

Voironnais

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THE LEADER PROGRAMME

Development strategy

TARGET PRIORITY: Allowing a common local culture to emerge and be consolidated on the basis of town-country links

The chosen strategy makes it possible to establish a distinctive local identity as a factor of social cohesion, based on the fundamentals of the rural, 'green' character of the Pays Voironnais and developed by the whole of the population, involving established inhabitants and new arrivals and 'rural' and 'urban' residents alike. The LAG does not intend the area to become a periurban area in which there is a loss of collective identity, changes are endured and certain social categories are on the defensive, but rather for it to be a 'living space' whose own economic, environmental and social resources should be mobilised to the full. The corresponding goals for this strategy are as follows:

- **Enabling this common local culture to emerge by promoting heritage and the reciprocal contributions of various categories of the population.** The expected result is the construction and appropriation of local identificational characteristics by local residents, improved exchanges between different categories of the population (local inhabitants and new arrivals) in order to improve local social cohesion and the sense of belonging to a shared local area.
- **Preserving and promoting a quality living environment shared by all, for all.** The expected result is that the Pays Voironnais becomes an exemplary local area in terms of environmental and landscape quality, due to the involvement of different categories of the local population, and that this living space becomes a vehicle for establishing a shared identity.
- **Strengthening a shared local identity through the development of resources, expertise and services derived from the rural environment.** The expected result is a stronger rural economy and rural services and the setting up of locally-based businesses for local inhabitants, in order to strengthen cohesion and solidarity between the different local stakeholders.

Organisation of the LAG

The programme committee is composed of 23 permanent members (13 private and 10 public) and 23 replacement members (10 public and 13 private), 15% of whom are aged under 35 and 26% of whom are women.

The programme committee meets every two months.

The LAG group is open to all and consists of all members with an interest in the programme. It meets regularly to work on the operation of the programme, strategy, the emergence of structuring projects and so on. In the Pays Voironnais, the LAG corresponds both to the 'geographical' structure and to all persons wishing to be involved in the workings of LEADER.

Programme committee members



LOCAL PROFILE

LAG number:
GALRHA160



Member State: France

Region: Rhône-Alpes

Sponsor structure:

Communauté d'agglomération du Pays Voironnais

Number of municipalities: 34

Area: 378 Km²

Population: 89,980

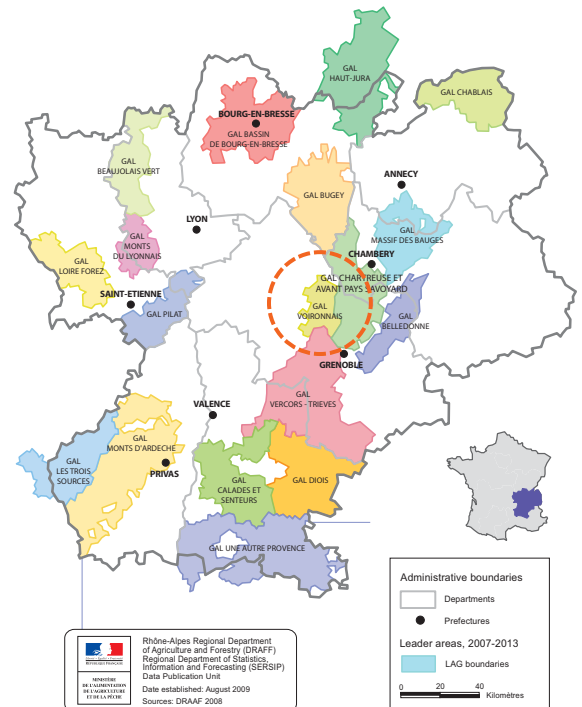
Local area characteristics:

Local area on the edges of the Grenoble urban area. Dynamic area in terms of economic development, residential drawing power and farming. Area subject to intense land pressure, characterised by rapid demographic growth, advanced peri-urbanisation and an endangered living environment.

Prior Leader experience:

New candidature

LEADER AREAS, 2007-2013 Rhône-Alpes Region



HUMAN RESOURCES DEVOTED TO LEADER:

Organisation: Camille MATZ
Administration: Magali DURHONE

Additional strategy

All of the goals address multiple fields of activity, in line with the cross-cutting nature required by the Leader programme. Furthermore, the strategy proposed by the LAG is consistent with the new local area project for the Pays Voironnais adopted in 2009, which is based on 5 key issues:

- Strengthening the Pays Voironnais as a balancing hub within the Grenoble urban region.
- Developing an ambitious policy to promote the social equilibrium of the area.

- Developing services to residents in order to improve their daily lives.
- Broadening environmental policies and engaging the area are in genuine sustainable development.
- Implementing new governance promoting pooling of municipal and inter-municipal resources as well as cooperation with all neighbouring local areas.

Structure of the development plan

	Measure implemented	Total FEADER funds	Total
Rural heritage and collective memory	323 D, 323 E, 331	€170,000	€324,091
Promoting reciprocal urban-rural contributions	321, 323 E, 331	€210,000	€461,818
Preserving and promoting natural resources	111 B, 121 C1, 321, 323 D	€225,000	€639,091
Management of spaces	313, 323 D	€150,000	€382,727
Consolidating the supply of and access to services	311, 312, 321	€170,000	€459,091
Developing the rural economic fabric	111 B, 311, 312, 313, 331	€205,000	€498,182
Cooperation	421	€70,000	€127,273
Organisation and cooperation	431	€300,000	€545,455
TOTAL		€1,500,000	€3,492,273

Cooperation

Earmarked FEADER funds: €70,000

Cooperation strategy being defined in 2010.

Examples of projects assisted by the LAG



- Travelling exhibition showing the various facets of the area
- Farm-based events
- Setting up pick-your-own areas for fruit and vegetables, organic spaces (currently being redeveloped), the only one of its kind in Rhône-Alpes
- Tourist accommodation park in tree houses
- Solidarity garden tying in with Coublevie environment days
- Projected solidarity-based grocery, linked to local producers
- Planned creation of a mountain bike centre

CONTACT:

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Languages: English, German