

# Taking stock of **what works** in **LEADER** to strengthen the approach **for the Future**

**European LEADER Congress in Brussels: December 19, 2023**

**Time:** 10:00 – 11:15 CET

**Speakers:** Iwona Lisztwan, Stefan Niedermoser,  
Wolfgang Berger, Barbara Stumpf

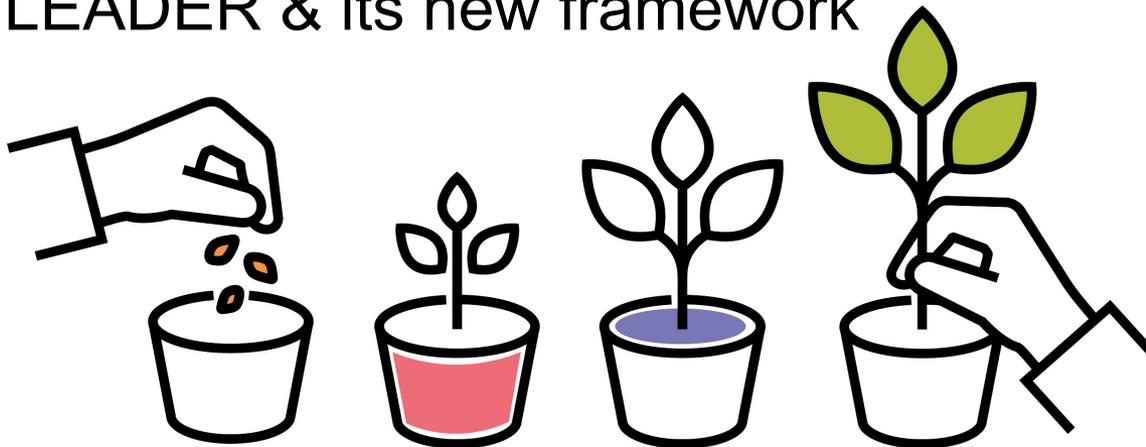


The European  
Agricultural Fund for  
Rural Development:  
Europe investing in  
rural areas



# AGENDA

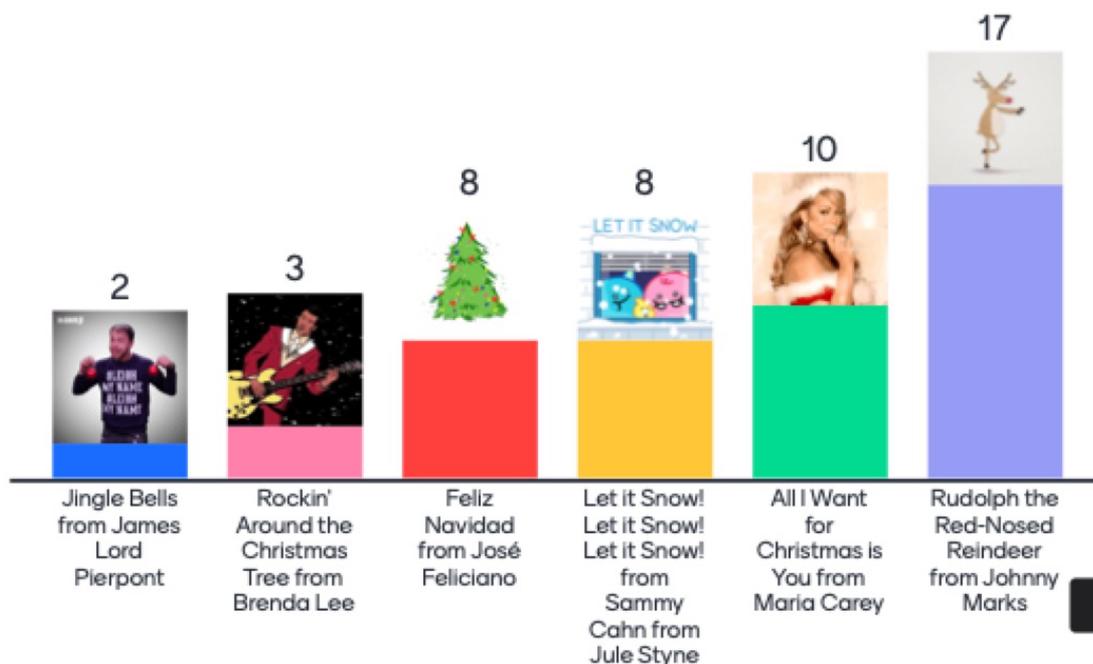
- purpose of this workshop session
- LEADER & its history
- LEADER & its actuality
- LEADER & its new storytelling
- LEADER & its 3 roles
- LEADER & its new framework



