

Rural Pact Conference

15-16 June 2022



Where am I talking about?

Double cap or dual role but to sum up, it is a common voice of public policies about place of social economy in rural area at different levels...

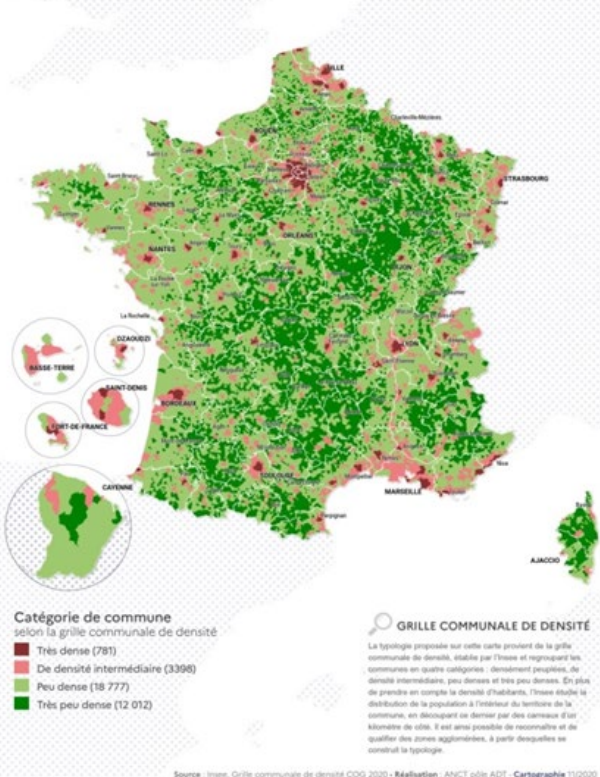


What is the context of rurality in France?

main characteristics



ZONAGE RURAL : COMMUNES PEU DENSES ET TRÈS PEU DENSES



P.E.T.R. DU
PAYS DE LANGRES



- 30 % of population in rural areas
- High density for rurality
- Half the urban population consider living in rural areas would be an improvement to their quality of life
- But many bottlenecks remain with unequal access to core services as a result.
- These handicaps were seen as preventing many rural areas from making the most of their assets.
- A growing feeling that rural areas had been left behind emerged → yellow vests crisis in 2018

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Crédits : A. Bouissou / Terra

In the “*Great national debate*” that followed the yellow vests crisis stakeholders advocated that a **French declination** of the **European Rural agenda** should be adopted.

A decision was made to **take action** in order to **step up the pace of change** : break down silos and bridge inequality gaps faster

A team of elected representatives was invited to formulate the content of the agenda through a **broad consultative process**

The result is the rural agenda: *it is at the same time* a long-term policy framework;
an implementation process and
an action plan of 181 measures to support the inclusion of rural areas in terms of health, mobility, youth and employment ;



3 objectives

- Enhancing the place of rural areas as drivers of change;
- Improving the daily life of people living in rural areas ;
- Replacing top-down decisions by more place sensitive and bottom up and decisions.

5 areas

- Digitalisation
- Health
- Mobility
- Youth & employment
- Services of general interest

181 measures

Measures are very concrete and focus on improving people's **every day life**
e.g. connected campuses, 1000 cafes initiatives, small railway lines, youth mentorship, engineering in local communities, houses providing core public services at less than 30' of every rural dweller.....



What place for social economy in this territory ? Why social economy is a pillar for transition ?



- The social economy already occupies a large place: many long-standing associations that play an economic role
- Services that are not provided by the market because the population is too low services for the elderly (cleaning house, care, etc.), childcare and activities for children,
- A choice by the territory to have a local food project that relies on local structures and school food: currently 500 meals provided by local actors: there is a lot of place for improvement
- on the environment, which is the most complicated issue, the main need is for local engineering for local authorities: we are too dependent on external consultancies and need to mobilise local skills



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The TRESSONS Project

- A programme driven since 2018 by Avise and the RTES (Network of Local Governments for a Solidarity Economy) with the support of the National Rural Network and the European Agricultural Fund for Rural Development (EAFRD).
- Purpose: analyse and strengthen the impact of the social and Solidarity Economy (SSE) on rural communities.
- **Avise's activities:**
 - > Tools to highlight SSE solutions in rural areas: statistical study, monographs presenting the key factors of success for the ecosystem, projects booklets, etc.
 - > 10 experimentations about SSE support programmes in rural areas to give access to expertise
 - > A peer exchange group between 150+ rural development players in order to share knowledge about SSE solutions, models and innovations.
 - > Etc.





161,900

jobs in the SSE
in rural areas



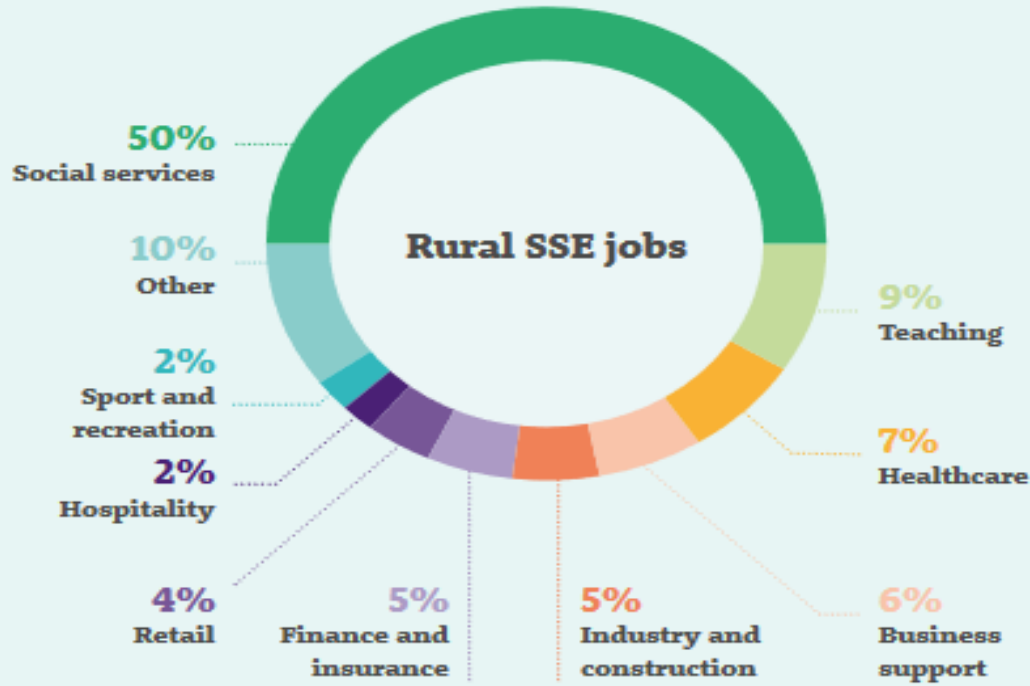
22,510

rural SSE employers;
83% are micro-businesses



17.7%

of rural
private-sector jobs



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mains keys, challenges and conditions to success ?



challenges :

- lack of engineering
- awareness of environmental issues and urgency
- low demographics
- the place of young people
- lack of territorial ambition: a territory that has difficulty believing in itself

the levers

- the place of associations
- a very well preserved territory
- a 30-year history of local development
- support from the State and the region



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A scenic landscape photograph featuring a dirt road that winds through a lush green valley. In the foreground, there are fields of tall, golden-brown grass. The middle ground shows a small village with several houses and a church spire. In the background, there are rolling hills and a range of jagged, snow-capped mountains under a blue sky with wispy clouds. The text "Thank you" is overlaid in a large, white, sans-serif font across the center of the image.

Thank you

Thank you

