



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



RÉGION
NORMANDIE



Pays du Bocage

Pour un développement territorial équilibré

Cooperation OFFER Pays du Bocage LAG

Title of the proposed project

VILLAGES REVITALIZATION

Project summary

This project aims to revitalize the rural villages or small towns of the LAGs participating to the project through the elaboration of common and locally adapted solutions. The project consists in meetings between the partners that have to make possible for the different territories to appreciate how they answer to the loss of dynamism of their villages (loss of business and public services, vacant houses...). Those meetings have to help the partners to identify and share the best practices and have to lead to the development of solutions or sustainable projects adapted to the different local context.

Context in which the project will take place

In the Pays du Bocage LAG, this project will be carried out in a context characterized by relevant aging population, a negative average of the natural and migration balances and by a particular multipolar structure of the territory. In fact, even if towns and villages are dispersed in the LAG area, the displacements tend to be well distributed between the different centers and not to converge to a single bigger town. However, people tend to live more and more outside the small towns and this fact contributes to the loss of dynamism of town-centers and of rural villages. This loss of population, increases the loss of businesses, public services, houses and attractiveness for villages and small rural towns. This phenomenon contributes also to the de-structuration of the territory and of its network of villages and small towns as well as to their de-vitalization.

The loss of population and activities causes a concentration of vacant spaces, especially in town centers, to the detriment of their image and attractiveness although villages' public spaces and vacant houses have a high potential. This project aims to valorize this potential through cultural or economic activities, new forms of work, third places...

This project encourages also the dynamic engaged by different local authorities concerning village revitalization and answers to their demand of comparing problems and solutions, of know-how transfer as well as of adding value to projects built through international co-operation.

Objectives

- Foster attractiveness of villages as rural activity hubs.
- Maintain the town network balance.
- Improve the quality of life of local population.
- Develop a common project to be implemented in the participating towns.

Activities

- Asses the needs of every participating village (study, diagnosis...) and the jurisdictional and financial aspects in every member state.
- Exchange of experiences: organization of seminars, meetings, workshops... in every country participating to the project on the problems, different realities, and solution implemented to counter villages' de-vitalization.
- Production of a bilingual guide of best-practices.
- Elaboration of a solution adapted to the different territories and co-built by the project's participants.
- Drawing up of a common project on the most suitable topic (cultural, economic, touristic...) to use the potential of the vacant building and of rural villages and small towns participating to the project.

Target groups

Municipalities or communities of municipalities, LAGs, public or private agencies of planning and development...

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