

PADIMA

Policies Against Depopulation in Mountain Areas

Welcoming new populations and developing activities in rural areas: a need leading to specific policies

Trysil 24-05-2011

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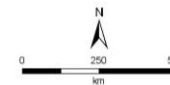


Limousin in Europe



Région Limousin

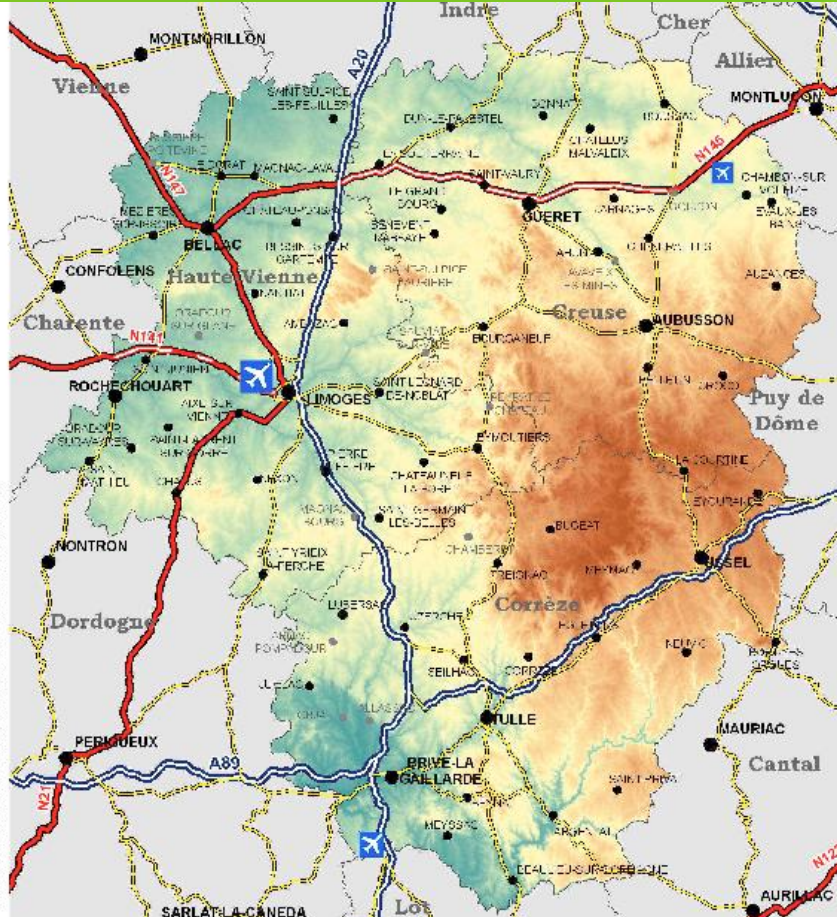
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Policies against
depopulation in
mountain areas

A rural, low-mountainous Region

LE LIMOUSIN : RELIEF ET RESEAU ROUTIER



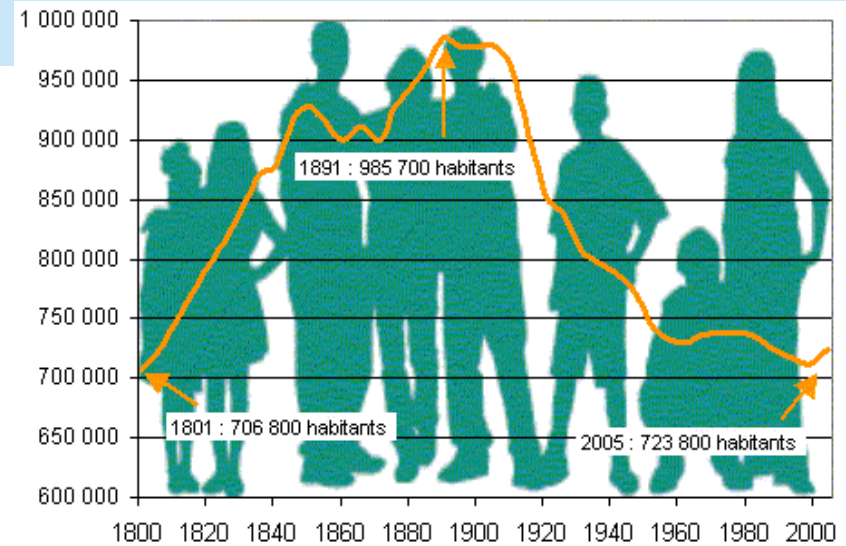
- Northwestern edge of the Massif Central (from 90m to 1000 m)
- Varied climate and hilly relief in some parts of the Region: consequences on the means of communication, transportation ...

