

## Euromountains.net Project – theme 2 INTERREG III C

The role of local authorities in the development and promotion of quality mountain products and resources.

Studies and analysis in the Rhône-Alpes region

Draft of the Final report



Published by SUACI Alpes du Nord

Chambéry, July 2006



Rhône-Alpes Région

PART OF THE PROJECT FINANCED BY THE EUROPEAN UNION AND THE RHONE-ALPES REGION

## CONTENTS

<b>Studies and analysis in the Rhône-Alpes region .....</b>	<b>3</b>
<b>The territory of Maurienne meat .....</b>	<b>4</b>
<b>The Project to promote Maurienne Meat.....</b>	<b>5</b>
<b>Intervention of local authorities in the Maurienne Meat project.....</b>	<b>6</b>
<b>Analysis of the intervention of local authorities for Maurienne Meat .....</b>	<b>8</b>
<b>The territory of Fin gras du Mézenc .....</b>	<b>11</b>
<b>The promotional project for Fin Gras du Mézenc .....</b>	<b>12</b>
<b>Interventions of local authorities for the Fin Gras du Mézenc project .....</b>	<b>13</b>
<b>Analysis of the intervention of local authorities for the Fin Gras du Mezenc .....</b>	<b>16</b>
<b>The promotional project for the Lauze du Mézenc.....</b>	<b>18</b>
<b>Interventions of local authorities in the Lauze du Mézenc project.....</b>	<b>20</b>
<b>Analysis of the intervention by local authorities for the Lauze du Mézenc.....</b>	<b>22</b>
<b>The project to promote the Source of the Loire .....</b>	<b>23</b>
<b>Intervention of local authorities in the Sources of the Loire project.....</b>	<b>24</b>
<b>Analysis of the intervention of local authorities for the Sources de la Loire .....</b>	<b>25</b>
<b>The territory of Paysalp.....</b>	<b>27</b>
<b>The Paysalp project .....</b>	<b>27</b>
<b>Intervention of the local authorities in the Paysalp project .....</b>	<b>29</b>
<b>Analysis of the intervention of local authorities in the Paysalp project .....</b>	<b>31</b>

## Studies and analysis in the Rhône-Alpes region

The approach selected to examine territorial authorities' intervention in favour of products is project-based: it consists in describing and analysing territorial authorities' intervention on behalf and in support of individual projects.

In relation with the Rural Development and Agriculture Department of the Rhône Alpes Regional Council, five products have been selected in the Region.

- Agro food:
  - o the ADUNAM's activity (association representing both butchers and farmers in the Maurienne Valley) whose aim is to develop the local sale of meat using short, efficient distribution channels and also farmer/butcher agreements,
  - o Fin Gras du Mézenc : project of Appellation d'Origine Contrôlée (A.O.C.) (Registered Designation of Origin) for a production based on local traditions and skill in raising beef cattle,
- Craft:
  - o the *lauze* (type of stone) traditional roofs of the Mezenc,
- Tourism:
  - o The promotion of the source of the Loire (longest river in France), carried out under the aegis of the **Cercle des Sources de Grands Fleuves** (International Circle of Sources of Great Rivers),
  - o The activity of the Association "Paysalp" whose object is the conception and marketing of tourist products based on the promotion of natural and cultural local heritage of a small region in the Department of Haute-Savoie.

The studies and analysis in the Rhône-Alpes region have been carried out by the SUACI. Amélie VERNOUX, student of the Paul VALÉRY Montpellier III University, has done the field work and interviews with actual informants. Emmanuel MINGASSON has compiled the report.

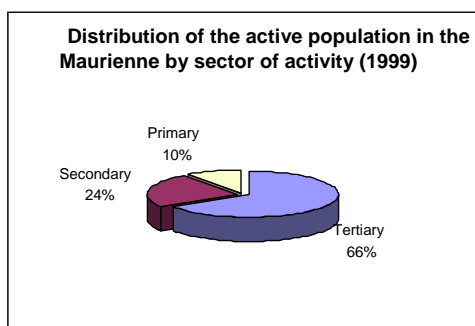
## The territory of Maurienne meat



### The Valley of the Maurienne

- Long alpine valley ( 120 km)
- Severe, high-mountain climate

### Socio-economic data



Major axis of communication between France and Italy via the Fréjus tunnel.

### The valley of the Maurienne, in brief

Area: 1,976 km<sup>2</sup>

Maximum altitude: 3200m

Minimum altitude: 300m

Population: 46,500 inhabitants in 59 *communes* (municipal districts)

Main town: Saint-Jean-de-Maurienne (9,000 inhabitants).

