The bottom-up approach
Definition

- Participatory process
- Bottom-up approach
- Local democracy
- Concerted management
Four levels of “participation”

- information
- consultation
- joint development
- collective decision-making
The bottom-up approach in LEADER

Encouraging a participatory process

- Community
- Promoters of ideas and projects
- Civic and voluntary sector
- Economic and social interest groups
- Public institutions and private representatives
Objectives

- Involving the community = trust

- Drawing out ideas and generating initiatives = “animation”

- Building a consensus = conflict management

- Delegating = local decision-making
Values at the heart of a local project

- Respect ideas and persons
- Recognise the existence of diverse needs
- Act transparently

Key word: “ANIMATION”
Participation + collective decision-making = project ownership

Variable equation:

✓ as the programme develops

✓ depending on the context:

→ low-key or conflictual = engagement rationale

→ organisation = structural approach
Drawing together different expressions of interest that can be conflictual

transform the vision of the area project:

✓ more complex (obstacles, resources and ideas)
✓ richer (beyond mindsets)
✓ more coherent (new identity references)
Some tips to “animate” the area

- Create meeting places
- Manage conflicts
- Encourage links between sectors and groups
- Decentralise responsibilities
- Enhance the professionalism of communication

... which requires resources:

professionalise the function of the development agent
Bottom-up approach and the emergence of projects

Preparation
- Community
- Local partnership
- Institutions
- Project leaders

Implementation
- Calls for projects
- Selections of projects
  - Collective approach
    - Public dissemination
  - Individual approach
    - Direct contact
    - Direct contact or neutral selection
  - Search for coherence
Bottom-up approach and the selection of projects

Classic approach

- Criteria designers and applicants are separated
- Same conditions
- Precise criteria
- Undifferentiated dissemination
- Dossiers written in administrative language
- Selection of projects by a team of experts

Bottom-up approach

- Potential beneficiaries participate in the design of criteria
- Different criteria
- Broad criteria that stimulate reflection
- Pro-active approach
- Simplified dossiers
- Involvement of beneficiaries in the selection of projects
How should active groups be identified?

How:

✓ - could consultation be encouraged or improved?
✓ - could collective decision-making be encouraged or improved?

How should conflict management be approached?

What are the strong points and obstacles?