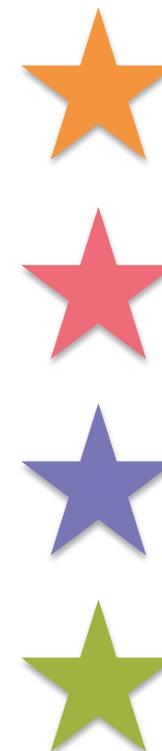
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# Which Christmas song best describes your mood today?



Responding is off



# **purpose of this workshop session**

# PURPOSE

## **Why LEADER is relevant right now and how LEADER becomes a transformation tool:**

LEADER / CLLD as a method, organization and funding centre has a significantly greater potential than is currently being utilized...

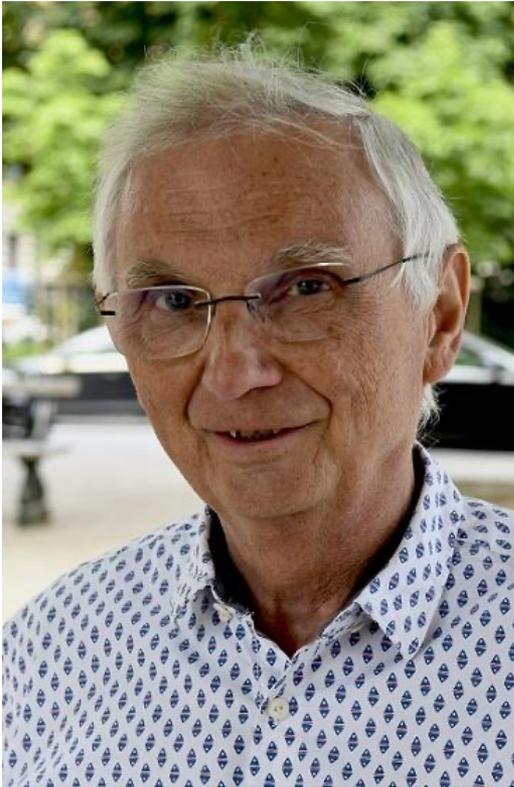
- for the participation of active people and social renewal
- therefore, it is a perfect transformation tool