Population density: 21 inhabitants / km<sup>2</sup>

The valley landscapes are still strongly marked by industry. Industrial development in the Maurienne is related to the hydroelectric potential of the River Arc. At the beginning of the 20<sup>th</sup> century, the construction of the first dam on the river led to the arrival of many industrial units. This development is illustrated by *Usines Pechiney*, the aluminium smelter at Saint-Jean. Even though industry in the Maurienne has experienced serious crises (loss of 20% of jobs between 1980 and 1990), the number of jobs that it generates is stable today. The sector still has an important place in the local economy. Over the period 1994-1999, in the Department of *Savoie*, the rural development programme "objective 5b" concerned the **Maurienne**, the Bauges and the *Avant Pays* of Savoie. Nearly €19.5 million of European credit was directed towards these areas. The programme **Leader II** concerned the **Maurienne** and the *Avant Pays* of Savoie / Chautagne (nearly €2 millions).

### Administrative organisation

The Maurienne is a fairly exceptional geographical, economic and administrative unit which also involves local identity.

The Mixed Syndicate of the Maurienne (*Syndicat Mixte du Pays de Maurienne*) was set up in 2001 and it:

- brings together 59 communes, with more than 46,500 inhabitants,
- allows an overall view and reflection on the whole valley as well as the mobilisation of all the local authorities (and groups) in the syndicate.

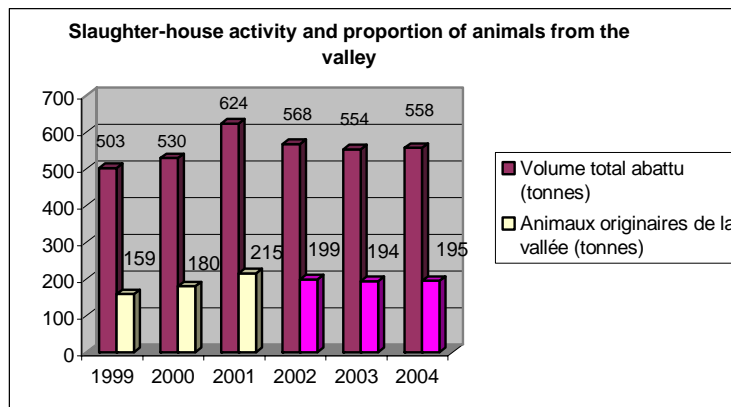
The Mixed Syndicate is also a signatory of a Rhône-Alpes Contract (established with the Regional Council of Rhône-Alpes) and a Savoie Territorial Contract (established with the General Council of Savoie).

## The Project to promote Maurienne Meat

### Presentation of the product and the sector

- ✗ Type of product: beef, veal and lamb, with no specific breeds.
- ✗ Link with the natural territory: traditional region for milk-cattle and sheep-raising.
- ✗ Absence of any identifying sign of quality and origin.
- ✗ 500 related businesses in the valley, of which 180 are professional
- ✗ Half of the turnover comes from the sale of milk. Beef is a by-product of milk.

→ A small production sector.



\*\*Total volume slaughtered (tons)  
Animals raised in the valley (tons)\*\*

At the start, 15 butchers were involved in the project

## The project

### Context

- ✘ Decisive factor for launching project: closure of small local slaughter-houses in the valley → mobilisation of farmers, local authorities and butchers in order to:
  1. study the feasibility of a slaughter-house
  2. invest in an effective, efficient operation,
  3. develop the local sale of meat using short, efficient distribution channels and also farmer/butcher agreements.
  
- ✘ Parent organisation of the project
  - Name of the organisation: ADUNAM - Association for the Development and the Use of a New Slaughterhouse in the Maurienne
  - Created in 1993
  - The association represents both butchers and farmers. Two co-presidents are elected, one representing each profession. The association's mission is to establish an efficient marketing network, with a reduced number of intermediaries, in the Maurienne.
  
- ✘ Difficulties involved in setting up in a mountain area:
  - Economically small industry; low volume of production; irregular offer through the year.
  - Zone of milk production ⇔ lack of skills / animal-raising especially for veal calves; low quality compared to specialist producers.

### Description of the project

- ✘ Sale in short circuits of distribution for meat produced in the Maurienne.

### Operational Objectives

- ✘ Facilitate the establishment of the slaughterhouse and ensure a sufficient volume for its economic viability,
- ✘ Create a link between butchers and producers and set up an organisation to represent the sector
- ✘ Provide added value for the producers through better prices for their meat (thanks to identification of geographical origin),
- ✘ Ensure a supply of local meat for butchers,
- ✘ Carry out commercial communication to identify meat from the Maurienne.