Policies against depopulation in mountain areas

Demographics

- **1/ A strong demographic decline**

- In 1999, the population of Limousin was about 711 000 inhabitants.
- Loss of 275 000 inhabitants between 1891 and 1999, i.e. $\frac{1}{4}$ of the population.
- The average age is 4 years higher than in the rest of France.
- The average natural deficit is 2 800 people a year.



- **2/ However, the territory is attractive and welcoming**

A positive net migration since the 1960s.

Between 1990-1999 : 10 000 people a year moved to Limousin.

- This is why the Limousin Region has been implementing a specific « welcome policy » for new inhabitants since 1999. This welcome policy is still ongoing and has proved its efficiency : in 2005, Limousin was the 6th most attractive Region in France
- Projection towards 2040 : 812 100 inhab. or more than 10,2 % of population increase (due to the migratory balance).

A welcome policy based on operational activities



The Limousin ‘welcome policy’ is a package of operational tools based on **3 strategic thrusts**:

1/ **Attracting new inhabitants and facilitating their settlement** (regional approach and tools)

2/ **Encouraging the emergence and structuration of welcome facilities**

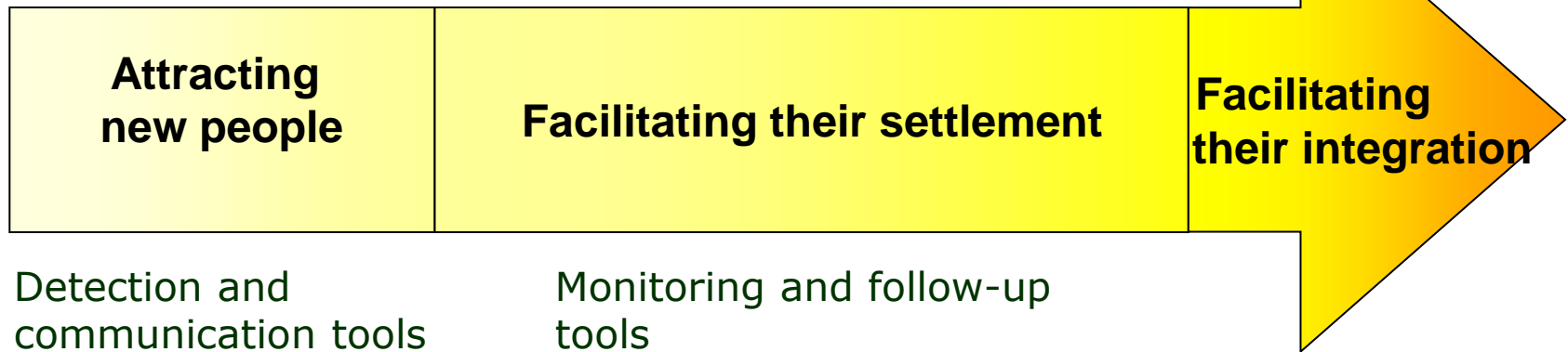
3/ **Knowing and analysing migration trends**

