

Estratégias de desenvolvimento implementadas em territórios de baixa densidade: o caso francês

Catherine Ledig,
Professora na Universidade
de Estrasburgo
catherine.ledig@unistra.fr

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**Terras de
Trás-os-Montes**
Comunidade Intermunicipal

CHRONIQUES RURALES



Réinvestir nos campagnes,
pour des territoires d'avenir



Actions initiated by the French Government

An example of a public territorial cohesion policy co-financed by the EU

- Recovery plan and Agricultural transition, food and forest
- The Small Towns of Tomorrow program
- The industrial territory program / The local Manufacture program
- Digital challenges in its rural and isolated territories: a major condition



Construire
la France de demain



Financé par
l'Union européenne
NextGenerationEU

Implementation of a public policy related to rurality and isolated territories

In France, the health crisis has been accompanied by a real change of outlook on rural areas:

while the French were only 43% to estimate that the rural world was experiencing a revival in 2018, they are now 72% to think it.

In addition, 92% of French people consider these areas to be pleasant to live in, compared to only 72% in 2018.

Despite this positive image, the need to act in favor of rurality does not weaken and confirms the orientation of government policies which, for the past four years, have aimed to better recognize, support and accelerate the equipment of rural territories.

It is a question of reconciling quality of life, innovation and the capacity to be a territory of welcome and renewal in the transitions in progress, in particular ecological and digital.

Rural Agenda and France Relance



The objective is that each inhabitant, whatever their aspirations and personal situation, have access to the infrastructures and services that will allow them to grow, learn, work, have fun, take care of themselves or age peacefully.

In this context, the actions initiated by the French Government, within the framework of its Rural Agenda and France Relance, rely :

- **on the transversality of public policies and**
- **on the ability of all ministries to anticipate the rural application of each of its decisions !**

The Ecological Recovery and Transition Contract

The Ecological Recovery and Transition Contract (CRTE) is a contract created in the context of the health crisis, serving a long-term regional project, in particular by mobilizing the recovery plan.

To this end, it proposes a new framework for partnership between the State and local actors – primarily intermunicipalities, municipalities, countries, etc. – project leaders, linked with other local actors.

From now on, and for the duration of a mandate, it includes ecological transition and territorial cohesion as priority areas for local action:

access to public services, health, housing, digital, education, energy, biodiversity, economy, trade, mobility, city policy, agriculture, food, employment, training, security, culture, heritage, sport...

The ambitions of the ecological transition

The Ecological Recovery and Transition Contract must in particular **allow local authorities to integrate, within their territorial projects, the ambitions of the ecological transition in their priorities.**

The actions selected contribute to the achievement of national objectives in terms of the national low-carbon strategy, biodiversity, the National Plan for Adaptation to Climate Change and the preservation of natural resources.

Particular attention will be paid to the fight against the artificialization of soils, the development of new agricultural practices, short circuits and the circular economy. Soft mobility, the energy renovation of buildings and the promotion of renewable energies will be taken into account.

The CRTE includes in particular the Ecological Transition Contract (CTE), which results from a co-construction with elected officials, state services, businesses and citizens.

Although governmental impulse in central – Paris- **the CRTE is run by elected officials. It carries a collective, shared and forward-looking vision.**

Role of the National Agency for Territorial Cohesion in supporting these territories?



RÉPUBLIQUE
FRANÇAISE

*Liberté
Égalité
Fraternité*

AGENCE
NATIONALE
DE LA COHÉSION
DES TERRITOIRES

The National Agency for Territorial Cohesion is a still young public institution.

Its three main areas of intervention must revolve around the deployment of national support programs, the overhaul of contractualization tools and the creation of a support offer for local authorities.

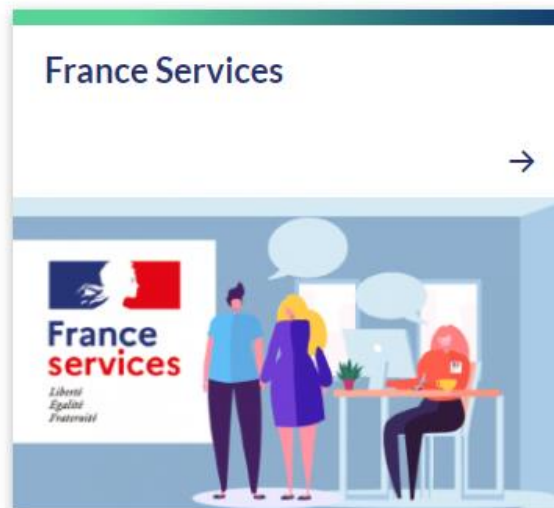
As such, **the ANCT plays a role of "project factory"**, which is central to rurality.

