The area-based approach
The LEADER area: criteria

- Local identity
- Low population density
- Between 10,000 and 100,000 inhabitants
- No predefined boundary
- Small dimension
- Rural character
- Homogeneous unit
- Coherence and critical mass

Area
The concept of an area-based approach

- Global approach
- Area-based approach
- Concertation
- Endogenous resources
Establishing an area profile

- External relations
- Image and perception
- Governance and democracy
- Physical resources
- Human resources
- Activities and jobs
- Know-how and skills
- Culture and identity
The area’s capital

- Past: the history
- Internal: the interactions
- External: the exchanges
- Future: the project
The initial analysis

- Beyond a simple snapshot of the situation
- First stage of involving local communities and engaging key players
- Use of participatory methods
- Creation of alternative scenarios
Interim analyses

Updating the analysis in order to:

- verify the relevance of the initial course of action
- identify any indirect effects
- identify imbalances and synergies
- possibly reorient the programme
The area profile: a tool for “animation”

Bairrada e Mondego area (Centre, Portugal)

- External relations
- Activities and jobs
- Governance
- Know-how and skills
- Culture and identity
- Human resources
- Physical resources

Today
With LEADER
10 years ago
From analysis to strategy

- Share the results of the analysis
- Give priority to an integrated approach
- Choose one or more unifying themes
- Build a shared vision of the future of the area
Drawing up a strategy: the principles

- Choose a common thread (unifying theme)
- Focus on the process and on an integrated vision
- Choose a single entry point or adopt a “sower” strategy
- Search for multiplier effects
- Set up a monitoring and assessment mechanism
Create a collective dynamic centred on the “area project”

- make analysis and project preparation a tool for “animation” and consultation
- seek “win-win” strategies
- assess ability to undertake the action
Examples of strategic aspects

- Focus on complementarity
- Work on the fringes
- Promote integration
- Consolidate or diversify
- Recover and give renewed value
- Find a new balance
- Motivate and inject dynamism across the board
- Attract

In the field, the area strategy combines several of these aspects
Looking ahead

- How should a relevant boundary for a LEADER programme be defined?
- Respective importance of the different parameters?
- Resources to be taken into account?
- Added value of the area-based approach compared with sectoral approaches?