



Success conditions and factors for green/slow paths, which help ensure attractiveness of rural territories.

Cooperation between the GAL RoMaNa (Belgium) and the GAL Pays du Bugey (France)



Fonds européen agricole pour le développement rural: l'Europe investit dans les zones rurales.



# Table of contents :

- p. 4-7** - Presentation of the territories
  - **BELGIUM: PAYS DE FAMENNE & GAL ROMANA**
  - **FRANCE: PAYS DU BUGÉY**
- p. 8-9** - Presentation of the Ecomobility cooperation project
- p. 10** - Themes of the seminars
- p. 11-15** - Presentation of the projects
  - **FOOTBUS & CYCLEBUS**
  - **ECOMOBILITY WEB PLATFORMS**
- p. 16** - Prospects for the cooperation
- p. 17-18** - Selection of photos of the cooperation
- p. 19** - Useful details



## Editorial :

Mobility has imposed itself as a major issue in Belgium, France and elsewhere. Transversal by its very nature, mobility covers both the trips people make in their day-to-day lives and those linked to leisure activities and tourism. Our cooperation project concentrated on highlighting experiences that could be shared by adapting them to our local contexts, by advocating responsible mobility, as well as accompanying the sustainable development of our respective territories.

These exchanges are transcribed here for the purpose of disseminating our experiences and sharing the achievements of this cooperation project.



Corine MULLENS,  
Chairwoman of the GAL RoMaNa.



Michel RAMON,  
Chairman of the GAL Pays du Bugey.

A handwritten signature in black ink, appearing to read 'Corine', with a long horizontal line extending to the right.

A handwritten signature in black ink, appearing to read 'Michel', with a long horizontal line extending to the right.

# The Pays de Famenne is a population centre composed of 6 municipalities !

The non-profit association (ASBL\*) 'Pays de Famenne' was created in 2007 at the initiative of the six Mayors of the municipalities of Durbuy, Hotton, Marche-en-Famenne, Nassogne, Rochefort and Somme-Leuze. Well before then the idea had been discussed of gathering together all of the energies within a given population centre into a single centre for reflection.

The six municipalities of the Pays de Famenne, which are located on both sides of the border running between the Provinces of Luxembourg and Namur, have combined over 57,000 inhabitants, 20,000 salaried employees and 4,500 self-employed.

Together, these municipalities represent a strong core in the heart of the Walloon Region, close to the decision-making centres, while at the same time preserving a high-quality living environment.

## The Pays de Famenne is at the origin of the GAL RoMaNa...

The ASBL 'GAL RoMaNa' was created at the initiative of the municipalities of Rochefort, Marche-en-Famenne and Nassogne, within the framework of the Community action LEADER, which is designed to encourage the implementation of sustainable rural development strategies.



### LEXIQUE :

\* ASBL (Association Sans But Lucratif = Non-profit association) = Association Law 1901 in France

## The GAL RoMaNa in figures :

- 3 municipalities:  
Rochefort – Marche-en-Famenne – Nassogne
- 398,63 km<sup>2</sup>
- 35,321 inhabitants
- An average density of 89 inhabitants/km<sup>2</sup>
- On average 45% forest areas
- On average 43% agricultural areas
- On average 11% urbanised areas
- Average unemployment rate: 13%



# The Local Development Strategy of the GAL RoMaNa

for the LEADER programme 2009-2014

## Title:

'Support and equilibrate the territory endogenous growth dynamic'.

## Definition:

The challenges to be taken up consist of valorising the territory's resources by increasing accessibility to the local heritage and by taking account of the different perspectives of the local actors.

## Targeted actions:

### 1. Integrating the territory into a dynamic of soft and sustainable mobility

- Indicators:
- Creation of new slow paths
  - Valorisation of the slow paths and the local heritage
  - Synergies between the different types of mobility
  - Slow paths maintained in a perspective of sustainable development

### 2. Managing the territory's socio-economic transformations

- Indicators:
- Organisation of encounters between the rural and neo-rural populations
  - Involvement of the rural and neo-rural actors in the local projects
  - Valorisation of the local economic development
  - Valorisation of the living environment

### 3. Offering services and leisure activities integrated on the level of the territory

- Indicateurs:
- Increase of the offer of services to persons
  - Synergies between the various actors who provide services
  - Integration of different services throughout the territory
  - Identification of supply and demand
  - Emergence of a network of actors around the services
  - Increase of joint activities
  - Greater visibility of the proposed services
  - Development of joint original projects