The agency's engineering offer is essential for rural areas.

Selection of programs that can be chosen

Programmes susceptibles d'apparaître au sein des contrats

[Axes stratégiques | Agence nationale de la cohésion des territoires \(agence-cohesion-territoires.gouv.fr\)](#)



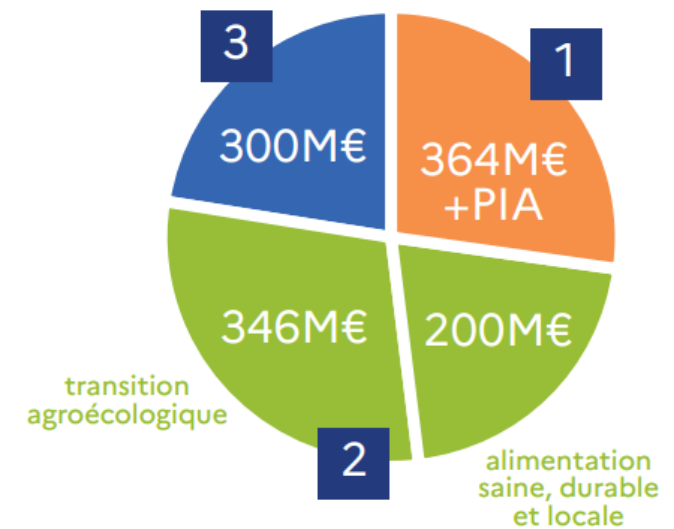
Agricultural transition, food and forestry recovery plan > 3 priorities:

1. Reclaiming our food sovereignty
2. Accelerate the agro-ecological transition in the service of healthy, sustainable and local food for all French people
3. Support French agriculture and forestry in adapting to climate change



Plan de relance

Transition agricole,
alimentation et forêt



Agricultural Transition, Food and Forest Recovery Plan Territorial Food Projects (PAT)

Supported by the Ministry of Agriculture, the Territorial Food Projects (PAT) have three objectives:

- maintaining local agricultural production,
- the promotion of short circuits and
- nutritional quality in public collective restaurants.

Each community chooses its levers of action to support its local agriculture and promote the consumption of local products:

from the preservation of agricultural land

to the equipment of a vegetable shop in a central kitchen,

through the acquisition of a refrigerated van



350
territoires
aujourd'hui concernés
par des projets
alimentaires
de proximité

80 M€
consacrés par le
Plan de relance à
l'émergence des PAT

50 M€
dédiés aux
cantines scolaires
des petites communes

Supporting French agriculture and forestry in adapting to climate change

The recovery plan launches a major reforestation plan for French forests.

The objective: **to plant 45,000 hectares of forest that will capture 150,000 additional tons of CO2 each year.**

This measure will make it possible to increase the areas planted, to regenerate the existing forests and to reconstitute those which have withered away, as in the Grand Est in Bourgogne Franche Comté..



Agricultural Transition, Food and Forest Recovery Plan

Building our food sovereignty in **vegetable proteins**

The objective: to double the areas planted with protein-rich plants and make France a leader in vegetable protein for human nutrition by 2030.

Ensure that the succession of farmers, guarantors of food sovereignty, is there General public campaign on jobs and training in agriculture and agri-food

→ Training in collective bargaining for producer organizations (around the EGalim law)

→ Structuring of the food and agricultural sectors

Producing in France: meeting consumer demands in favor of a diet favorable to health and attentive to animal well-being

Ensure the relocation of strategic sectors and strengthen their agrifood competitiveness