## Intervention of local authorities in the Maurienne Meat project

The project has two parts:

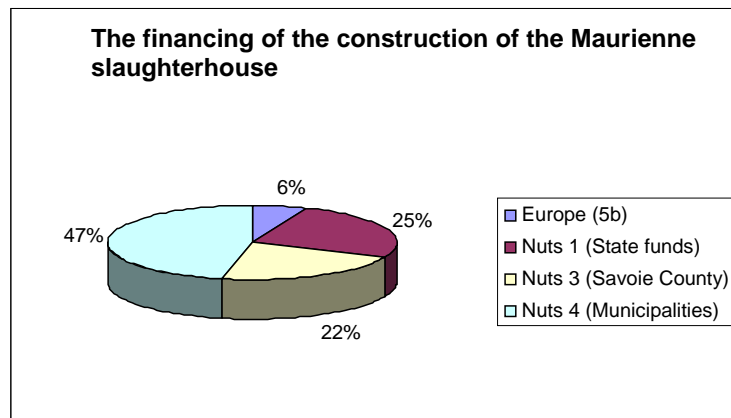
1. the construction of the slaughterhouse
2. the development of direct sales.

### 1. The construction of the slaughterhouse

The Association of Mayors of the Maurienne is the contracting authority for the construction of the slaughterhouse: out of 62 communes in the valley, 49 participated financially in its construction.

Finance for the slaughterhouse came from the following sources:

	Public finance					Self-financed
	Europe	Nuts 1 (State)	Nuts 2	Nuts 3	Nuts 4	Nuts 5
Amount (€)	€76,489	€312,099	€	€269,740	€	€573,524
%	6%	25%	%	22%	%	47%

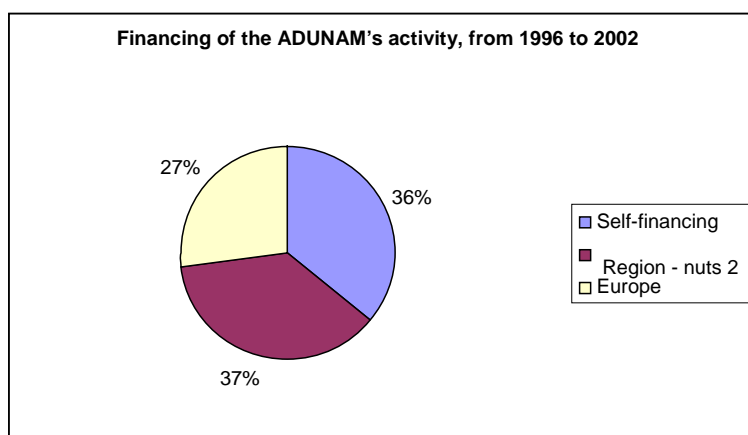


The Mixed Syndicate of the Maurienne is now the owner of the slaughterhouse. It is operated and managed by a contracted company. The Syndicate only remains responsible for major works and the main machinery of the slaughterhouse. The contractor is responsible for the rest of the operation. The contractor pays a local operation tax which provides the element of self-financing for the works that the Syndicate undertakes.

## 2. The activity of the ADUNAM in the development of direct sales

Public aid and self-financing of the ADUNAM's activity, from 1996 to 2002.

	Regions / Departments (Nuts 2)	Europe (FEOGA)	Self-financed	Total
Local authorities	Rhône-Alpes Region			
Sum	€101,000	€75,000	€99,000	€275,000
Percentage of the project	37%	27%	36%	100%



Self-financing came primarily from the local agricultural development group (*Groupement de Développement Agricole*), a collective structure bringing together the farmers of the Maurienne valley. It came in a very small degree from the actual players in the sector: only a €15 annual subscription per producer or butcher.

### Local Authorities: Modes of intervention

The action of the Rhône-Alpes region can be seen in three modes, the PIDA, the Global Development Contract and the co-financing of European credits.

#### The PIDA: Integrated Programme for Agricultural Development

This is a programme financed by the Rhône-Alpes Region and the General Council of Savoie; it is intended to help 10 promotional projects for marketing beef in short distribution chains in four alpine departments (Haute-Savoie, Savoie, Isère and the Drôme). To this end, the ADUNAM has also received aid to assume part of the expenditure of its professional collaborators (producers and butchers who have to find a replacement in their enterprise when they spend time on the collective project).