## Concrete projects of the GAL RoMaNa:

Local products | Arts and handicrafts | RoMaNa broadcasts with local television stations  
Thematic roadbooks | Collective cultural creations | Cycling certificate | Well-conceived maintenance of the slow paths | Ecomobility Cooperation



# The Pays du Bugey, at the heart of the triangle Lyon-Grenoble-Geneva...

Located in the Rhône-Alpes Region, the Pays du Bugey occupies the southeast quarter of the department of l'Ain. It adjoins the Savoie, the Haute-Savoie and the Isère. The territory is located at the heart of the triangle Lyon-Grenoble-Geneva. Endowed with natural conditions offering a very wide variety of interests: 'an English garden one hundred square leagues in size' as BRILLAT-SAVARIN described it.

## Context and stakes :

Thanks to its very nature as a moderately mountainous rural territory, the Pays du Bugey finds itself confronted with growing issues of mobility, not only for the people in its midst, but also in terms of connections with the neighbouring territories and centres. To refine its action, a study was conducted in 2009 by Inddigo Altermodal to work out a strategy for the development of mobility services and tools, for both the inhabitants and the users of the territory.



## The Pays du Bugey in figures :

- 87 municipalities distributed across 5 federations of municipalities
- 1,060 km<sup>2</sup>
- 47,846 inhabitants
- A density of 45 inhabitants/km<sup>2</sup>
- 54 % forest areas
- 35 % agricultural areas
- 3 % urbanised areas
- In the centre of a triangle of conurbations : Geneva, Lyon and the Alpine furrow (Annecy /Chambery / Grenoble)
- An annual migratory balance of + 1,1%
- An ageing population: 107 persons over age 60 for 100 persons under age 20
- A deficit in the age classes under 30 years of age (due to an access to higher studies and to finding first jobs outside the territory)
- Unemployment rate: 10%
- An explosive evolution of the population by 2040: + 20,500 inhabitants (INSEE/Rhône-Alpes Region forecast) i.e. + 40%!



# The Local Development Strategy of the Pays du Bugey

for the LEADER programme 2009-2014

## Title:

'Reinventing Bugey conviviality'.

## Definition:

Base oneself on the transformations that are imposing themselves in the Pays du Bugey in order to reaffirm its community of ideas and to create a dynamic and attractive identity that supports territorial cohesion.

## Targeted actions:

### 1. Observe the territory in order to better evaluate it

This action makes it possible to finance studies in order to identify new needs, while associating the population in these reflections. It is designed to encourage the integration of the territory project into local life.

### 2. Improve mobility and services for greater social cohesion

This is a matter of accompanying projects that are developing an innovative approach relative to the reality of the territory. The fields of action identified are those of mobility, the reception of 'small children' as well as reception of and care for the elderly.

### 3. Share strong identity-affirming practices centred on conviviality

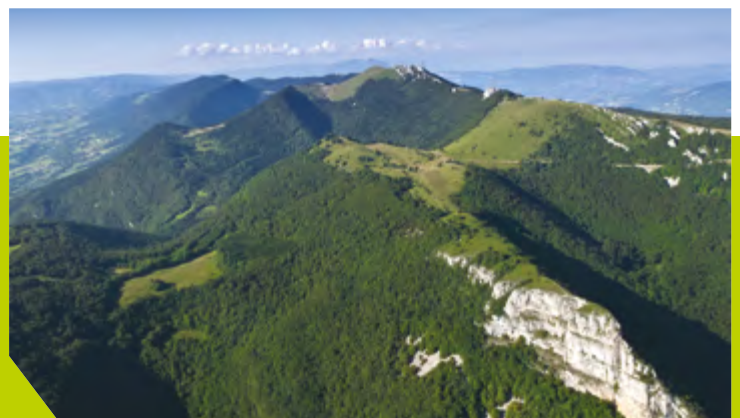
This action makes it possible to finance projects that valorise the territory via its local products and its cultural and natural heritage. It must contribute to building a strong identity and positioning for the Pays du Bugey.

### 4. Cooperate to explore the contemporary Bugey identity

This action makes it possible to finance projects set up within the framework of a cooperation with French or European territories working on similar European programmes and desiring to encourage exchanges and to capitalise on practices having a common theme. It contributes to a better perception of the territory.