The Small Towns of Tomorrow program



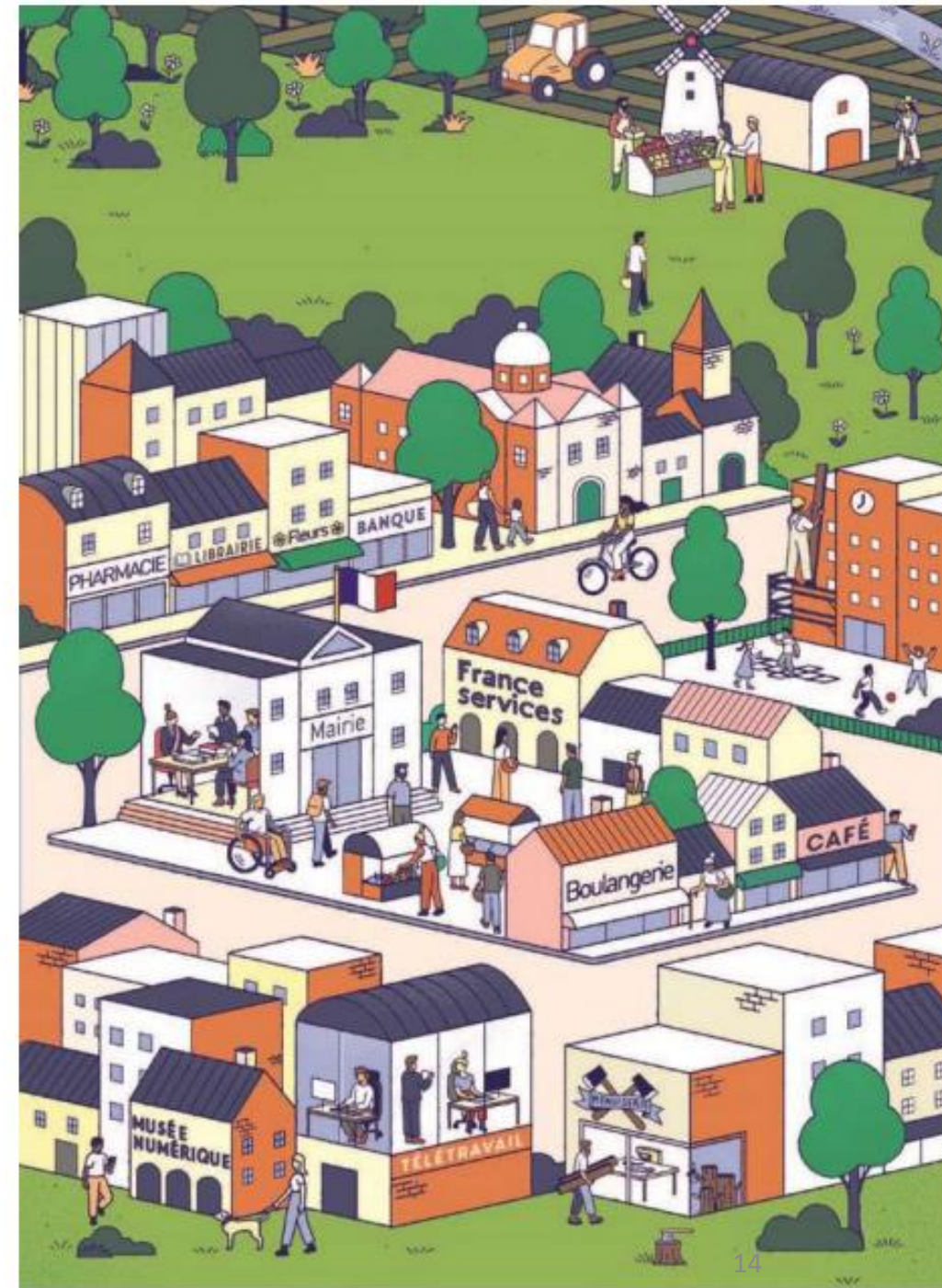
The Small Towns of Tomorrow program aims to improve the quality of life in small towns exercising central functions in their territory and showing signs of socio-economic fragility, by supporting local authorities in adopting a territorial strategy of revitalization integrating ecological transition objectives, to design high-impact projects and to carry out concerted actions with the inhabitants.

The program provides significant support, particularly **in engineering, by funding the positions of Small Towns of Tomorrow project manager and expertise.**

The Small Cities of Tomorrow program from October 2020 to 2027

The program, launched on October 1, 2020 for a period of 6 years, is piloted by the National Agency for Territorial Cohesion (ANCT) and implemented by its territorial delegates, the Department Prefects.

It benefits from the strong mobilization of several ministries, financing partners (Banque des Territoires, Anah, Cerema, Ademe), and the support of a large collective including in particular the Association of Small Towns of France (APVF).