The Regional Council has supported the sector through the Global Development Contract. The objective of this contract is to support the development of a territory, and it is defined through negotiations between the territory's elected representatives in their areas, or *pays*, and the Regional Council. So, for a project to be financed, two conditions are necessary:

- it is retained by the development council as being part of the overall project of the territory, (it is chosen by representatives and by socio-professionals),
- it falls in the framework of the policy of the Regional Council and that is then validated by competent departments.

Regarding the territorial contracts benefiting the Maurienne valley, the representatives have always wished to integrate the meat sector. However, in the second generation of territorial development contracts, the theme of valorisation of Maurienne meat by producers and butchers was not retained as there was no properly defined project.

The ADUNAM is eligible for Objective 5b European funds. To receive them, a French public co-financier is required; between 1997 and 1999 the region undertook this role.

Most public funds (82%) were allocated to the financing of the post of project leader. Only the Rhône-Alpes Region participated in communication expenses, and they did not concern a large part of the allotted aid (18%).

## **Analysis of the intervention of local authorities for Maurienne Meat**

### **Effectiveness of the intervention of the local authorities**

#### **✘ Have the objectives of the project been achieved?**

- facilitate the establishment of the slaughterhouse and ensure a sufficient volume for it to be profitable → **yes, objective achieved**
- associate butchers and producers, and create an organisation to represent the sector → **objective partly achieved**, or rather, temporarily, as the activity of the Association ceased with the suppression of the post of project leader when the financing stopped
- bring added value to the producers in the promotion of their meat (identified geographical origin) → **objective achieved** at the end of the programme; but in the long-term?
- Ensure a supply of local meat for the butchers → **objective partly achieved regarding volume; insufficiently regarding quality**
- undertake communication for the identity of Maurienne meat → **objective partly achieved** (low number of operations carried out)

#### **Effectiveness of the aid**

Two appreciations have to be given:

1. The ADUNAM succeeded in its first role as spokesman for the producers and butchers for the construction of the new slaughterhouse.  
**Good/Moderate/Insufficient**
2. The actions undertaken have not permitted the establishment of a lasting structuring of the Maurienne meat sector. The organisation set up ceased when subsidies stopped. The project did not play a major role in the organisation of the sector or in territorial development.  
**Good/ Moderate /Insufficient**

## Monitoring

Regarding the funds emanating from the Rhône-Alpes Region (Global Development Contract), the *Maurienne meat* project was followed by the Regional Council's Department of Agricultural. It was with this department that the sector negotiated the finance to be accorded. The fact that the meat sector was followed by an agricultural specialist should have allowed a good follow-up. However, in terms of follow-up frequency, the results are not assessed until the finance ends, that is to say every four years, which is not very often.

Regarding the PIDA funds, the ADUNAM project was integrated in a wider programme and because of this, the only follow-up / control undertaken was that of the foreseen expenses, in the form of financial receipts with no qualitative analysis of the relevance or effectiveness of the means deployed.

The European funds were managed by the Department of Savoie's *Europe* unit, which is attached to the prefecture. It is the one-stop office for subsidy requests and for the administrative and financial management of European funds. The Europe unit receives, from the projects' parent organisations, the obligatory expense receipts and a succinct account of the actions undertaken. This account is based on achievement indicators such as the number of posts or the tonnage passing through the slaughterhouse. It does not allow a real qualitative evaluation of the actions undertaken.

### Appreciation of the monitoring

**Good/ Moderate /Insufficient**

### Relevance of aid provided

There are several reasons that could explain the mediocre results of the meat sector. The main factors are to be found in the contents of the project itself and, consequently, in the allocation of public funds. The funds attributed to the ADUNAM were mainly used to cover operating expenses, and to a lesser extent for communication. No action concerning the quality of the products was identified. This distribution of the finance and the low level of real self-financing by the participants did not provide the impetus for the association to adopt an enterprise mode of operation and eventually to finance itself.

### Relevance of the interventions

Good/ Moderate / Insufficient

### Other indicators

#### Quality of relations between the local authorities and the Contracting Authority

Personal relations (between the ADUNAM, the Maurienne country syndicate, and the authorities / administration) were good throughout the project. As indicated above, the difficulty concerned rather the follow-up and the lapse of time between the start of the programme and its first assessment and the absence of regular contacts.

Good/ Moderate / Insufficient

### Appreciation of the local authorities

Only the opinion of the *Maurienne* syndicate was gathered. Their response was clear: "*For us, it is almost an acknowledgement of failure*" affirmed the syndicate director. The projects of the slaughterhouse and the structuring of the meat sector must be considered together. While for the participants in the sector, the success of the slaughterhouse eclipses the mediocre results of the ADUNAM, the representatives expected more.

Overall, the project lacked:

- a regular follow-up of actions undertaken
- qualitative analysis of the results achieved and the means employed,
- communication between the several financial supporters of the project.



## Socio-economic data

- Isolated rural region
- 9,568 inhabitants - 13 inhabitants / km<sup>2</sup> - depopulation
- 50% of the active population in agriculture
- Main town: Le Monastier sur Gazeille: 1,800 inhabitants

## Administrative organisation

With 31 communes, the *Massif du Mézenc* involves 14 administrative territories:

- two regions (NUTS 2): Rhône-Alpes and Auvergne,
- two departments (NUTS 3): Ardèche and Haute-Loire,
- one Community of Communes (NUTS 4), the *Communauté de Communes du Pays du Mézenc*, in Haute-Loire
- two Local Action Groups (LAG) managing "Leader +" programmes (scale of action: NUTS 4): the *Monts et Vals d'Ardèche* LAG in Ardèche and the *Fleuves et Volcans* LAG in Haute-Loire,
- three Global Development Contracts (C.G.D.) in Ardèche: the *Monts et Val d'Ardèche*, the *Valleé de l'Eyrieux* and the *Valleé du Doux* (scale of action: NUTS 4),
- two *pays*: the *Pays du Velay* in Haute-Loire and the *Ardèche méridionale* in Ardèche (scale of action: NUTS 4),
- one Mixed Syndicate concerned with tourism: *le Syndicat Mixte de la Montagne Ardéchoise* (scale of action: NUTS 4)
- one Regional Natural Park: the *P.N.R. des Monts d'Ardèche*. (scale of action: NUTS 4).

Each of these territories forms part of the *massif du Mézenc*. None of them covers the whole of the *massif*.

## The promotional project for Fin Gras du Mézenc

### Presentation of the product and the sector

- ✘ Fatted beef which is bred, raised and slaughtered in the *Massif du Mézenc*
- ✘ Link with the territory: production is based on local traditions and skill in raising beef cattle
- ✘ Appellation d'Origine Contrôlée (A.O.C.) (Registered Designation of Origin)
- ✘ 80 producers
- ✘ Production of about 400 animals p.a. and an average 5 animals / farm / year: a small sector.
- ✘ Turnover: approx €600,000

### The project

#### Context

- ✘ Origin of the project

The objective was to revive the production of "*Fin gras*", in order to boost the local agriculture and the economy of the whole territory by:

- seeking A.O.C. recognition for the product,
- increasing the production and number of producers,
- developing the marketing of the product.

- ✘ Parent organisation of the project
  - The "*Fin gras du Mézenc*" Association (based on the law of 1901); set up specifically for the project in 1997
  
- ✘ Difficulties linked to operating in a mountain area
  - Rural area of low population.
  - Considerable rural exodus: 50% of the population has left over the last 30 years and the decline continues.
  - Little skilled or commercial employment.
  - Virtually no industry in the territory<sup>1</sup>.
  - Agriculture (extensive cattle-raising for milk / meat) employs more than 50% of work-force.
  - Difficulties related to the national economy and the natural environment.
  
- ✘ Advantages of being in a mountain area
  - Significant tourist development in the *massif* over the last few years: important factor for development, it is the second driving force of the Mézenc economy.

### **Description of the project**

#### **Operational objectives**

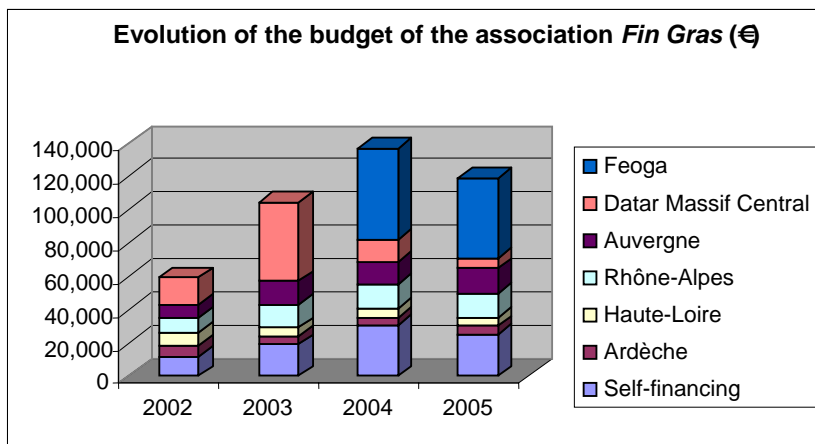
- Mobilise the players in the sector,
- Greatly increase production volumes,
- Permit the farmers to achieve added value on the sales of their animals,
- Make the new product known by a communication campaign involving the farmers,
- Obtain an A.O.C. "*Fin Gras du Mézenc*".

### **Interventions of local authorities for the Fin Gras du Mézenc project**

To analyse the modes of support for *Fin Gras du Mézenc*, we concentrated on the last five years, from 2001 to 2005. Over this period, the project received finance from 6 different sources. The proportion of self-financing remained between 20 and 24% of the total budget.

The financing of the project between 2001 and 2005 was split as follows:

Local authority	Departments (Nuts 3)		Regions (Nuts 2)		State (Nuts 1)	Europe (FEOGA)	Self-financed	Total
	Ardèche	Haute-Loire	Rhône-Alpes	Auvergne	Datar Massif Central			
Sum	28,720	30,225	52,700	57,320	99,200	103,000	104,687	475,852
Percentage of the project	6%	6%	11%	12%	21%	22%	22%	100%



⇒ **State support (*NUTS 1*) through the F.N.A.D.T. - percentages of aid for the project**

Year	2001	2002	2003	2004	2005	Total over 5 years
Amount (€)	15,000	16,500	48,000	13,700	6,000	<b>99,200</b>
Percentage	41%	35%	56%	13%	6%	<b>27%</b>

Funds allocated for the development of the *Massif Central*; this massif is spread over five regions. The subsidies are annual. The aid is degressive. On average, a project is not supported for more than three consecutive years.

⇒ **European Union support through the FEOGA: percentages of aid for the project**

Year	2001	2002	2003	2004	2005	Total over 5 years
Amount (€)	0	0	0	55,000	48,000	<b>103,000</b>
Percentage	0	0	0	51%	51%	<b>28%</b>

Aid is not allocated to an action in particular but supports the whole of the A.O.C. project; this leaves the association with great freedom of action. The fund was managed by the D.R.A.F. for the period 2000-2006.

The *Fin Gras* association is financed in the name of support for quality products. So that the association does not need to keep two files, the D.R.A.F. (Regional Office of the French of Agriculture and Forestry) of Auvergne and that of Rhône-Alpes agreed that the Auvergne D.R.A.F. alone would take charge of the file. The level of finance is decided annually. There is no long-term programming.

⇒ **The support of the Rhône Alpes Region (*NUTS 2*): percentages of aid for the project**

Year	2001	2002	2003	2004	2005	Total over 5 years
Amount (€)	0	9,000	13,700	15,000	15,000	<b>52,700</b>
Percentage	0	19%	16%	14%	16%	<b>14%</b>

The Rhône-Alpes region has supported *Fin Gras* since 2002 by annual operating subsidies (such subsidies are fairly rare) allocated to finance the post of project leader.

⇒ **The support of the Region Auvergne (NUTS 2): percentages of aid for the project**

Year	2001	2002	2003	2004	2005	Total over 5 years
Amount (€)	7,620	7,500	14,000	13,200	15,000	<b>57,320</b>
Percentage	20%	16%	16%	12%	16%	<b>15,5%</b>

Aid for *Fin Gras* is situated in a programme for achieving certificates of quality. The supported actions have concerned communication. This is annual aid which will, in principle, stop after the A.O.C. is gained.

⇒ **The support of the Department of Ardèche (NUTS 3): percentages of aid for the project**

Year	2001	2002	2003	2004	2005	Total over 5 years
Amount (€)	6,860	6,860	5,000	5,000	5,000	<b>28,720</b>
Percentage	18.5%	14%	6%	4.5%	5.5%	<b>7.5%</b>

The Ardèche General Council's aid is set in the framework of support for agricultural quality products.

⇒ **The support of the Department of Haute-Loire (NUTS 3): percentages of aid for the project**

Year	2001	2002	2003	2004	2005	Total over 5 years
Amount (€)	7,600	7,625	5,000	5,000	5,000	<b>30,225</b>
Percentage	20.5%	16.5%	6%	4.5%	5.5%	<b>8%</b>

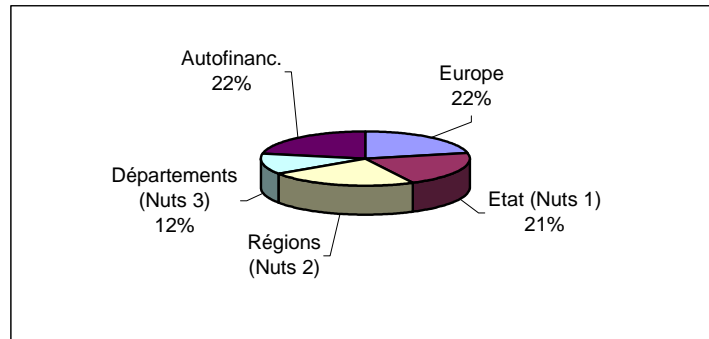
The framework of this aid is a three-yearly programme of support for quality products established by the General Council of Haute-Loire. It is expected to be replaced by the same type of three-yearly contract to finance the launch of the process (cost of certification and communication).

⇒ **Other potential sources of finance**

The Community of the Communes of the *Pays du Mézenc* supports the project by providing the association's office. The different *Leader +* local action groups are solicited from time to time. No survey has been made on the other territories. We do not know the reason for their non-participation. We would stress:

- the problems of boundary definitions (Regional Natural Park of *Monts d'Ardèche*),
- the question of appropriate field of activity (the Mixed Syndicate of the mountains of Ardèche is really concerned with tourism),
- that the budget was already provided by regular financiers,
- that it would be complicated to associate all the territories with the *Fin Gras* process and to harmonise the many systems of finance.

⇒ **Summary Diagram**



\*\* Autofinanc. = Self-financing, Europe, Etat = State, Regions, Departments\*\*

## Analysis of the intervention of local authorities for the Fin Gras du Mezenc

### Effectiveness of public policies

✘ Have the forecast objectives been achieved?

- PDO obtained in November 2005.
- The number of breeders increases steadily.
- A 15 % higher price paid for the "Fin gras" animals, that is to say on average 220 € per animal.
- The project has important effects on the territory in terms of tourism. The annual "Fin gras festival" (5000 visitors / year) has a real impact on the development of the local tourism sector.
- The project contributes to local people's awareness of their common identity.

The intervention of local authorities has been granted to a supply chain that has reached its initial goals.

Policy effectiveness: **Good**/Average/Insufficient

### Monitoring

In relation to the annual financing, there is an annual monitoring by the local authorities. This monitoring is declined into :

- an administrative monitoring (justification of spending and report)
- a participation to the elaboration of the project, at the initiative of the stakeholders. The Rhône Alpes Region meets the stakeholders each year.

The monitoring is: **Good**/Average/Insufficient

### Relevance of the financial assistance granted

- **Positive points:** good cooperation between the different local authorities, who agree on granting complementary financings (to avoid financing the same objects). A several-year

contract between the supply chain and both administrative regions (Rhône Alpes and Auvergne) is in project ("interregional supply chain contract").

- ❏ **Negative points:** Annual grants do not allow the elaboration of a long-term project by the association. The continuation of these annual grants is questioned by some local authorities (ex Auvergne region).

**Relevancy of policies:**  Good /  Average /  Insufficient

**Others indicators may be used:**

**Quality of the relation/collaboration between the local authorities and the stake holders**

The association took the initiative to associate the local authorities.

## The promotional project for the Lauze du Mézenc

### Presentation of the product and the sector

- ✘ *Lauze* is a stone that comes from a light-coloured rock: phonolite; from the Greek *phono*, sound and *lite*, stone, "the stone that sings". Traditionally, in order to extract *lauze*, wood wedges were hammered to cracks into the rock in the winter. Freezing water expanded and made the rock split. The stone was then split into more or less thick sheets.
- ✘ Specificity, link to the land  
The deposits of phonolite *lauze* are rare. There are some others in the Cantal. The other types of *lauze* (in Lozère and the Aoste region) are composed of schist.
- ✘ Production area: MEZENC / MEYGAL-GERBIER
- ✘ The high point for *lauze* was the 19<sup>th</sup> century. The material is now being developed following restrictive measures taken against thatch (inflammable, not allowed in town). At the beginning of the 20<sup>th</sup> century, tiles were imported and *lauze* roofs were abandoned. There were as many as 12 quarries in the Mézenc Meygal *massif*. The last quarry closed in 1990.
- ✘ Extraction (the work of the "*lauzeron*") and slating (done by the "*lauzeur*") are not so much crafts as peasant activities. At the end of the 1990s, the activity had practically disappeared. Reroofing is done by simply recycling existing material, thus turning other houses into ruins.

