



Recovery through Community-led Approaches:

**New Local Development Opportunities
and Challenges**

Organising post-COVID support in rural and fisheries communities

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The potential of CLLD

Community-Led Local Development (CLLD)

- Bottom-up, partnership-based, integrated approach
- Decision-making in the hands of the local community
- Key role of the Local Action Group (LAG)
- Clearly defined approach under EU funding:
 - rural development (since 1990s, as LEADER)
 - fisheries (since 2007)
 - regional and social funds, including urban areas (since 2014)

The rural experience: ADAC, Spain

Adac

ASOCIACIÓN PARA EL DESARROLLO DE LA ALCARRIA Y LA CAMPÑA



Lola Fernández Perpiñan



ADAC pone en marcha un proceso de análisis de situación entre los proyectos LEADER como consecuencia del COVID-19

07 Abr 2020 by Adac

Con la finalidad de obtener una *radiografía* fehaciente de la situación provocada en nuestro entorno por el COVID-19 y, sobre todo, en nuestro tejido productivo y empresarial, desde ADAC, la Asociación para el Desarrollo de la Alcarria y la Campiña, se ha lanzado una iniciativa que permita recabar información sobre su impacto económico en la comarca.

Para ello, ADAC ha enviado un documento-formulario a aquellas empresas, personas y entidades que han presentado y están gestionando un proyecto a través de los fondos del **Programa Leader**.

En el mismo, ADAC propone que se indiquen las necesidades o dificultades que esté experimentando en su negocio, tanto actualmente como las previsiones para las próximas semanas y meses.

In April 2020 ADAC launches a situation analysis process among its project promoters on consequences of COVID-19
An on-line questionnaire for businesses

Objective: a "radiography" of the situation to be able to anticipate the consequences in the most appropriate way

<http://adac.es/adacsite/analisis-proyectos-leader-covid-19/>

Result: **four types of action** developed

1. Helping companies go on-line

HERRAMIENTAS ÚTILES DE
MARKETING PARA VISIBILIZAR
TU NEGOCIO TRAS LA CRISIS
DEL COVID-19

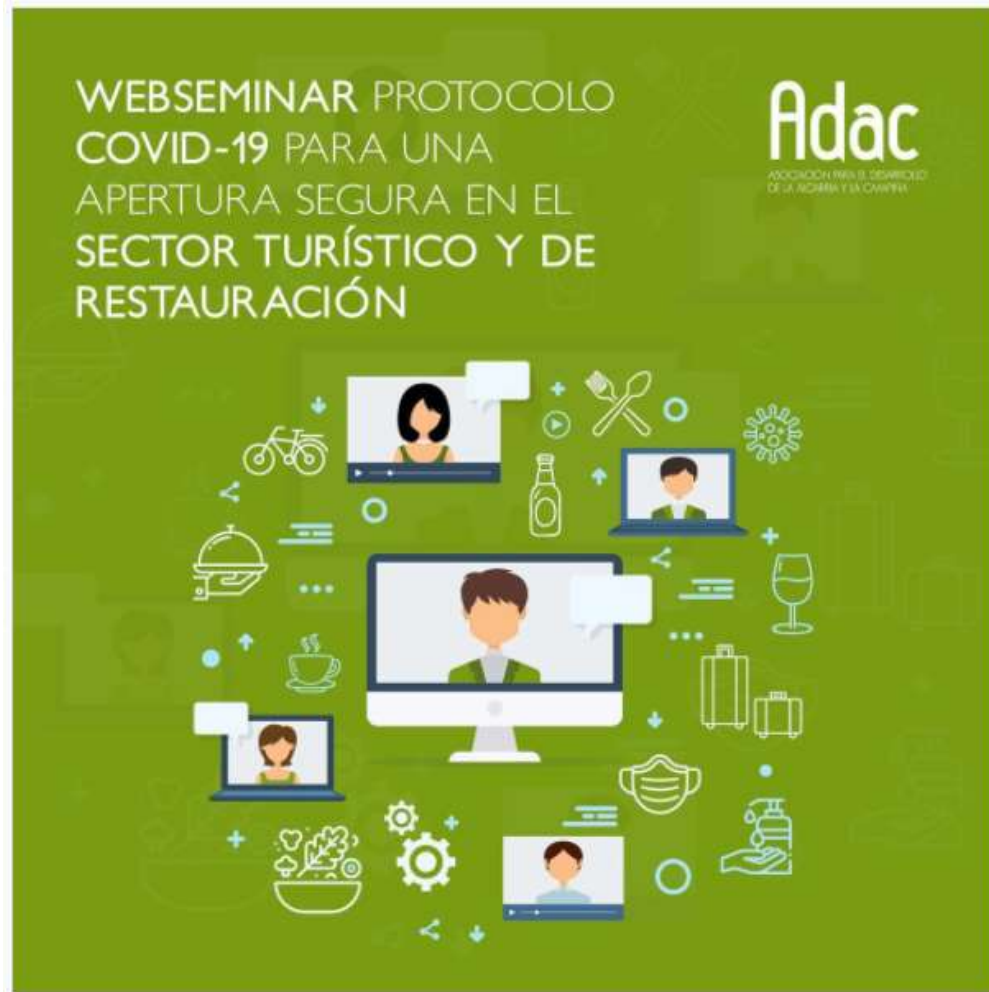
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DE LA ALCARRIA Y LA CAMPÑA

