



Rouse partners' interest in the territory's reception project

The creation and the preservation of economic activity within a territory are the foundations for the development of local economy. The departure of medical professionals, and nobody to replace them in rural areas, is often a sign that rings alarm bells, although it is sometimes too late. However territories have difficulty in investing in the creation of new economic activities.

The creation of **multi service commerce** is another theme tackled during this workshop, **the consequence of previous subjects**.

The major challenge for rural development (decrease in population, increase in life expectancy, and lack of public services) is to find a way of treating the ambivalence of freelance occupations that work with public services. The creation of a business park for medical professionals which was set up by URCAM Auvergne with the support of the Agence des Territoires d'Auvergne demonstrates this.

Due to the lack of services, some territories abandon and do not know how to tackle a local policy that would encourage the development of economic activity.

The need to exchange methods, to centralise the information of offers and to uniform methods became apparent.

Sometimes people misunderstand what is at stake, and this prevents effective and quick solutions being found. We confuse entrepreneurship and business creation.

Following a request from young doctors, a local authority changed their preoccupation from welcoming new inhabitants, to finding out about the offers of health care suited to their territory. Often politicians are unaware of their territories' potential. The Maison des Services des Monts du Forez tackled this issue by inviting politicians to specific evening classes.

Creating a common tool takes time and is not easy to involve partners from elsewhere. The Pays de Figeac was aware of this and it consequently created an extranet (RAIL) in order to follow up future projects.

Some initiatives succeed because they progress slowly and adapt to suit the preoccupations of their different partners (cf. meetings with medical students in the Auvergne).

It is important to take into consideration the apprehensions of those concerned so that they become involved in the process.



The Communauté des Communes du Castelrenaudais tested the use of local methods so that partners felt they could express themselves more freely, and gain a better understanding of the objectives for their territory. By using a newsgroup, the Limousin managed to define a common objective with their partners and create a network. Thanks to the recruitment of a coordinator, study trips abroad have been organised.

Partners can also get involved in the reception for new inhabitants, but of course they need to be informed. To develop this, internet booths could be created to improve information.

Sometimes it is possible to use pretexts that correspond to the different partners preoccupations, this is an effective way of getting them involved without making committed relations.

The importance is to maintain links in order to build a common culture, and unite different partners around the same problem.

With this objective in mind, the creation of specific methods is a useful way of getting other partners involved.

To sum up, initiatives aimed at uniting, and bringing partners together depends on the territory's motivation : who (local authorities, territories, society, general public...) can oversee them and how (qualifications, finances) ?

It is important to avoid focalising on the reception of working people so as to tackle the transverse nature of reception issues, and to underline the impact business activities on social links, something that has slightly disappeared.

Supplementary information from the different experiences

URCAM Auvergne :

Creation of a business park for doctors with support from the Agences des Territoires d'Auvergne ;
Training courses for development workers in association with ARDTA.

Maison des Services des Monts du Forez :

2 evenings aimed at improving politicians' involvement.

Boutique de Gestion Franche Comté :

Individual support for territories (separate diagnosis, creation of strategy, reflection about the organisation and of those supporting it).

Communauté de Communes du Castelrenaudais :

Creation of a business area in the building belonging to the Communauté de Communes.

Pays de Figeac :

RAIL : extranet for the PLA and the region's reception services (follow up of future projects, methods and professional resources).

Conseil Régional du Limousin :

Newsgroup fro entrepreneurs (aim is to get to know each other, and to discover the different partnership aids, 32 members).