1600 eligible municipalities in France



LES COMMUNES PETITES VILLES DE DEMAIN

+1600

communes bénéficiaires du programme Petites villes de demain

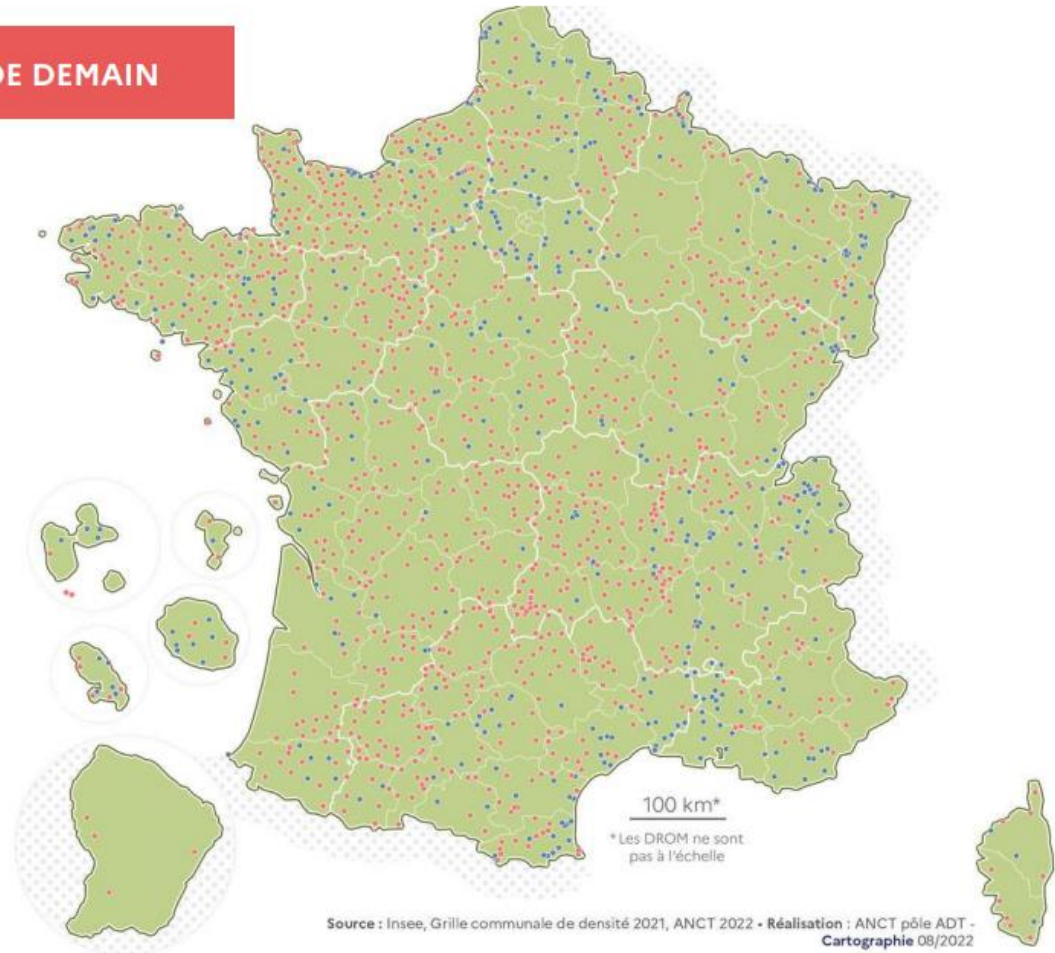
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communes PVD sont dites "rurales" au regard de leur densité (peu dense et très peu dense)

La nouvelle définition de la ruralité a été validée lors du Comité interministériel des ruralités (CIR) le 14 novembre 2020. Elle s'attache au critère de la densité de la population, pour mieux rendre compte de la diversité des territoires.

Communes PVD selon leur degré de densité

- commune peu dense ou très peu dense
- commune de densité intermédiaire ou densément peuplée



80 buses France Services will criss-cross rural areas to get as close as possible to the citizens of the

most remote villages.

Le placier de la Vallée de la Garonne dans le Lot-et-Garonne
- Inauguration du bus des services publics de la communauté de communes Cauvaldor (Dordogne), labellisé « France services »

Crédits : Frédéric Bukajlo / Terra



Aging Well in Tomorrow's Small Towns | National Agency for Territorial Cohesion (agence-cohesion-territoires.gouv.fr)

People aged 60 and over number 15 million today. They will be 20 million in 2030.

