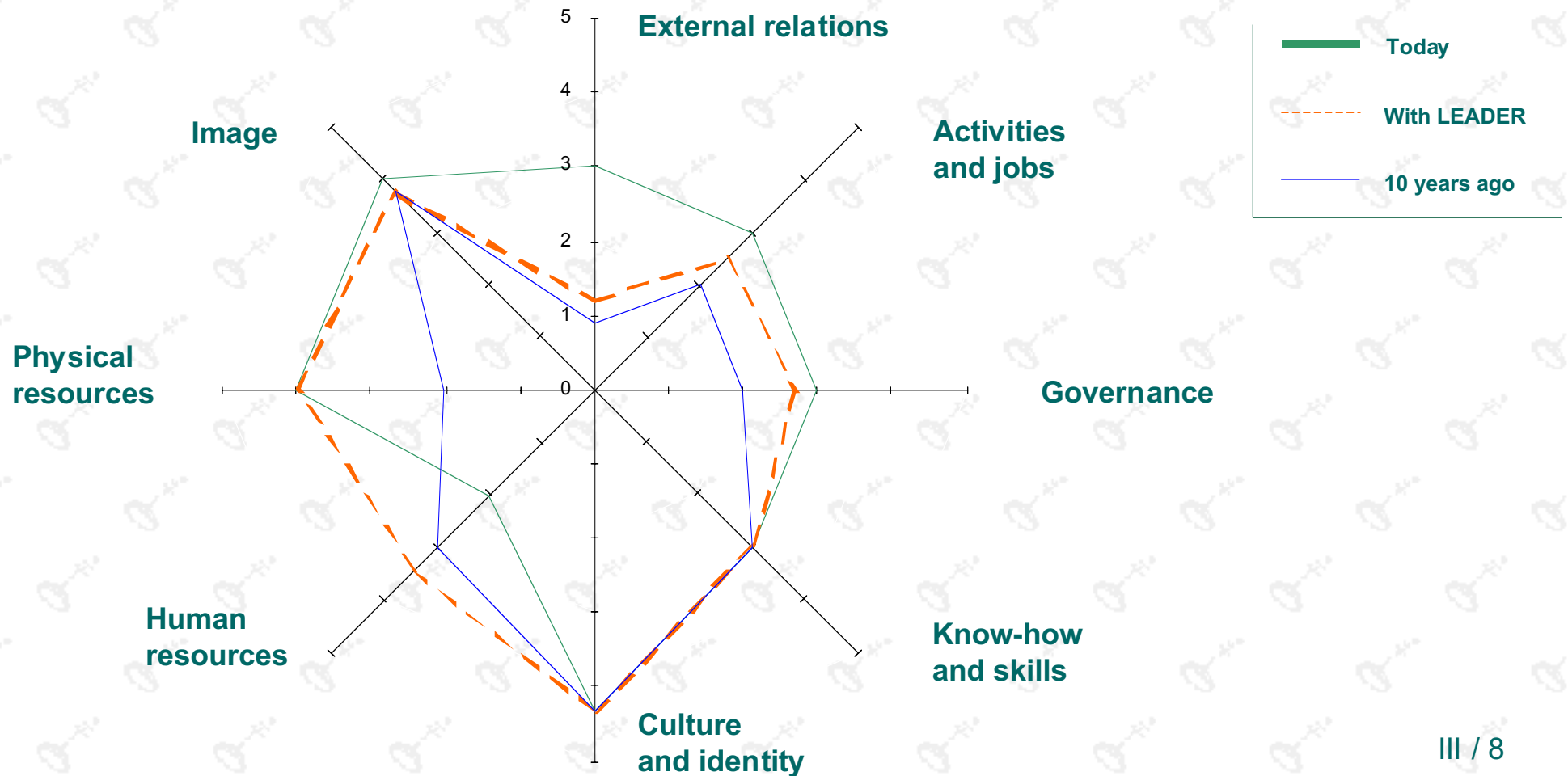# Interim analyses

✑ **Updating the analysis in order to:**

    ✓ **verify the relevance of the initial course of action**

    ✓ **identify any indirect effects**

    ✓ **identify imbalances and synergies**

    ✓ **possibly reorient the programme**

The area profile: a tool for "animation"

Bairrada e Mondego area (Centre, Portugal)

From analysis to strategy

- Share the results of the analysis

- Give priority to an integrated approach

- Choose one or more unifying themes

- Build a shared vision of the future of the area

Drawing up a strategy: the principles

- ☞ **Choose a common thread (unifying theme)**
- ☞ **Focus on the process and on an integrated vision**
- ☞ **Choose a single entry point or adopt a "sower" strategy**
- ☞ **Search for multiplier effects**
- ☞ **Set up a monitoring and assessment mechanism**

Create a collective dynamic centred on the "area project"

⇨ **make analysis and project preparation a tool for "animation" and consultation**

⇨ **seek "win-win" strategies**

⇨ **assess ability to undertake the action**

Examples of strategic aspects

▱ **Focus on complementarity**

▱ **Work on the fringes**

▱ **Promote integration**

▱ **Consolidate or diversify**

▱ **Recover and give renewed value**

▱ **Find a new balance**

▱ **Motivate and inject dynamism across the board**

▱ **Attract**

In the field, the area strategy combines several of these aspects

Looking ahead

- ✏ **How should a relevant boundary for a LEADER programme be defined?**

- ✏ **Respective importance of the different parameters?**

- ✏ **Resources to be taken into account?**

- ✏ **Added value of the area-based approach compared with sectoral approaches?**