### The project

#### Context

- ✘ Origin of the project

Today, this craft of rebuilding roofs with material from existing roofs is threatened by **several factors**:

- **The cost** of a *lauze* roof is very high: two or three times that of a roof of industrial/ interlocking tiles (the cost today is estimated at €120/m<sup>2</sup> approx.<sup>1</sup>). The supporting structure must be strong enough to take the greater weight. The extra cost is a problem for maintenance and renovation of the roofs.
- **The raw material is lacking** through lack of quarries. The *lauze* used today is always recuperated. There are three consequences:
  - o destruction of the built heritage: two or three roofs have to be destroyed to make one new one;
  - o owing to the rarity of the material, *lauze* roofs are more expensive,
  - o the lack of material threatens the activity itself.
- **The skill** of the *lauzeron* is likely to disappear.

- ✘ Description of the project's **parent structure**:

For a comprehensive consideration of the project of the *lauze* sector, several interested parties got together and created "**Network Lauze**", an organisation with **no legal status**. The aim is to **reflect** on the theme of the *lauze* on **the scale of the *massif*** concerned - the Mézenc-Meygal. The principal parties of this network are the *Mézenc-Gerbier* association and the Friends of the *Mézenc* association, and representatives of other organisations are also involved:

- The Regional Office of the Ministry of Cultural Affairs of the Auvergne and Rhône Alpes Regions: cultural consultancy and expertise.

---

<sup>1</sup> Source: interview General Council of Haute-Loire and C. Somm, "Lauze de phonolithe en Velay Vivarais".

- The General Councils of the Haute-Loire and of the Ardèche
- The Chambers of Craft Trades of the Haute-Loire and the Ardèche
- Many parties, as well as those mentioned above are working towards the re-opening of a *lauze* quarry:
  - o Companies,
  - o Architects,
  - o The CAUE (Council of Architecture, Urbanism and Environment) of Haute-Loire,
  - o The National Building Federation,
  - o The SIVOM (multi-purpose intercommunal syndicate) of the *Pays d'Yssingeaux*,
  - o The communes of Le Pertuis and of St Julien du Chaptueil, which work in relation with State personnel at departmental and regional levels.

From this pooled reflection arose a global project for the *lauze* industry, based on two complementary approaches:

- **An economic approach** which aims to **recreate** the conditions of a phonolite *lauze* industry in Ardèche and Haute-Loire (Mézenec, Meygal and Gerbier de Jonc).
  - **A cultural approach:** to safeguard and to highlight as many examples as possible of the associated architecture.
- ✘ Positive points linked to the context
- o Natural and cultural heritage: yes
  - o Quality/ specificity / originality of the products: yes
  - o Specificity of modes of production and transformation: yes
  - o Well-known product / image: yes
  - o Presence of a local market linked to tourist activity or to urbanisation: yes

### General objectives

The economic and cultural approaches indicated above.

### Operational objectives

- create one or two enterprises or an economic interest group (*GIE*) specialised in the maintenance of *lauze* roofs, of cutting and extracting the stone and of making new roofs,
- launch two test projects for new roofs following a competition for the architecture: the premises of one of the newly-created enterprises, and housing for new workers in the rural area;
- establish an 18-month order-book for these enterprises;
- encourage different local organisations in the industry to promote the use of the material by various means: study travel, technical support and exhibitions;
- protect as many examples as possible of architecture in *lauze*, contribute to the maintenance of the landscape etc.

To achieve these objectives, several concrete actions have been listed, each with a different project parent organisation.

### The 10 actions of "Network Lauze"

Six had been carried out or were under way in 2003:

- mobilisation and awareness-raising of local players for the revival of the *lauze* industry,
- reopening of a quarry and training for *lauze* workers,
- setting up a network of the places where *lauze* is promoted,
- an inventory of *lauze* roofs,
- encouragement to innovate and to construct new buildings with architecture competitions,
- a book on *lauze*.

Four are to be programmed:

- the training of a person to be responsible for the promotion of the architectural heritage,
- a brochure for the public about subsidies,
- a film of the ethnological inquiry,
- an international *lauze* festival.

## Interventions of local authorities in the Lauze du Mézenc project

### The actions of the Lauze network

Action	Date	Description	Parent organisation	Total cost	Public assistance
<b>Raising awareness of local representatives</b>	2001	Travel study in the Cantal and the Val d'Aoste (Italy) and general reflection on the <i>lauze</i> project	<i>Mézenc Gerbier</i> Association	€70,888 <sup>2</sup>	<b>F.N.A.D.T. Massif Central:</b> €56,711 i.e. 80% of total
<b>Establishing a network of the places promoting lauze</b>	2004	"Pailhissas & