

Imagining the future of Europe's rural areas

22-26 MARCH 2021

Rural Vision Week



The French Rural Agenda : Overview and return of experience about local governance

Patricia ANDRIOT/Marc LAGET

French National Agency for Territorial Cohesion

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Workshop 8: 'People, policy, practice – proofing and
implementing a new rural reality'

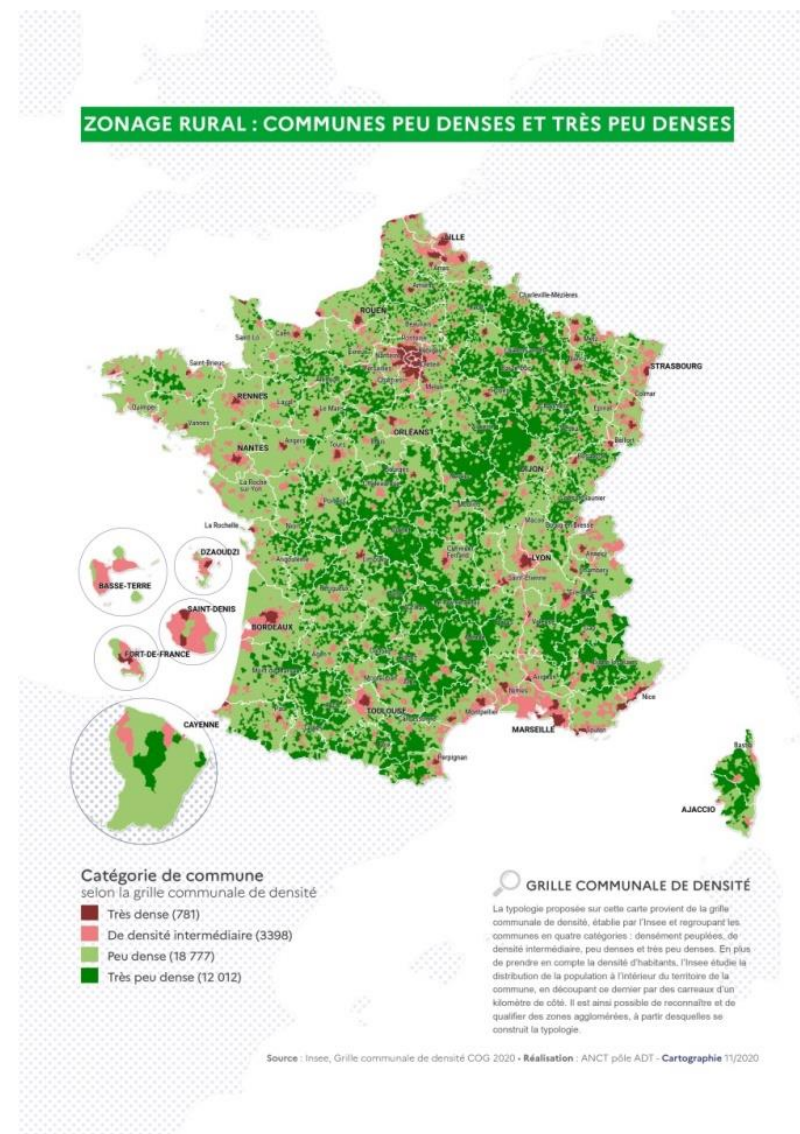
Rural agenda: 181 measures to promote rurality



French rural agenda: making countryside territories of tomorrow

Context: why a rural agenda in France ?

- **30 % of population** in rural areas
 - Half population would like to live in rural areas
 - But a **strong feeling of failing public policies** for Rural areas
- ‘yellow jacket’ crises in 2018
- transposition of European concept agenda rural



Rural agenda method: a cooperative governance



Crédits : A. Bouissou / Terra

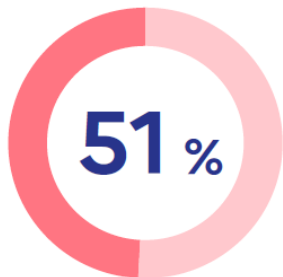
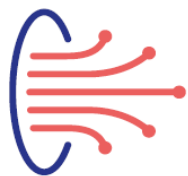
- Large **public consultation** (national great debate)
- **Multi-level concertation** and management (local referents, ministry referents...)
- **Breaking silos**
- Test innovation and **develop news practises** by demonstration



Result is an action plan which includes 181 measures to support the inclusion of rural areas in terms of: to implement and focus rurality in each public policy (**health, mobility, youth, employment, public services,...**)

Envisaged measures

Measures are very **concretes**: connected campuses, initiatives 1000 cafes, small railway lines, youth mentorship, engineering in local communities, public services to less than 30' of every rural inhabitants, new places- new links,...



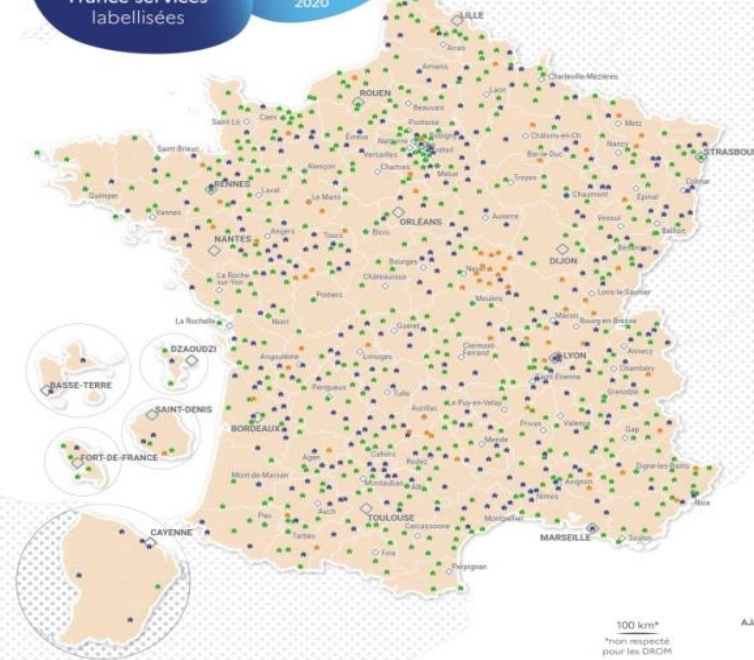
des Français raccordables à la fibre

2,5 millions
de lignes ouvertes
aux deux premiers semestres 2020

20 000
lignes par jour ouvré



NOUVELLES LABELLISATIONS FRANCE SERVICES



Localisation

- à la commune, par vague de labellisation
- ★ France services labellisée au 1^{er} octobre 2020 (323)
- ★ France services labellisée au 1^{er} février 2020 (73)
- ★ France services labellisée au 1^{er} janvier 2020 (460)

Repères

- ◇ Préfecture de région
- Préfecture de département

Source : ANCT 2020 - Réalisation : ANCT pôle ADT - Cartographie 10/2020

A dedicated State Secretariat

In order to ensure the effective implementation of each measure, a **specific governance** has been set up with **monitoring committees**

A **dedicated State Secretariat** was established in July 2020



Example for a desirable future : evolutions in local governance of public third places

The digital transformation of territories in the rural agenda in France

- very **high-speed broadband** for fixed and mobile
- **e-inclusion** and accompaniment towards new digital uses
- development of **service applications** usable by all territories (open-source standard)
- creation of **meeting places** allowing actors to work together or within networks

The “New Places, New Links” program

- 300 “**fabriques de territoire**” (**territorial factories**) to support and operate together an increasing number (2000) of third places

Example for a desirable future : evolutions in local governance of public third places

Profile of the “fabriques de territoire” (territorial factories)

Out of 218 factories in selected territories, 58 are in “rural revitalization zone”, parts of the French territory located in rural areas and experiencing difficulties in particular in social, economic and demographic matters.

The territorial factories offer a **wide range of services**:

- *digital training*
- *support for project promoters*
- *welcoming of coworkers*
- *fabLabs and Living Labs services*
- *organization of cultural meetings*
- *production of organic products and creation of local commercial circuits...*

Frequent EAFRD funding for these projects

Example for a desirable future : evolutions in local governance of public third places

“Territorial factories” bring together associations, companies and local authorities

Three elements are decisive:

1 - The effect of territorial radiation: factories must serve as an example, create and share technical and educational support as well as expensive equipments;

2 - The balance of the economic model: if public funding is needed for start-up, each structure must find other resources such as invoicing for services, sponsors, private investments;

3 - The opening up of governance: the factory, sometimes carried by a community, is always involved in collective approaches, which requires involving all those concerned in the decision-making process

evolutions in local governance of public third places

Characteristics of new forms of governance in rural “territorial factories” :

- **Open to all partners:** through the creation of appropriate consultation bodies, entrepreneurs, citizens, association leaders, elected representatives of local authorities join together with the staff of the factory
- Enabling **training of local actors**
- Participation according to the **skills** of each at the different levels
- Detailed **rules** for the participation of users, from simple consultation up to the vote
- Development of consensus **involving all groups concerned** from the stage of territorial diagnosis, consolidation by decision making by qualified majority
- Setting up **collaborative projects** and organising them into **networks**
- Use of dedicated **digital tools**

Example for a desirable future : evolutions in local governance of public third places

Evolution towards legal support involving public and private stockholders

A wide panel of solutions : consortium, local public corporations, co-operative corporations, collective interest co-operative corporations, local land investment corporations, organized towards variable capital opportunity...

First results

Significant number of memberships, population gain and attractiveness of the territory, evolution towards a **“smart village approach”**, adaptability and scalability of projects, very positive testimonies around self-confidence and vision of the future, organization of **“do-ocracy” experiences**, which proposes to the project leaders to launch quickly in the realizations and to put in place downstream regulatory approaches if necessary.

Thank you

patricia.andriot@anct.gouv.fr

marc.laget@anct.gouv.fr

www.anct.gouv.fr