## Concrete projects of the GAL Pays du Bugey:

Introduction of Footbus system | Mobility actions plan | Creation of a mobility route with motivity workshop for PRM's (persons with reduced mobility) | Ecomobility Cooperation Events around the green paths (ViaRhôna in celebration) | Creation of a City of Childhood Theatrical co-creations based on Bugey legends | Valorisation of agricultural productions and know-how | Creation of nursing homes | Support for the Bugey festivals



# The 'Ecomobility' cooperation project

Focused on the promotion of ecomobility, this project's objective is to raise the awareness of all of the local actors concerned via actions, reflections, meetings and the pooling of resources.

The objective is, of course, to perpetuate the actions and to engage over the long term in a reflection adapted to each of the territories and favourable to the territorial development and to the living environment of both the inhabitants and tourists.

Each territory has existing infrastructures that only need to be fleshed out and valorised.

Three themes were defined:

- 1) **Raise the awareness of the 'child' public to soft mobility: introduction of an alternative mode of transport adapted to each of the territories for going from home to school and back.**

The principle consists of defining assembly points, then establishing routes for linking these various points to the schools. The habitation centres will first be identified and indexed. Each territory favours the soft mode that is best adapted to the target public on the basis of various significant aspects, such as the existence (or not) of adapted facilities, the distance between the points, and as a function of the respective landscapes. The means of transport that can be envisaged are travel by foot, on bicycle or in horse-drawn carriage.

The routes chosen will be marked out with appropriate signs (panels indicating the assembly points).

In order to reinforce the safety of the travelling done by groups of children, during busy traffic periods, and increase the social character that this project could have, it would be interesting to integrate adult volunteers into this approach in order to accompany the group or help it traverse sections that are deemed dangerous, by controlling the traffic at such points.

As a source of encounters, this project could also prompt inter-generational exchanges. Communication brochures addressed to children and their parents will be prepared in order to promote this new concept. The schools will also be informed, so that an area is provided on their grounds for parking bicycles in complete security.

**Concretely ... the Footbus and the Cyclebus!**





## 2) Structure the routes within the logic of a network of European green paths.

The ViaRhôna, an interregional cycling route, crosses the GAL Pays du Bugey. For its part, the GAL RoMaNa connects the RAVeL's\* (Réseau Autonome de Voies Lentes = Autonomous Network of Slow Paths) that form the cycling network of nodal points\* 'Famenne by Bicycle'.

The two territories have the project of creating and/or completing their routes through loops. Thus, each one can supplement its reflections and actions and benefit from the knowledge and advances of the partner territory, via:

- The establishment of working groups mobilising professionals, users, members of institutions, who reflect together on the success conditions for an Ecomobility project.
- The organisation of a seminar in each territory, attached to an already-existing event. This seminar will propose a talk on themes developed by the partner GAL and transmissible on the other territory.

The publics concerned include tourism service providers, public partners, etc.

Concretely ... The organisation of 2 'Ecomobility' seminars and the meetings of the working groups!

## 3) Promotion and communication.

Drafting of documents deriving from the work of the cooperation that can be distributed to the tourism service providers, to the communities... to all external partners or territories. Creation of communication media encouraging the use of soft transport modes (theme 1), addressed to children and parents.

All of the actions that will be conducted via this project will be conceived jointly and will have the same objectives, although there might be a few differences in terms of implementation.

Concretely... The Ecomobility web platforms, the promotional brochure and the summary document!

### LEXICON :

- \* RAVeL : Réseau Autonome de Voies Lentes = Autonomous Network of Slow Paths = green paths.
- \* Marking by nodal points: Marking by numbers, these points of reference make it possible to adapt one's route.



## THEMES OF THE SEMINARS

# « Ecomobility »

- > The context of soft mobility in France
- > What added value can labels provide?
- > The 'adapted tourism' approach around the Haut-Rhône

Belgium, Han-sur-Lesse, 26/04/2013

# « Tourism Conference »

- > Users, technological possibilities for valorising offers, mobility tools
- > Marking the nodal points, a network of routes, support for tourism development
- > Smartphone applications, valorisation of slow paths and encouraging soft mobility
- > Plateau d'Hauteville, full-scale experimentation platform for digital tourism
- > Vallée de l'Albarine, accompaniment in the definition of an innovative product

France, Evosges, 10/10/2013

Note: The complete documents of the seminars are available on request in French.