Policies against depopulation in mountain areas

1/ Attracting new inhabitants and facilitating their settlement

Approach and regional tools

Establishing steps in the settlement process



- PEC/Prov'emploi
- Op'en Limousin...
- AFPA
- Website (in construction)
- Demain TV
- Esprit village
- Installation-campagne.fr

- 'Construire son projet en Limousin'
- 'Savoir-faire et découverte'

- 'RDV en Limousin'
- 'Logements passerelle'
- 'Objectif création'
- 'DIVA'

- Support for setting-up
- Follow-up after the creation of a new activity

1/ Attracting new inhabitants and facilitating their settlement

Profile of 'neo-limousin' inhabitants

Project promoters (creation or takeover of a business):

- ✿ in situation of personal and/or professional change (re-training)
- ✿ (mostly) residents of great urban centres,
- ✿ 35-50 years old,
- ✿ open-minded,
- ✿ attached to family,
- ✿ in search for independence,
- ✿ Eager to value a professional or personal experience to have success of the second half of their life.

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1/ Attracting new inhabitants and facilitating their settlement

Example of 'detection tool': Prov'emploi - job fair in Paris

A fair for jobs and projects outside the capital city



The annual event for Parisians wishing to settle down in other Regions.

Responses to their expectations :

- job offers,
- creation and takeover of businesses,
- discovery of the territories,
- assistance and advice on the setting-up ...

A joint presence of businesses, territories, support structures and the media

Outcomes in 2010 :

- 100 contacts with people eager to settle down in Limousin, most of them being job-seeking managers as well as some project promoters (creation and/or takeover of businesses).
- Enhancement of the visibility and fame of Limousin, especially in Paris

1/ Attracting new inhabitants and facilitating their settlement

Another example of 'detection tool' : the website Op'en Limousin

Op'en Limousin
La sélection d'opportunités d'installation

Pour recevoir nos annonces
inscrivez-vous
à notre lettre d'information

voire email

Op'en Limousin, ce sont offres sélectionnées chaque mois pour vous installer en Limousin, et des services pour vous accompagner

RUBRIQUES

- Tourisme-Loisir
- Hôtel - restaurant - bar
- Commerce
- Artisanat
- Agriculture
- Santé
- Locaux

ACCOMPAGNEMENT

LOGEMENT PASSERELLE
Pour travailler son projet

TEST METIER
Savoir Faire et Découverte

AGRICULTURE	FLEURISTE	HÔTEL RESTAURANT BAR	HANGAR
Exploitation horticole (Saint-Clément) À Saint-Clément est à vendre une exploitation horticole sous serres et pleine terre.	Magasin de fleurs (Saint Yrieix) Dans la rue piétonnière du centre ville, magasin de fleurs à reprendre.	Hôtel restaurant bar (Pontarion) Bon emplacement pour cet hôtel-bar- restaurant à reprendre à Pontarion.	Hangar (Nouziers) Local proposé à la location ou location/vente à Nouziers.
voir la fiche	voir la fiche	voir la fiche	voir la fiche
ARTISANAT	LOCAL	LOCAL	ARTISANAT
Boucherie multiservice (La Celle-Dunoise) La commune de la Celle-Dunoise recherche un boucher pour sa boucherie multiservice.	Local d'une ancienne laiterie fromagerie Proche de Guéret, un local d'une ancienne laiterie fromagerie est mis à disposition gratuitement pendant la première année.	Local commercial (Guéret) Dans une rue piétonne de Guéret, local commercial est à louer.	Scierie (Nexon) Pour cause de retraite, une scierie est à vendre à Nexon.
voir la fiche	voir la fiche	voir la fiche	voir la fiche
COMMERCE	LOCAL	LOCAL COMMUNAL	SANTÉ
Alimentation générale	Ensemble immobilier et Commercial	Local d'une auberge	Kinésithérapeute

- A platform of qualified offers to take over a new business
- A partnership-based approach: Chamber of Commerce and Industry, Chamber of Crafts, SAFER (agricultural real estate), 'Limousin welcome network'.
- A double target : 'influencers' and project promoters.
- An experimental operation which was well-received by the stakeholders.