# **LEADER & its history**

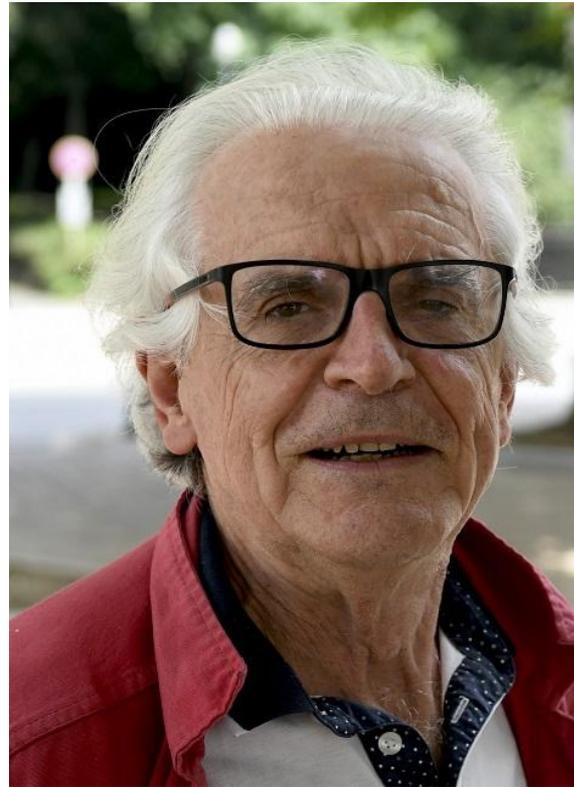
# LEADER & its history

- Birthday: March 15, 1991, according to EU regulation
- The Commission initiated a new rural development program
- Interesting people were involved, not to forget ...

# LEADER & its history



Michel Laine



Yves Champetier

# LEADER & its history

After 32 years of development, there is a change in the meaning of LEADER:

## LEADER

*Links between actions  
for the development of  
the rural economy*

## CLLD

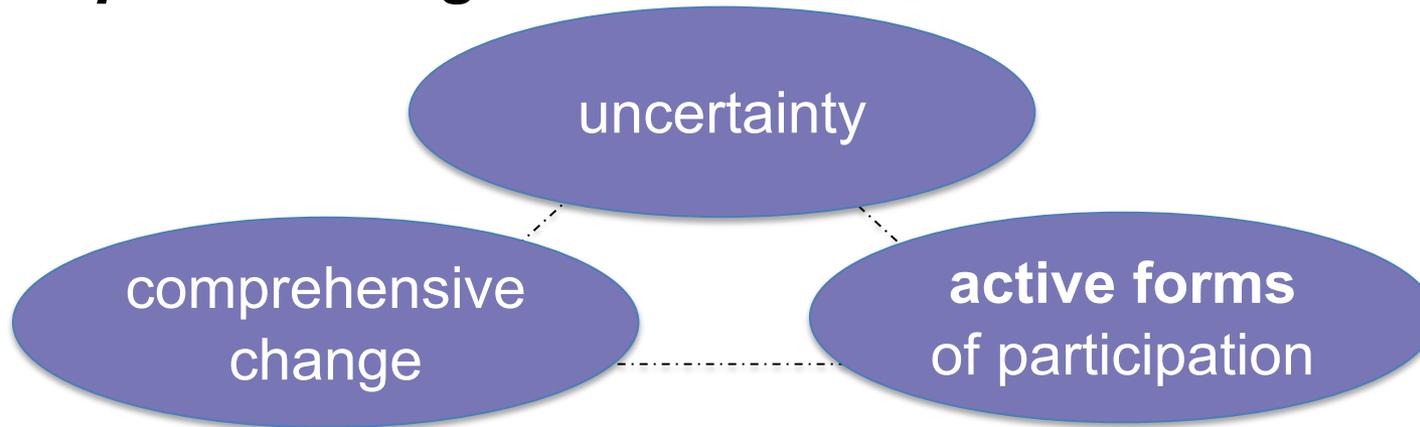
*Community-led  
local development*

It shows the social significance of the method!  
PPP (municipalities, private economy, civil society)

# LEADER & its actuality

# LEADER & its actuality

**Triple Challenge** - according to Zygmunt Bauman:



This is where LEADER comes into play  
with the local **action groups**

LEADER as **participatory** regional development  
is the **Unique Service Proposition**

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# How well does the active participation of the population in your Local Action Group work for you?