# Footbus & Cyclebus

## What is it?

This is a way for pupils to get to and from school, on foot, for the 'Footbus' and by bicycle, for the 'Cyclebus'

The 'Footbus' and the 'Cyclebus' bring the children to school according to a fixed route and using pre-established stops. Coached accompanying adults and/or motivated parents guide the children in complete safety until they are able to do so autonomously.

**'The Footbus and the Cyclebus: the pleasure of going to school in complete safety !'**

## FOOTBUS

Interview with Mrs Caminet, municipal counsellor in charge of education from 2008 to 2014, originator of the Footbus project of the City of Belley.

- **What are the advantages of the Footbus?**

A Footbus offers multiple advantages:

- Creating social cohesion.
- Permitting the parents to get to know one another and develop confidence in one another.
- Enabling the inhabitants to better know their city and appropriate it.
- Working on safety by eliminating cars from around the school.
- Allowing the children to arrive at school more relaxed, because the journey is a moment of exchange, not only between children, but also between parents and pupils.
- Changing transport habits by highlighting soft modes.

- **Is a Footbus something that can be easily reproduced?**

No, because everything depends on the urban context and the configuration of the given city: urban sprawl, growing hamlets, distances between schools, ability to make the coexistence with cars safe... A large number of elements are necessary for successfully introducing a Footbus.

Finally, to the question of the context is added the openness of the inhabitants to innovation via this type of project. One must have an attitude and a mental preparation to accept changes in one's habits.

- **What stumbling blocks have to be avoided?**

There are mainly two stumbling blocks:

- The necessity of having a project shared as widely as possible: the approach mustn't be carried by too few parents.
- Be strict and rigorous on the general rules and functioning of the Footbus: don't give in to the children on the general rules, such as the one about wearing fluorescent vests, which simultaneously increase the children's visibility to other users and draw attention to this mobility approach.



## CYCLEBUS

- **What is the origin of the 'Cyclebus' project?**

The Footbus!

It was entirely logical for the GAL RoMaNa to create the Cyclebus project ...

The GAL RoMaNa is active in various mobility projects, such as:

- The 'Cycling Certificate', which consists of teaching 5th grade pupils to ride their bicycles prudently in the city.
- The 'Back in the Saddle' project, which proposes, twice a year, supervised outings in the city, by bicycle, for older students.
- The 'Training Paths' project, which organises training courses for municipal workers, to ensure a maintenance of the cycling paths in complete harmony with nature.

For its part, the Pays de Famenne performed renovation works with a view to creating a network of 350 km of cycling paths that are marked out by means of nodal points. This 'Famenne à Vélo' network is studded with 'Bikes Welcome' establishments that are eager to welcome cycling tourists. 2 to 3 times a year 'Fiesta Vélo' are organised, cycling-centric family events. Numerous cycling paths are thus usable and used on a daily basis, by everyone!

The 'Footbus' project of the GAL Pays du Bugey, which consists of organised walks to and from school by groups of pupils following fixed paths, thus struck a chord in the Pays de Famenne, where the bicycle plays a major role, and so the 'Cyclebus' saw the light of day quite naturally.

- **How did the Cyclebus get started?**

A working group, routes, signs, 'Cyclebus Discovery Days', and above all pupils, accompanying adults and other motivated volunteers!

After having surveyed a series of actors (schools, parents, pupils, mobility managers, etc.) routes and stops were identified and traced out. A visual was created and 66 signs were installed in the field. Then the challenge was starting up the 'Cyclebus', because, in addition to getting the pupils involved and reassuring the parents, one has to find volunteers who will accompany the Cyclebus. Indeed, since this initiative hopes to be a socially aware and long-term thing, the participation of parents, grandparents or other volunteers is essential. The working group composed of actors in the field, set up in order to continue the reflection and the 'Cyclebus' approach, clearly contributed to the success of this initiative, notably via the idea of the 'Cyclebus Discovery Days'. These days were intended to kick off the project, both to initiate the pupils on travelling by bicycle to the schools, and to guide and mobilise the Cyclebus accompanying adults. They proved an immediate success, and 12 'Cyclebus Discovery Days' were organised. We counted over a hundred participating pupils, as well as a dozen accompanying adults.

- **The 'Cyclebus Discovery Days' and after?**

Make way for citizens! The GAL RoMaNa remains available!

These 'Cyclebus Discovery Days' rightly had as their objective making people familiar with this way of getting to and from school, whether they be pupils, parents, grandparents or accompanying volunteers.