According to projections by the National Institute of Statistics and Economic Studies (INSEE) by 2040, one in four French people will be 65 or older.

The small towns of tomorrow are primarily affected by this structural development. In the municipalities of the program, people aged over 75 represent 13.5% of the population (compared to 9% in France as a whole).

Aging is a cross-cutting issue, which must therefore be considered globally.

Whether it is the adaptation of housing for home care, the development of new housing solutions to combat isolation, the deployment of adapted mobility solutions, the development of public space or access to services.

In this context, the Small Towns of Tomorrow program has been deploying an approach dedicated to aging well since July 2021.

It aims to support and strengthen the consideration of aging issues in regional projects, so that the needs and aspirations, current and future, of people with loss of autonomy are better taken into account.

The service offer for aging well in the Small towns of tomorrow

This service offers at a glance :

Bénéficier d'un appui à la conception du projet global de revitalisation des Petites villes de demain, intégrant notamment les enjeux du vieillissement de la population avec la Banque des territoires

Porter un regard pluridisciplinaire dès le diagnostic du territoire, notamment sur les enjeux du vieillissement de la population avec la Fédération des parcs naturels régionaux de France

Concevoir des politiques locales inclusives labellisées avec le Réseau francophone villes amies des aînés

Renforcer le lien intergénérationnel et la valorisation des savoir-faire artisanaux avec le réseau l'Outil en main

Bénéficier d'une contribution aux études pré-opérationnelles, à l'acquisition foncière et à l'aménagement avec les Établissements publics fonciers

Adapter les logements à la perte d'autonomie avec l'ANAH

Créer des habitats inclusifs dont le projet de vie sociale et partagée peut être financé via l'AVP, par les Conseils départementaux, ou via le forfait habitat inclusif, par les ARS

Obtenir un prêt pour un Projet de Renouvellement Urbain Aménagement (PRU-AM), par exemple pour des travaux d'aménagement des espaces publics et des projets d'habitat inclusif auprès de la Banque des territoires

Soutenir les porteurs de projet d'habitat inclusif par la mobilisation des différents acteurs d'appui, par exemple avec le réseau HAPA

The industrial territory program

France 2030: "Industrial Rebound" system

As part of the France 2030 plan, the Rebond Industriel scheme launched on August 1, 2022 aims to support some forty industrial territories by 2026 facing changes in the transport sectors, particularly automotive, in a rebound trajectory.

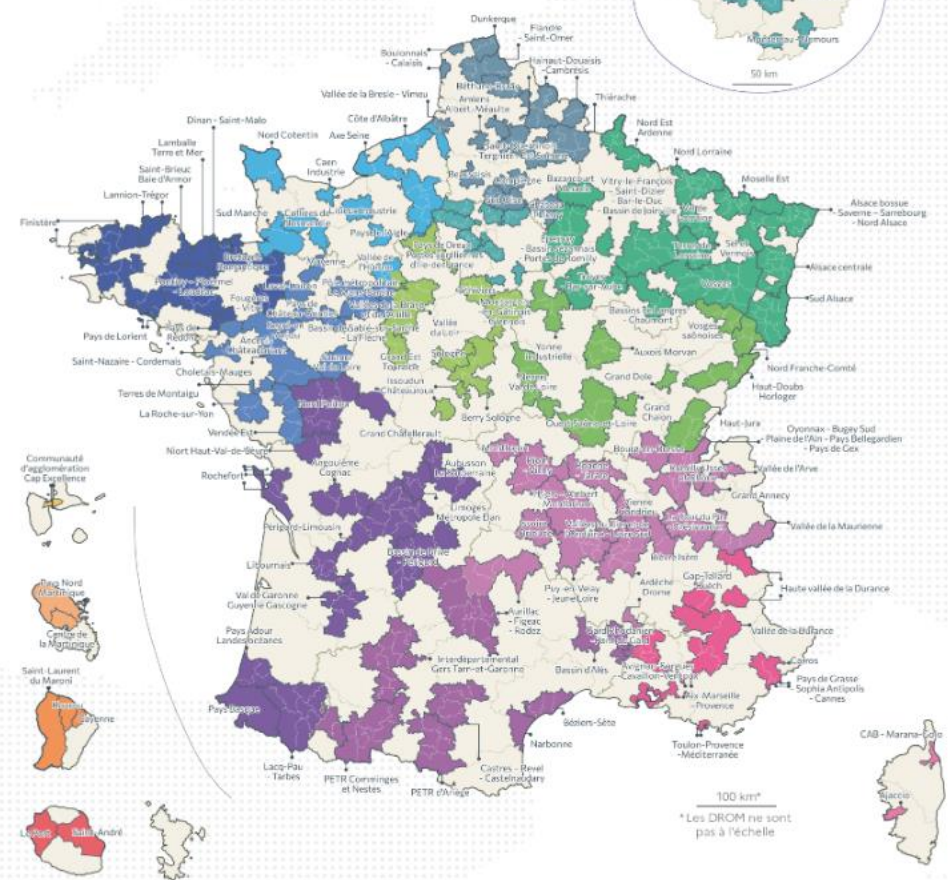
With an envelope of €100 million (€10 million for the engineering component operated by the Banque des Territoires and €90 million for the financing component operated by Bpifrance), a call for expressions of interest is open to intermunicipalities.