Responding is off



# **LEADER & its new storytelling**

# LEADER & its new storytelling

## Need for a new narrative for the LEADER added value:

- 3 key roles for LAG management
- Functions for rural society

### a) Added value – social (narrower definition)

LEADER as promotion of democracy  
and EU at regional level

# LEADER & its new storytelling

## b) Added value - thematically (broader definition)

- **LEADER & economy:** especially circular economy, sustainable tourism, innovation etc.
- **LEADER & social/community affairs:** in particular the promotion of skilled workers, local development/smart villages, youth participation
- **LEADER & environment/climate:** in particular ecological modernization, climate change adaptation, resource efficiency

# LEADER & its new storytelling

## USP LEADER/CLLD

- LEADER as a method: practice-oriented  
Social innovation and multi-actor groups
- LEADER as an organization:  
Established network of 3,000 local action groups within  
and outside the EU
- LEADER as funding: participation through co-financing  
Multi-fund financing as a good option

# Perspectives and slogans for LEADER 2023-2027

LEADER is the strongest participatory regional development method

LEADER combines technical and social innovations with regional Know-how

LEADER promotes technology, tolerance, talents



# **LEADER & its 3 roles**

# LEADER/CLLD IS PART of the SOLUTION



...but only if we are able to increase the quality level in general.

# BUT BACK TO THE CONTENT



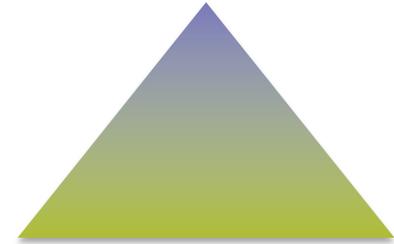
COOPERATION,  
INNOVATION, NETWORKING,  
AREA-BASED,  
PARTNERSHIP, BOTTOM-UP,  
LOCAL MANAGEMENT...

Nice words – but used hardly for  
everything and by everyone.....

**What works in LEADER??**

# How can we work with these challenges?

## The 3 roles of a LAG



### LAGs and LAG-managements can be

- Role 1: Funding Advisory Center (MUST)
- Role 2: Network Unit in the region (SHOULD)
- Role 3: (Social) Innovation Entrepreneur (COULD)
  - Innovation laboratory: theory-practice interface
  - Active Transformation Management Office
  - LAG as project applicant if strategically necessary
  - Use all kind of funds which are relevant

# Role 1) Funding Advisory Center



- Funding advice
- Offering project support
- Approved projects are supported

The simplest, but central form of this role means the selection of LEADER-relevant projects.

# Role 2) Network Unit in the region

- Foster a regional and transnational network
- Involvement of „key players“ in decision-making processes
- LAG as innovation broker



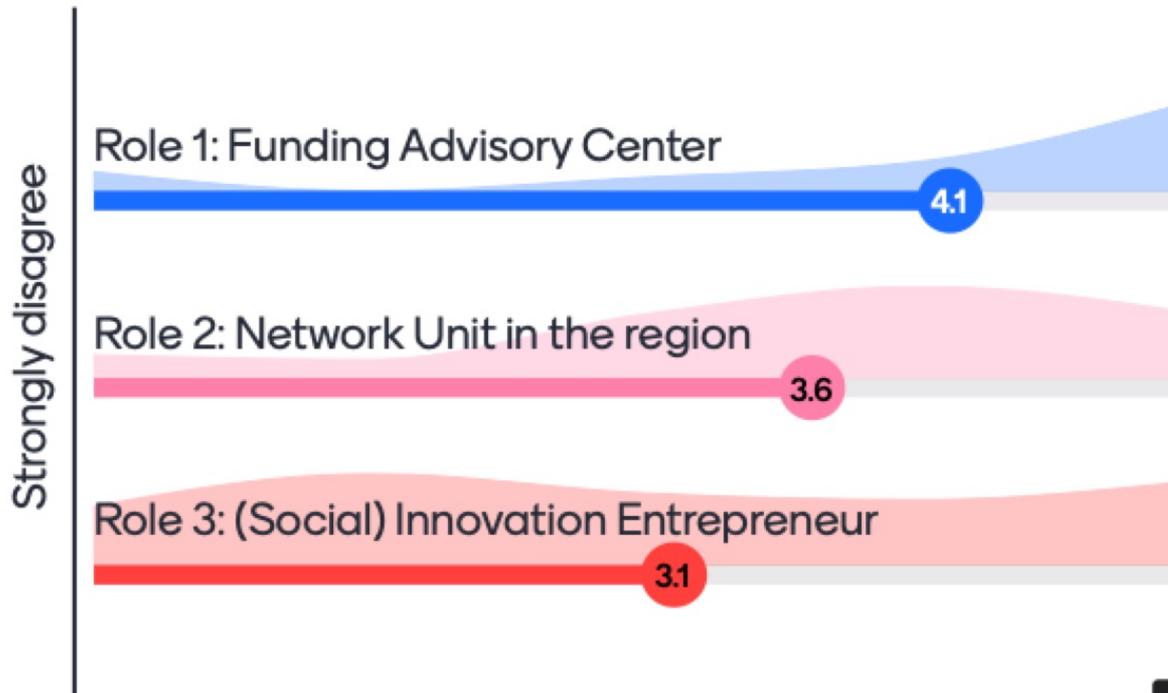
# Role 3) (Social) Innovation Entrepreneur



- projects are pre-financed, financially and content managed by the LAG itself
- LAG as non-profit entrepreneur
- foster the role as public private partnership
- new skills for the LAG management are required

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# In which role do you see yourself?



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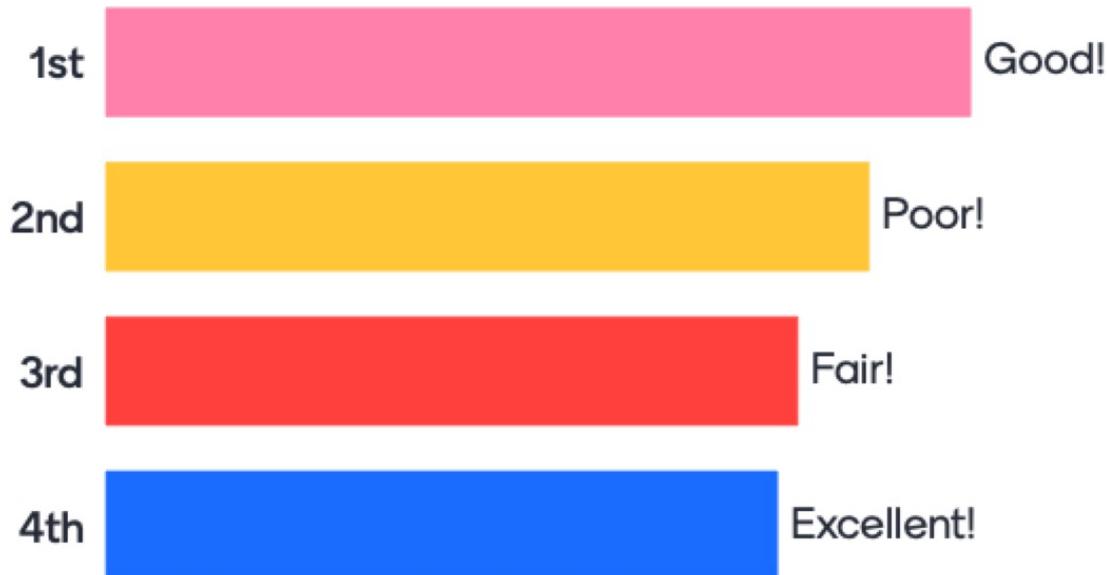
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# **LEADER & its new framework**

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# How does the region's cooperation with the managing authorities work?



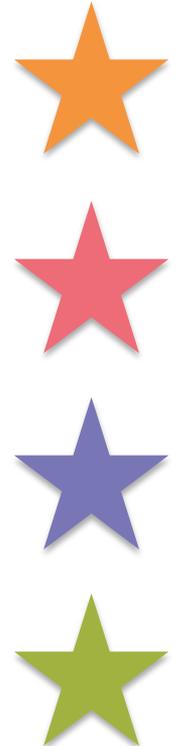
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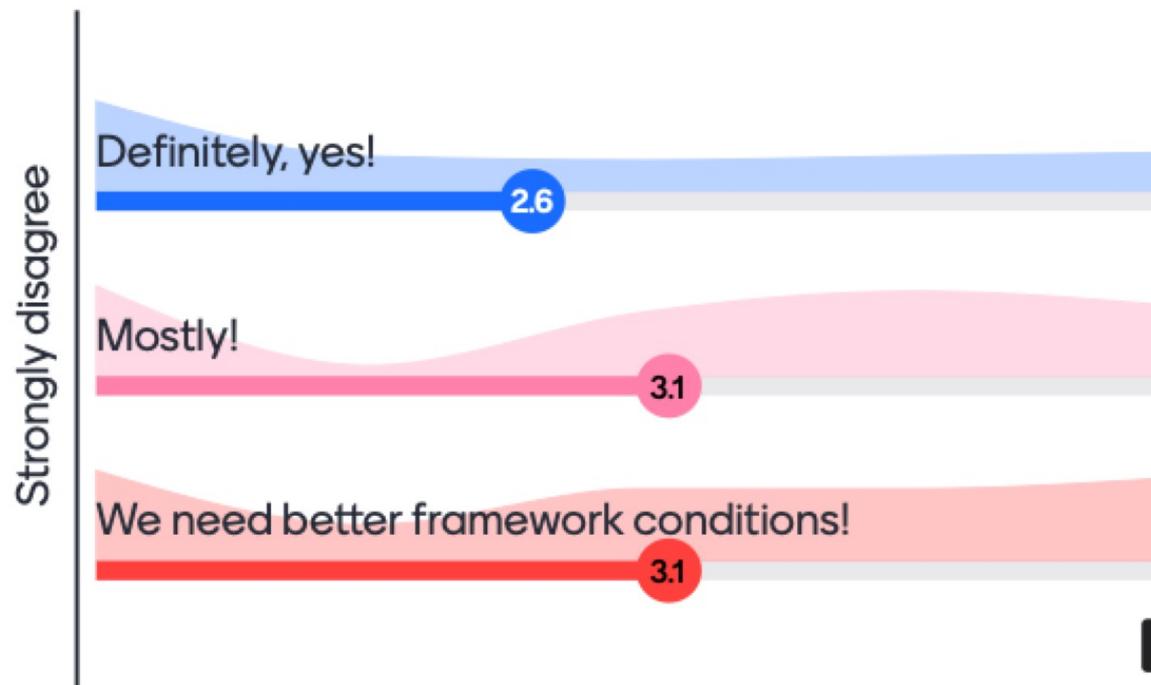


# What works for the commission regarding LEADER?

We all know, LEADER is bottom-up. But if you would be able to change 3 things top town and every country and region would follow, what would these 3 things be?

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# Framework conditions: Does LEADER work in your region the way you wish?



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Do you see social, economic or technological developments, that will have a big impact on the LEADER approach?

# Where do you see LEADER in 2035?

What do we on regional and national level have to do, to strengthen the LEADER approach?