At the conclusion of these initiation days, if one counts the number of children who are regularly able to continue with the 'Cyclebus', one arrives at around 25-30 children for the 3 routes. There are 6 accompanying adults. That's a great start for the Cyclebus!

Anyone interested in the 'Cyclebus', both for their own child and to be an occasional or regular accompanying volunteer, can get more information from the GAL RoMaNa.



### A FEW FIGURES...

- 5 'Cyclebus' routes were worked out, including 1 'test' route (in Marche-en-Famenne, On, Aye, Han-sur-Lesse and Forrières).
- 66 'Cyclebus' signs were created and set up in the field.
- 12 'Cyclebus Discovery Days' were organised in Han-sur-Lesse, Forrières and Aye ; one counted 93 participating pupils and 9 accompanying volunteers.

# Mobility platform... towards the creation of an internet site dedicated to mobility!

Two points of view, but one common objective!

## PAYS DU BUGEY

By its very nature as rural and peri-urban territory, between plain and moderately mountainous, the Bugey encounters numerous problematics linked to the question of mobility: difficulties of access to services and employment, long home/work distances, a captive public dependent on the individual car, large carbon footprint linked to single occupant vehicle use\*...

Despite that, services exist on the territory (train, coach, car-pooling, soft mode networks), but they sometimes have only limited success, for various reasons: dilution and dispersion of communication on different channels, lack of visibility, split up amongst different operators, uncertainty about how some transport modes function (car-pooling, transport on demand)...

In addition, numerous aids and accompaniments exist to facilitate access to mobility for all, notably for vulnerable groups: reduced-price subscriptions, specific services for the elderly, rental of vehicles for job seekers... All relatively little-known actions, yet capable of providing a genuine service to users.

Finally, exclusive use of the individual vehicle is often due to a lack of knowledge of the benefits related to the practice of ecomobility in the broad sense of the term: principles of eco-driving, competitiveness of the bicycle or walking over short or medium distances, low economic and ecological cost, regular physical activity, reduction of the harmful effects generated by automobiles (noise, pollution, congestion, safety)...

## LEXICON :

\* **Single occupant vehicle use:** When only one person is riding in an automobile. (source: Wikipedia)



## An internet site to respond to these problematics

Faced with this context and these problematics, the Pays du Bugey opted to create a digital tool in the form of an internet site and mobile site (for Smartphones, tablets, etc.), which will make it possible to meet the following objectives:

- Bring together within a single tool all of the information necessary for the user in the Pays du Bugey.
- Facilitate access to mobility for everyone.
- Highlight the service offers of the various mobility operators.
- Facilitate the use of little-known modes of transport: carpooling, transport on demand...
- Raise awareness about ecomobility and the impact of transport in general on climate change.
- Inform about transport-related news: road traffic, works, consultation meetings, line committees, pollution alerts...
- Propose standard ecomobile routes for leisure activities.

### PAYS DE FAMENNE

Within the framework of this Ecomobility cooperation project, it was natural for the Pays de Famenne to relay the information relating to mobility via a web platform. Because the website [www.famenne-a-velo.be](http://www.famenne-a-velo.be) already exists and is largely devoted to tourism, the Pays de Famenne decided to add a new tab to it. Although this mobility platform project is undoubtedly less ambitious than that of the Pays du Bugey, it hopes above all to be useful and practical.



Moreover, the information available online includes everything concerning the ecomobile initiatives such as the Cyclebus, the means of public transport, ecomobile news, the contact persons, etc.



# Ecomobility Cooperation: prospects for the future...

The partnership set up between the Pays du Bugey and the Pays de Famenne and the cooperative actions it has generated permit the two partners to jointly envisage a variety of future prospects.

Thanks to the sharing of experiences between the two regions, the Cyclebus will rapidly reach its cruising speed and will become autonomous, in the long run, throughout the territory of the Pays de Famenne.

In addition, the relations that the partners have developed during the course of this cooperation have led them to want to do more together. Within this context, the partners have already planned to get together at the 'Belley Discussions' 2016, a major event in the Pays du Bugey. The Pays de Famenne will present its local products there. The Pays du Bugey, interested by the approach of the Belgian partners vis-à-vis their local producers, wishes to encourage visitors to the 'Belley Discussions' to discover our region, notably via its local products. And even if this project departs somewhat from ecomobility, the fact that local products refer to a rationalisation of transportation means that this approach nevertheless does indirectly concern mobility. In general, the idea of enabling others to discover local products permits everyone to improve and significantly reduce their ecological footprint, in terms of mobility and carbon emissions, by consuming 'locally'.