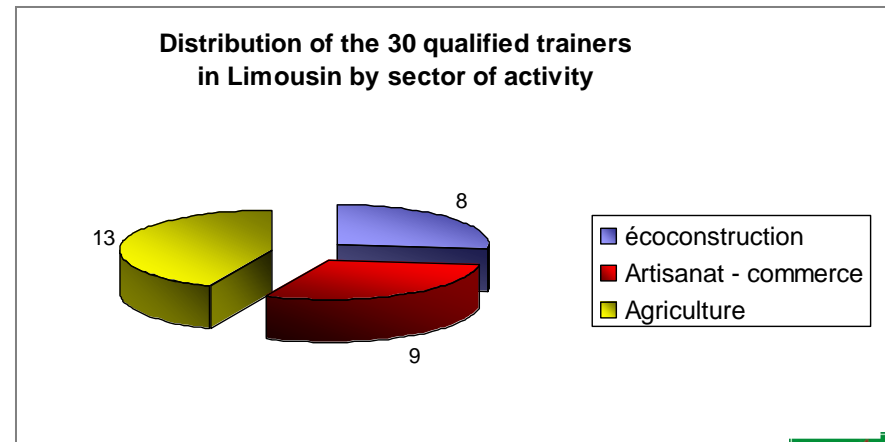
1/ Attracting new inhabitants and facilitating their settlement

An example of 'monitoring tool': 'Savoir faire et découverte' (Know-how & discovery)

The association 'Savoir-faire et découverte' has a countrywide coverage and coordinates a network of more than 180 professionals (craftsmen, farmers, artists) spread across 6 French Regions.

These professionals are qualified for organizing 3-days job-shadowing sessions ('test-métiers') in which project promoters can participate in order to discover a new job. This aims at facilitating the transfer of knowledge, as well as ecologically responsible jobs through 'learning-by-doing'.

- A strong involvement of territories
- 30 qualified trainers in 2010
- 15 other trainers are being qualified for the current year



