



The new generation web

Through the experiences and different cases discussed in the three workshops, the new opportunities provided by the new generation web became apparent as a way of taking up the challenge of territories appeal :

- Essential to be more appealing in order to fight against the decline in population figures ;
- Valorisation of local heritage ;
- Providing the majority of the population with internet access ;
- Increasing the amount of internet sites ;
- Improved cooperation between local residents and politicians ;

In total 6 experiences and cases were discussed.

Nowadays the **profusion of new web sites** and the increasing use of marketing techniques have caused competition between territories that have identical referencing keywords, leading to an increase in the price of referencing. As well the financial side and the cost of these devices, which can be expensive, they cause hedged funding in favour of investment rather than a running function. Even if it is difficult to decide upon which devices to choose, new options are always available.

Another obstacle is the lack of budget for the communication of a site ; it has less advertising and it suffers as a result.

The idea of a portal site which positions other linked sites is difficult to accept when faced with the prospect of a site built with all the contents. Everyone agrees however with the complexity and diversity of grouping, processing, sorting and displaying data. Lastly it is important to underline that the use of the web depends on broad band access in the different territories.

Experiences showed that strength comes from being united; more synergies means a site has a higher chance of being successful; whether it is through partnerships with local or national politicians, signed treaties (for example Auvergne region), the existence of strong links with the reception territory or territorial actions on regional level. Without forgetting the quality of the chosen technical production. Regularly updating a site is the key way to express a strong political will, as well as supporting development workers. Positive contributions, the organisation of an editing committee and the reduction of forums by the presence of a webmaster are often essential. Prior to this, work on the definition and the site's role, as well as its contents contributes to its success. It ensures the site's appropriateness for the public it hopes to attract, and a communication via banners or links on supports which correspond with the defined target.

Lastly the internet user's maturity plays a role as well. Nowadays 80% of searches are based on more than one key word, which gives more and more sites a chance.



Among the suggestions made at the workshop, we note the interest of public referencing listing where key words can be grouped together and slow down the increase in price.

Dominique Wolton illustrated this during his conference, stating that it is essential to evaluate **the capacity of the web to overcome the virtual aspect and create human relations.**

More and more often, both new services (on line administration and services directory), and the extension of tools and support have developed thanks to a patronage who finance part or the totality.

Among the subjects that are still under discussion, and which have found no solutions, we find the price increase in keywords, the evolution of referencing techniques, and competition between several sites for the same territory.

The following pictures or strong expressions used by the participants during the workshop should be remembered :

- « Internet is a territory that is need of signs »
- « Referencing is long term marketing »
- « With the web 2.0, we no longer talk in terms of “sender-receiver”; everyone can join in »

To resume, the web becomes a long lasting and indispensable tool in the new reception strategies, used as a means of support, valorisation and prospecting. However the profusion of sites and the rising price of referencing illustrate the need to find new ways for small and big territories to benefit from the web.

Notes dealing with some of the different experiences

- **The Pays de Langres encyclopaedia with contributions open to the public : “Encyclopédie vivante du Pays de Langres”**
For this territory, the web is a means of changing and improving its image, in particular promoting its local heritage. However the development of a virtual encyclopaedia, which relies on the public’s contributions, is difficult because the final result is not visible.
- **The natural referencing, by Brioude Internet Referencing**
Internet has become more accessible (today 60% of the population have access to internet) as well as the growing amount of sites; the web has become an efficient means of being seen, however the effectiveness depends on the referencing of the site.
- **Activepod, Internet services**
Increasing awareness of how to use of internet, especially blogs is important if the internet is to play a role in local development. Often in some territories the lack of knowledge about the internet, and the dexterity of some web fraudsters lead to products/ideas that are ill adapted to the territory.
- **Aurillac.biz site**
In the aim of developing reception policies, a web site brings together all of those concerned around the same strategy and it appeals people with different types of projects.



Notes dealing with some of the different experiences

■ Creation of a national portal site based on setting up home in rural areas

www.installation-campagne.fr

Following the CNASEA guidelines about developing common ways of promoting offers in collaboration with territories, Collectif Ville Campagne created and put on line a portal site which gives any newcomer the possibility of settling down in the countryside.

■ Web marketing advertising campaign promoting the Auvergne “les urbanophiles”

Using the web in a creative way helps to identify candidates with a new project who are likely to settle in the area, and thanks to the image portrayed by the internet, change, on a long term basis the way the region is perceived. A specific target must be chosen if such a measure is to succeed in this case (city managerial staff) and depending on the target the appropriate character and attitude should be adopted.

■ Directory of nearby services which are geographically located, situating on the web site the range of services available “local public services” and the service “newcomers” for territories in the Auvergne.

The web responds to the needs of developing the rural territories and supports small townships by providing the alliance of townships (intercommunalités) with innovative tools ; the need to develop the Auvergne on line.

The aim is to improve access to public services in rural areas by using the web, in order to increase the territory’s appeal, and to compensate for the loss of public services in the countryside. It is also about making the procedure easier for newcomers.