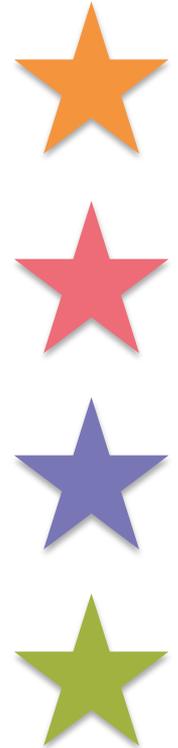
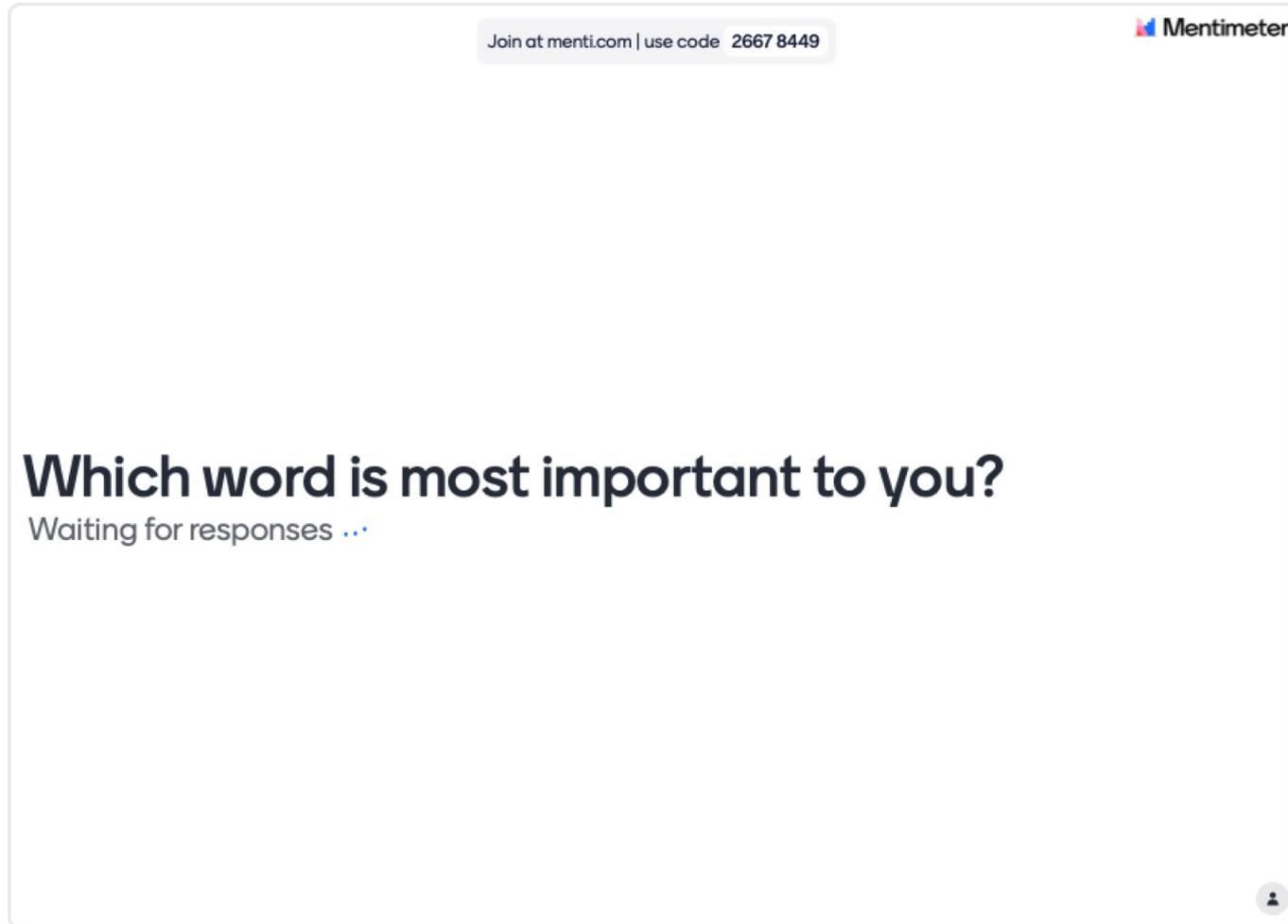
## Taking stock of **what works** in **LEADER** to strengthen the approach **for the Future**

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### Which word is most important to you?

Waiting for responses ...



# Taking stock of what works in LEADER to strengthen the approach for the Future



# LEADER WORKS

## Thank you!

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