FINANCIADO POR:



- Training on how to adapt commercial activity to on-line mode of work
- Attended by 82 companies from the LAG area

2. Helping tourism sector meet standards



- Training for tourism and restaurant businesses put in place security protocols
- Attended by 76 companies
- Limited uptake due to high costs

3. Grant scheme



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AYUDAS PARA ADECUAR TU NEGOCIO ANTE LA CRISIS DEL COVID-19

LEADER 2014 - 2020

Ayudas hasta el 45% para emprendedores y pymes rurales

¡SOLICÍTALA YA!

The advertisement features a woman wearing a blue surgical mask and a brown sweater, standing behind a counter in a shop. The background shows shelves stocked with various products. A green banner at the top left of the ad reads '¡SOLICÍTALA YA!'.

- Support for businesses for infrastructure and other necessary investments
- Special line of LEADER funding launched in July 2020
- 28 applications
- €600 000 LAG funding, total investment of €2 300 000

4. Helping local farmers



- Difficulty to find seasonal workers to harvest green asparagus
- Making available social media platform of the LAG
- 800 seasonal workers found to help with the asparagus harvest

The fisheries experience: the European Fisheries Areas' Network (FARNET)



Better equipped in the face of crisis
FLAG support to fisheries communities

FLAGs : mobilizing local resources
in the face of crisis

Monica Veronesi
LDnet event, 8th April 2021

The slide features a white background with a blue wavy graphic at the bottom. It includes the FARNET logo at the top left, the main title in blue text, a central illustration of a coastal community with a lighthouse, and the European Commission logo at the bottom right.



Monica Veronesi Burch



Local support network to defend businesses and feed those in need



Collaboration between:

- Esterel Côte d'Azur FLAG (FR)
- Provincial fishing committee
- Fishers, fish farm, filleting company
- Restaurants
- Volunteers



- Delivery of **free meals** to hospital staff, firemen & others in need
- **FLAG funding** to fishers, fish farm and restaurants
- Branded **cool boxes** for all local fishermen to support direct sales
- Strengthening of **local food networks**

Local support network to defend businesses and feed those in need



Short term results (April-June 2020):

- **Income** for local fishers & fish farm
- Keeping certain restaurants partially **in businesses**
- Stimulating restaurants to **innovate** with processed products
- **Meals for frontline workers & families in need**

Long term:

- New partnerships
- Local territorial food project
- Strengthened visibility for the primary sector
- Circular economy
- Innovation



Building on established direct sales

“Fisch vom Kutter”



<http://www.fischvomkutter.de/> - Launched in 2011 with support from the **Baltic Sea Coast FLAG** (DE)

11 fishing companies involved

Fishermen send catch details by SMS before arriving at port

Consumers can see what will be landed and when



Building on established direct sales

“Fisch vom Kutter”



Initial Results:

- Higher prices
- Shorter supply chains
- Reduced dependence on wholesale

Second phase:

- A local fish farm joined the platform
- Mobile truck to sell fish directly while markets were closed



When COVID struck:

- 80% increase in visits to the website (March-April 2020)
- Daily customers increased from 500 to 700
- Fishers reported a 10-20% increase in direct sales

Some common lessons

- CLLD can create lasting linkages and structures that can be used in emergency
- Funding available for local, small-scale action
 - particularly suitable for the smallest and weakest actors

To enable this:

- strategic, holistic approach
- long-term vision
- combining bottom-up approach with top-down support
- flexible, non-bureaucratic funding procedures



Thank you for your attention!

www.ldnet.eu