The device follows the experimentation of this method within the framework of the Territories of industry program for the benefit of about fifteen territories confronted with industrial shocks, having resulted in the detection of a thousand industrial projects.



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TERRITOIRES D'INDUSTRIE
À date du 06 septembre 2021

FOCUS SUR L'ÎLE-DE-FRANCE



Sources : ANCT 2021, IGN 2021 - Réalisation : ANCT pôle adt - Cartographie 26/08/2021



The Proximity Manufacturing program

[Manufactures de proximité : de nombreux projets labellisés | economie.gouv.fr](https://economie.gouv.fr)

As part of the France Relance plan, to revitalize fragile territories and to support local craft businesses, the “Proximity Manufactures” project offers entrepreneurs the opportunity to benefit from support and subsidies in their development.

What is a local factory?

These are productive third places, which animate and provide services to a professional community of craftsmen.

They aim to encourage the pooling of machines and services; lead a community; develop training and promote skills development; develop common and cooperative projects.

They are at the heart of transitions and new concerns in terms of production.

They play a role in the digital transition and promote the ecological transition through the development of short circuits, recycling and eco-design, by pooling tools and skills.

255 regional factories already certified, including 172 in rural areas
€75,000 to €150,000 allocated



Characteristics of local factories

The factory is located primarily in fragile areas (small and medium-sized towns, rural areas, priority neighborhoods for Urban Policy)

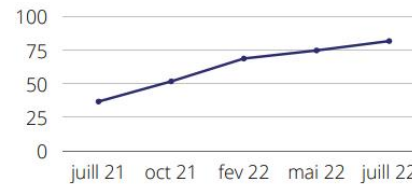
- is a shared workspace for a community of professionals, regardless of the sector(s) supported.
- allows professionals and other actors to develop their skills and train while encouraging vocations. integrates various stakeholders, both public and private,
- in a process of territorial cooperation and shared governance.



LE DEVELOPPEMENT DE TIERS-LIEUX

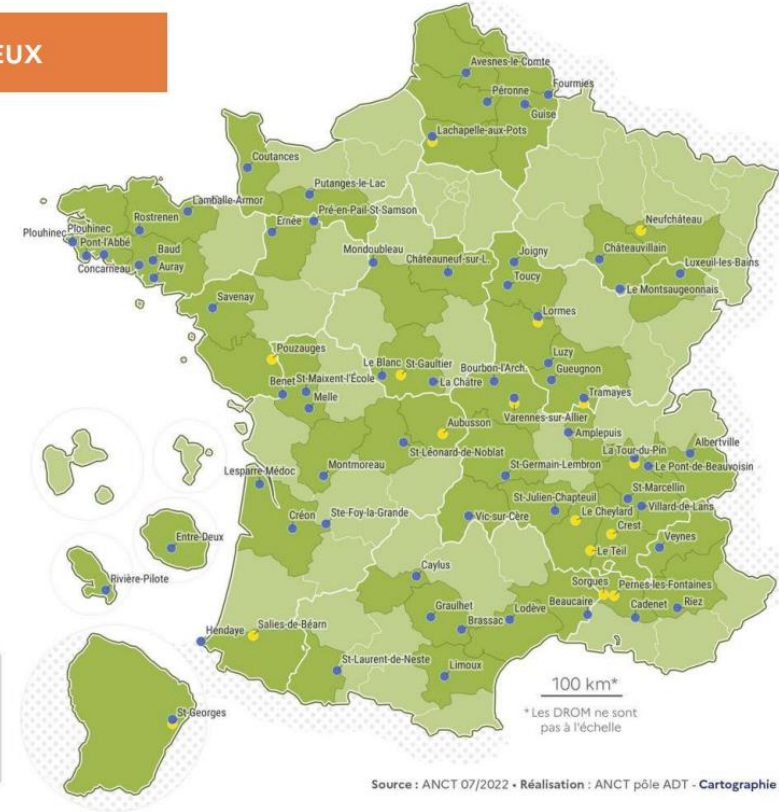
Les Fabriques de territoires & les Manufactures de proximité