2/ Encouraging the emergence and structuration of welcome facilities

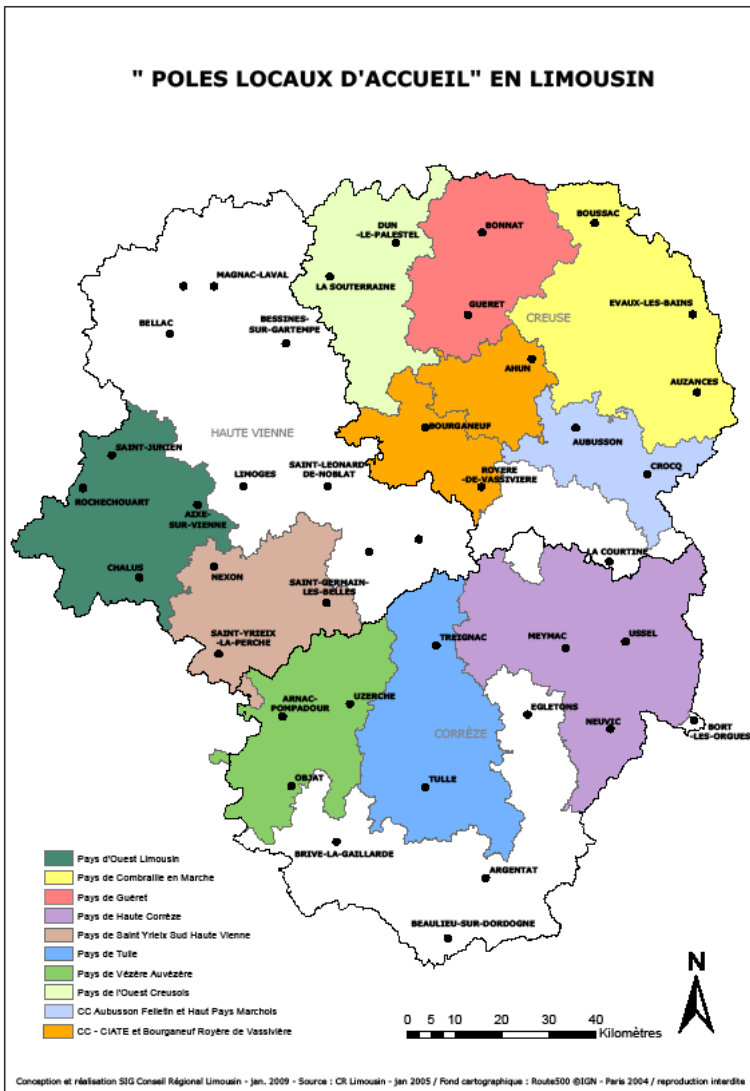


The Region supports volunteer territories technically, methodologically and financially so that they implement a welcome policy at local level :

The 'Pôle Local d'Accueil' (PLA) ('Local Welcome Centre')

The PLA are coordinated by volunteer territories with a strategy, an organization and :

- a specific coordination,
- targeted actions,
- a contractual framework between the Region and the territory, based on technical specifications