Other projects, such as the development of the system of nodal points on Bugey territory, will be at the origin of exchanges and discussions between the partners. Many subjects will remain a source of sharing of experiences, notably within the framework of the development of the cycling network, Via Rhône, in the Pays du Bugey. On this subject, the Pays de Famenne undertakes to continue to accompany its Bugey partners.

In addition, the Bugey partners - who always seem to be a length ahead of Belgium with regard to communication - will further support the Pays de Famenne on developing and building its internet sites, within the ecomobility context.

These promising future prospects of continued cooperation between the two regions will make it possible for the projects to develop beyond the European programming and to strengthen the human ties.



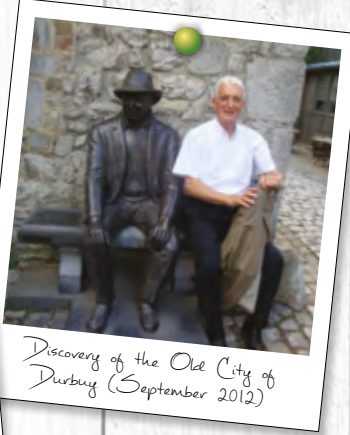
# The Ecomobility Cooperation between the GAL RoMaNa and the GAL Pays du Bugey !



In front of the Syndicat Mixte of the Pays du Bugey in Bellefleur (April 2013)



After a morning of work (April 2013)



Discovery of the Old City of Durbuy (September 2012)



Welcome to Belgium with a meal of local specialties (April 2013)



Discovery of the "Famenne à Vélo" network (April 2013)



Discovery of the eco-meters (April 2013)



Seminar in Belgium (April 2013)



Discovery of the ViaRhôna (April 2013)



Lakeside village of Chanaz (October 2013)



Veyrin - Table d'hôte La Roche Bleue - Truffle specialties (April 2013)



Group work on mobile apps (October 2013)



Discovery of the RAVed in Eprave (April 2013)



Navigating on the blue path (October 2013)



Seminar in France  
(October 2013)



Discovery of the Glandieu waterfall  
(April 2013)



Buffet of the Belley Discussions  
(October 2013)



Before the Pays de Famenne  
(September 2012)



Contemporary art along the  
Via Rhôna (April 2013)



Seminar in Belgium (April 2013)



Explanation of the Famenne à  
Vélo' network (September 2012)



On the nodal points route  
(April 2013)



Ready for a day in the Pays du  
Bugey (October 2013)



Seminar in France  
(October 2013)



Lac du Bourget (October 2013)



Exit from the Domain of the  
Caves of Han (April 2013)



The Bugey delegation thanks the  
Belgian elected representatives  
(April 2013)



GAL RePaNa - Local beers  
(April 2013)



Testing the adapted handbike  
equipment (April 2013)

Two years of vigorous exchanges and enriching encounters,  
the starting point for concrete projects, the perspective of  
exchanges to continue over the long term...  
to be United in diversity! To be continued...



**Pays de Famenne ASBL & GAL RoMaNa**

Yves-Marie PETER – Caroline DELMARCHE

Rue Saint-Laurent, 14  
6900 Marche-en-Famenne (Belgium)  
+ 32(0)84/222.583

[info@paysdefamenne.be](mailto:info@paysdefamenne.be)  
[contact@galromana.be](mailto:contact@galromana.be)

[www.famenne-a-velo.be](http://www.famenne-a-velo.be)  
[www.paysdefamenne.be](http://www.paysdefamenne.be)

**Syndicat Mixte of the Pays du Bugey & GAL Pays du Bugey**

Delphine DE LORENZI - Mylène BABOLAT

Grande rue, 55 - BP77  
01302 Belley Cedex (France)  
+ 33(0)4 79 81 40 82

[info@paysdubugey.fr](mailto:info@paysdubugey.fr)  
[www.paysdubugey.fr](http://www.paysdubugey.fr)

**Responsible publishers:**

Pays de Famenne (ASBL) Rue Saint Laurent, 14 – 6900 Marche-en-Famenne (Belgium)  
Syndicat mixte du Pays du Bugey – 55 Grande Rue – BP 77 – 01302 Belley Cedex (France)