



# **Seminar on community-led local development 2014-2020**

## **Why use CLLD?**

### **Brussels, 6 February 2013**

# Why use CLLD

**ADDED VALUE  
OF CLLD**



**COST AND  
RISK OF  
DELEGATION**

# ADDED VALUE OF CLLD



Sub-regional areas. The local **territorial** approach (Article 28.1a)

**Flexible response to needs**

Community led partnerships. Participatory and partnership approaches (Article 28.1.b)

**Mobilises knowledge, energy and resources**

Integrated multi-sectoral local strategies (Article 28.1.c)

**Linkages and synergy. Horizontal and vertical**

Innovation (Article 28.1.d)

**New markets, products, and ways of doing. Social innovation**

Networking and cooperation (Also Article 28.1.d)

***Transfer of good practice, joint solutions to common problems***

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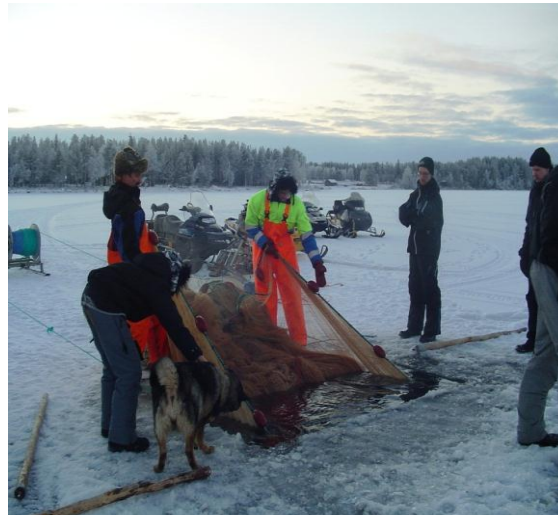
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# Flexible responses to different needs



Area needs

Sector needs



# Mobilising hard to reach resources



**People** – training, investment, promotion for women shell fish gatherers to set up their own company



**Resources:** Kainu Koillisma: cooperation and pilot project between fishermen...€2.7m joint handling centre + 30% sales.





# Joined up thinking - integration

LAG  
Animation



Pilot studies

Investment in public facilities  
Investment in priority private activities

Training

Quality schemes.

Marketing campaigns  
Linkages with other SMEs



# Innovation - small is beautiful

- **Small and fast:** Average project cost €60,000 in Axis 4 of EFF. 250 projects in Finland (€30,000 each)



**Pilots:** Pesca Tourism in Var. Joint Working group – FLAGs + Ministries + other – change in legislation

# Learning from each other

- **Pesca tourism** – France, Greece, Spain, Germany ...



- **Use of IT in direct sales** from Germany to Denmark to.....



# The potential of working together

- 70% FLAGs already cooperate with LAGs
- ERDF for other SMEs, action in ports, infrastructure.....
- ESF for support to groups furthest from labour market and training.....

# Ebro Delta FLAG



**Area:** Coast + river. National park.  
Tourism + traditional agriculture + fishing  
75,000 inhabitants. 33% unemployed

**Partnership:** Fishing, tourist and enterprise  
organisations, municipalities, Max 40%

**Strategy:** Break into tourist markets by linking  
high quality fishing + food to high quality  
environment.



€3m. 30 projects. 60 jobs