82 tiers-lieux labellisés Fabriques des territoires (65) ou Manufactures de proximité (17) localisés dans une commune PVD, soit 7 nouveaux tiers-lieux depuis avril 2022



Commune PVD qui bénéficie d'un dispositif Nouveaux lieux, nouveaux liens

- Fabrique de territoire
- Manufacture de proximité



The connected campuses

The French Government has created the Connected Campuses.

These third-places provide rural young people with a friendly work space, to follow higher education courses remotely.

What to start their higher education in serenity, before taking off.

Set up by the local authorities and their local university, in conjunction with the rectorate and the socio-economic actors of the territory,

the Connected Campuses could also eventually become decentralized reception centers for research and innovation .

66 connected campuses in rural areas out of the 89 labeled



Territorial volunteering in VTA administration OF YOUNG GRADUATES IN RURAL AREAS: A WIN-WIN BET



After setting up **the Territorial Volunteering in Business (VTE)**, the Government initiated the **Territorial Volunteering in Administration (VTA)**, to help local authorities to bring out their development projects.

For this, it finances a flat rate of 15,000 euros for the hiring of a young graduate, for an engineering mission of 12 to 18 months.

This system also aims to give young graduates the opportunity to get involved in favor of rural areas, or even to settle there more permanently.

First results of this public policy in favor of rural territories at the end of 2021

1^{er} janvier 2022

Dotation de **protection de la biodiversité** et de valorisation des aménités rurales

1^{er} janvier 2022

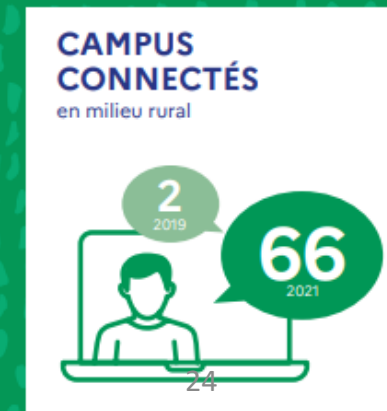
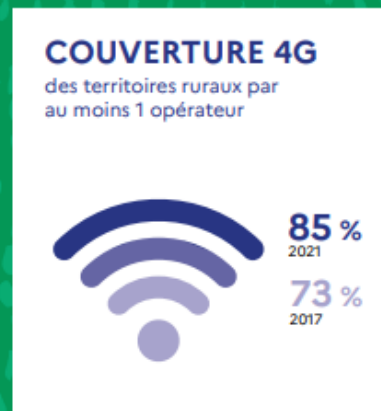
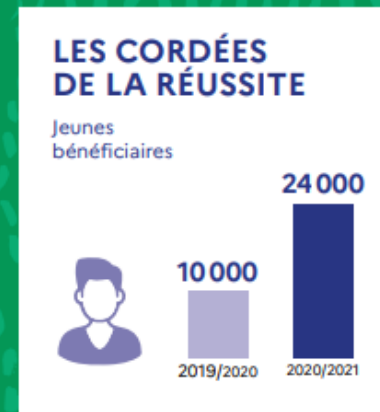
Extension du dispositif « **Argent de poche** » aux territoires ruraux

Début 2022

Soutien aux **centres de télésurveillance mutualisés** pour les territoires ruraux

Début 2022

800 VTA déployés dans les territoires ruraux



An important condition : an effective digital layout

OBJECTIVE
Full coverage of the
territory in 4G in 2022 and
optical fiber in 2025

Thanks to the massive deployment of digital infrastructures, optical fiber and 4G now accompany the daily life of the French.

This connectivity is a priority for the Government, which is deploying two ambitious programs at a sustained pace, **the France Very High Speed Plan and the New Mobile Deal**.

The deployment of optical fiber does not however overshadow the copper network, which is essential in rural areas:

a strengthening of financial and human resources and local governance has been implemented by the operator Orange, in particular in 17 priority areas.

The New Deal Mobile program



La 4G pour tous



La couverture
ciblée



La couverture
indoor



L'état des
réseaux mobiles



La 4G en voiture



La 4G fixe

In 2018, the State signed a national agreement

with telephone operators to improve mobile coverage throughout the country.

In return for a freeze on the annual fees payable by operators for the use of radio frequencies, and a 10-year extension of their licenses, i.e. a loss of revenue for the State of approximately 3 billion euros, telephone operators have made five commitments:

- **Generalize 4G to all mobile sites**
- **Cover the main roads Improve indoor coverage**
- **Propose a fixed 4G offer when fixed Internet speeds are not satisfactory**
- **Cover white or gray areas, with the Targeted Coverage System**

The interests for the territories are multiple, while the health crisis has exacerbated the importance of digital:

- **the pylons are pooled:** instead of having one pylon per operator to cover the same area, the 4 operators are required to set up on the same pylon if none of them covered the sector with satisfaction;
- **voice coverage is greatly improved over the entire covered area**, regardless of the user's operator;
- **4G data coverage is also improved for all smartphones.**

Easier use thanks to Digital Advisors.








Many French people encounter difficulties of use or are distant from these uses.

This is **why 4,000 France Services Digital Advisors** are deployed in all territories.

Recruited, trained and funded by the State, they embody the Government's desire to make human support the key to digital appropriation by all.



Le conseiller numérique aide prioritairement l'utilisateur à

-  Prendre en main un équipement informatique (ordinateur, smartphone, tablette, etc.)
-  Naviguer sur Internet
-  Envoyer, recevoir, gérer ses courriels
-  Installer et utiliser des applications utiles sur son smartphone
-  Créer et gérer (stocker, ranger, partager) ses contenus numériques.
-  Connaître l'environnement et le vocabulaire numérique
-  Apprendre les bases du traitement de texte



[Conseillers numériques France Services | Agence nationale de la cohésion des territoires \(agence-cohesion-territoires.gouv.fr\)](https://agence-cohesion-territoires.gouv.fr)

Objective: to continue to develop services of general interest in a world where digital and ecological transitions combine while preserving the freedom of citizens, equal opportunities and territorial sovereignty .

The development of digital services generates quantities of data which constitute a source of value for the actors of the territory.

Since the Lemaire law promulgated on October 7, 2016, open data is an obligation for municipalities with more than 3,500 inhabitants and communities with more than 50 agents.

These data are a breeding ground for innovation for all those who freely seize them.

→ The General Data Protection Regulation (GDPR), which came into force in 2018, strengthens the rights of citizens to better control their personal data.

→ The Climate Plan of July 6, 2017 from the Ministry of Ecological and Inclusive Transition sets a course for carbon neutrality in 2050 and positions the smart city as an energy transition tool.

The law of November 15, 2021 aimed at reducing the environmental footprint of digital technology in France, known as the REEN law, questions municipalities with more than 50,000 inhabitants about their responsible digital strategy.

Thus, data control has become strategic for communities of all sizes, both for data sovereignty and for achieving the territories' carbon neutrality objectives.



Some useful links

- [Agenda rural | Agence nationale de la cohésion des territoires \(agence-cohesion-territoires.gouv.fr\)](https://agence-cohesion-territoires.gouv.fr)
- [Territoires d'industrie | Agence nationale de la cohésion des territoires \(agence-cohesion-territoires.gouv.fr\)](https://agence-cohesion-territoires.gouv.fr)
- [Page d'accueil | L'Observatoire des Territoires \(observatoire-des-territoires.gouv.fr\)](https://observatoire-des-territoires.gouv.fr)
- agence-cohesion-territoires.gouv.fr
- [Aides PVD | Aides Petites villes de demain \(beta.gouv.fr\)](https://beta.gouv.fr)
- [France Relance : le volet « Transition agricole, alimentation et forêt » | Ministère de l'Agriculture et de la Souveraineté alimentaire](https://www.agriculture.gouv.fr)
- www.cerema.fr
- www.smart-territoires.fr/self_evaluation/1
- [Le tableau de bord du New Deal Mobile | Arcep](https://www.arcep.fr)

**We have a lot to share
Just ask for the use cases.**