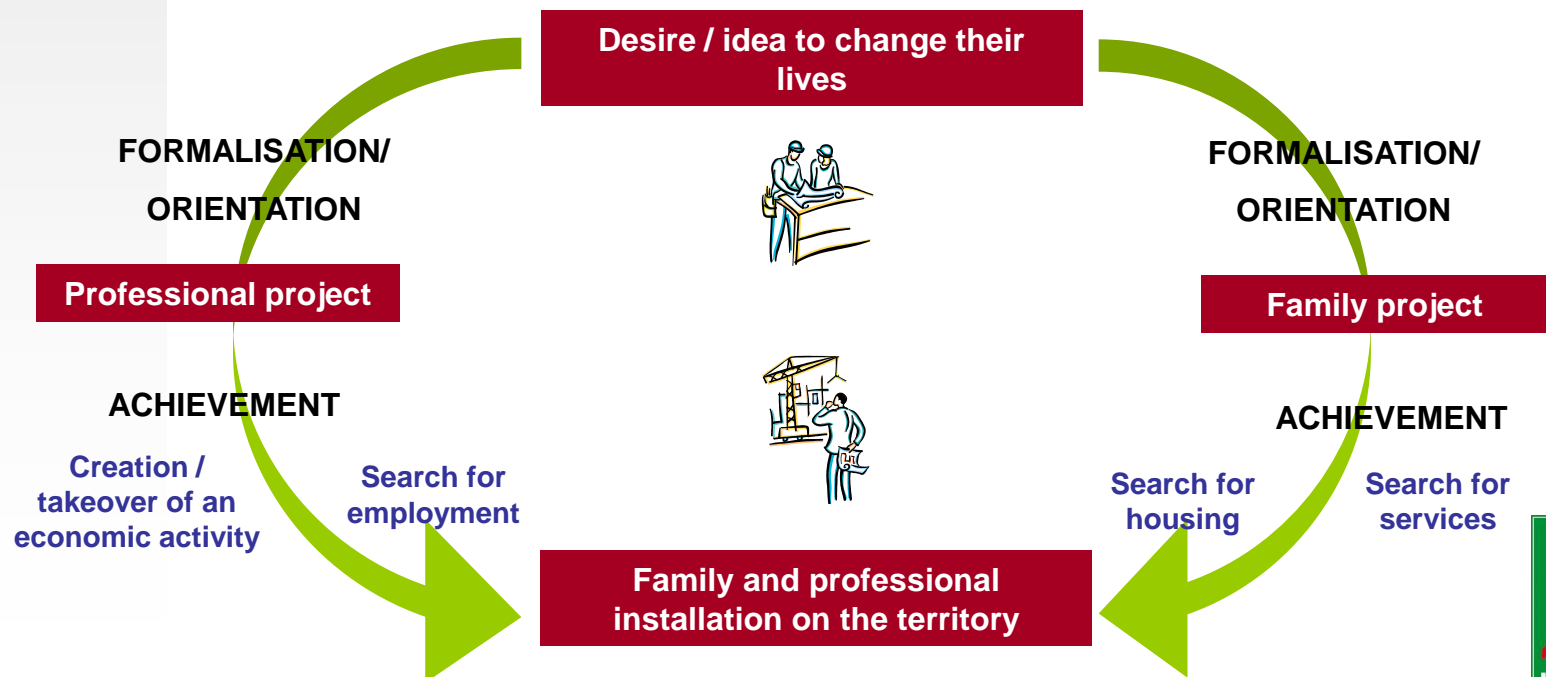


2/ Encouraging the emergence and structuration of welcome facilities

Missions of the Pôle Local d'Accueil



- Accompanying the project promoters in professional and family initiatives in connection with the socio-economic partners
- Building the offer of professional and residential installation
- Sensitizing local actors to the need to welcome new residents
- Detecting project promoters on the territory...



2/ Encouraging the emergence and structuration of welcome facilities

Example of a specific support measure



Vous avez un projet d'installation ?

Plutôt par ici...



... que par là ?



Rejoignez la **SESSION ACCUEIL** de porteurs de projets, en sud-est Creuse, du 18 au 21 avril 2011

www.cc-aubusson-fellecin.fr



Pendant 4 jours, du 18 au 21 avril 2011, venez travailler votre projet de création-reprise d'activité sur le territoire sud-est Creuse, avec un accompagnement dédié à la concrétisation de votre projet de vie.



Comment s'inscrire ?

Contactez-nous pour plus d'informations et pour retirer votre dossier de candidature :

Pôle Local d'Accueil sud-est Creuse
François TISSOT-ROSSET
06.80.41.09.56

pla@cc-aubusson-fellecin.fr
www.cc-aubusson-fellecin.fr

Candidatures à déposer avant le 18 mars 2011

Pourquoi ?

Nombreux sont ceux qui souhaitent s'installer en milieu rural pour changer de vie. Parce que l'installation ne s'improvise pas, le Pôle Local d'Accueil sud-est Creuse propose aux porteurs de projet à la recherche d'un lieu d'installation une « Session Accueil » pour tester et valider leurs choix.

Pour qui ?

La « Session Accueil » s'adresse à tout candidat dont l'état d'avancement conduit à la recherche d'un lieu d'installation, quel que soit le secteur concerné : artisanat, commerce, agriculture, tourisme...

Les objectifs ?

- Vérifier la compatibilité du projet de vie avec les réalités locales,
- Compléter et éclairer les connaissances des stagiaires sur les aspects techniques de leur projet professionnel par rapport à l'offre du territoire.

Déroulement

Durant quatre jours, nous vous accueillons dans le sud-est de la Creuse afin de pouvoir travailler seul(e) et en groupe sur votre projet et découvrir les régions d'Aubusson et de Crocq. Le programme détaillé (rencontres avec des partenaires économiques, des élus, de nouveaux installés, visites de terrain...) sera affiné en fonction des attentes précisées dans les dossiers de candidatures.

Le Pôle Local d'Accueil prend en charge une partie des frais d'hébergement et de repas. Nous vous proposons également une solution de garde pour les enfants.




Cette activité est réalisée avec le soutien financier de l'Etat et de la Région Limousin



Specific actions on the territories:

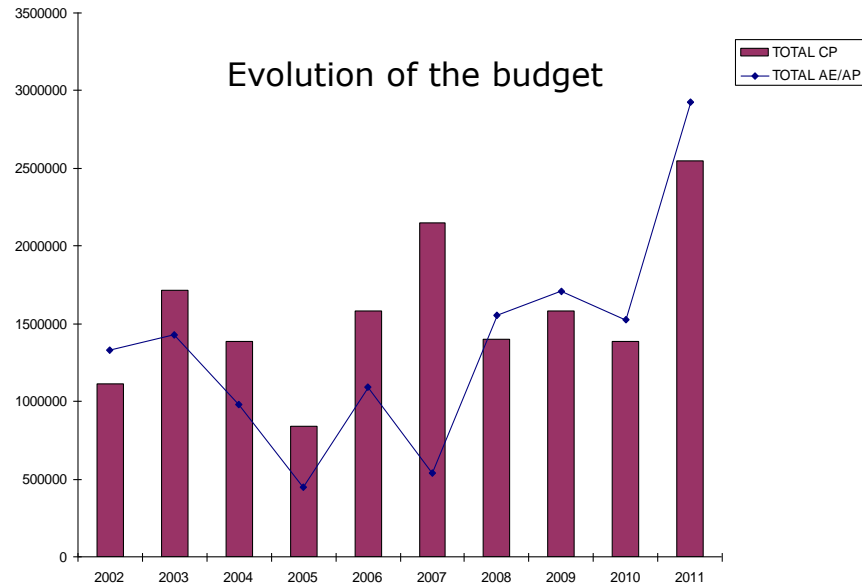
- Organization of 'welcome sessions' for project promoters looking for a location to establish their business.
- The training allows them to work on the ground on their own project and to meet a broad network of partners.

Policies against depopulation in mountain areas

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- **Partnership with the University of Limoges : a multi-annual financial agreement for research programmes**
 - ✿ Geographical dynamics of migrations to Limousin (analysis of flows, profile of migrants, typology of territories)
 - ✿ New forms of sociability in rural areas
 - ✿ Settlement of Britons
 - **Participation in interregional networks at national level to share and capitalize experiences**
 - ✿ At interregional level : Convention Massif Central
 - ✿ At national level : Collectif Ville Campagne, Réseau Rural...
 - ✿ At European level : RUR@CT...

Budget of the welcome policy

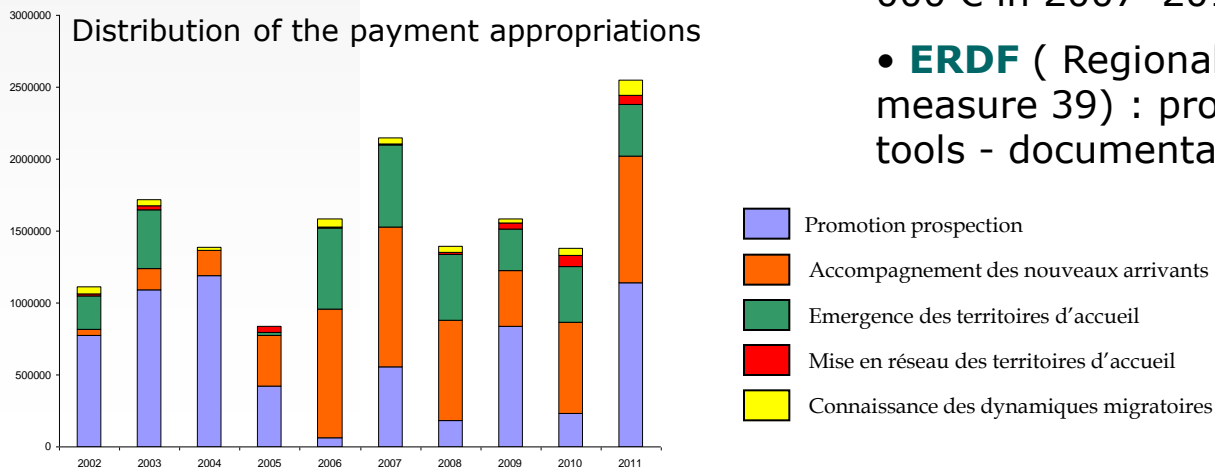
Evolution of the budget



Mobilisation of external fundings for regional actions and structures :

- **Project convention State/Region** : actions of the PLA, promotion, prospecting (2 M € sur 2007 – 2013),
- **Interregional convention for Massif Central** (500 000 € since 2008): PEC, networking of territories, 'logements passerelles' (short-term housing for project promoters).
- **EAFRD** (321A) : coordination of the PLA (500 000 € in 2007-2013),
- **ERDF** (Regional Operational Programme, measure 39) : promotion and communication tools - documentaries, website, etc.

Distribution of the payment appropriations



Lessons learnt from the practice

Difficulties encountered

- A mobilization of the actors sometimes difficult to obtain
- Need to enhance the transversality of the initiatives
- Networking and exchange of information is sometimes laborious.
- The welcome policy is time-consuming and requires a great effort in terms of mutual understanding, sensitization, demonstration of the complementarity of the actions to the partners.

Solutions implemented

- The welcome policy has been built progressively and is still evolving.
- Every month, a meeting of the 'welcome network' (Region + territories) is held with external partners, in order to improve the methods and build actions together.
- The experimentation on a territory enables the transposition towards other Regions in view of a transferability.

Strategy and results

Initiating a “positive dynamics” :

what we can sell / what is attractive / values of the Limousin mountainous areas

- ✿ Integrated policy / transversal policy (vertical and horizontal)
- ✿ Enables to connect and re-examine traditional policies such as economic development, housing...

Establishing a ‘new mentality’ in the Limousin population

Developing a greater ‘welcome attitude’ and ‘welcome culture’

Changing the image and differentiation of the Region

Increasing the positioning in territorial marketing

Limousin has been the first French Region to build such a policy

+ 2854 inhabitants a year (+0,4%) since 2000 in spite of a still strongly negative rate of natural increase

Population projection : + 5% in 2031 + 10,2% in 2040

Transferability of the Good Practice to other Regions



Success factors for transferring the Good Practice 'Welcome policy'

- ✿ Gradual development of the project : first building the 'welcome network' and the 'welcome tools', then communicating on the welcome policy and searching for candidates / project promoters.
- ✿ Two levels of action → both the regional and local level are the basis of the 'regional welcome network'

Transferability of the Good Practice to other Regions



Recommendations for the transfer

- ✿ Necessary to have a strong political support at both local and regional level.
- ✿ The project must be based on partners.
In each 'Pôle Local d'Accueil', multi-partner technical committees are organised to provide collective management of actions.
- ✿ Reactivity of the network & capacity to respond collectively to extremely diverse individual situations that are constantly evolving.
- ✿ Monitoring migration trends to anticipate major trends and to prepare the tools that will enable the best response.

Transferability of the Good Practice to other Regions



Conditions of collaboration for a transfer

- ✿ The Limousin Region would like to exchange information with other Regions regarding the following issues:
- ✿ How to transform the potential of a territory into economic activity?
- ✿ Actions to implement to facilitate the integration of new populations.
- ✿ Publicity & promotion of the territory: how to define the right message?
- ✿ Actions to develop a shared vision of attracting new residents
- ✿ Targeted search for migration candidates

Transferability of the Good Practice to other Regions



Ongoing transfers

(within the framework of the RUR@CT network)

✿ 2009:

Molise (Italy) imported the good practice on its territory by organizing a local governance system based on the welcome policy. Furthermore, Molise created a network with Regions surrounding the Adriatic sea, based on the welcome policy.

✿ 2011:

The Regions **Andalusia** (Spain), **Jämtland** (Sweden) and **Sicily** (Italy) participated in a field visit in March 2011, and are about to import the 'welcome policy' on their territories.

Thanks for your attention!

For more information, please contact:

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(about the welcome policy)

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(about transferability issues)

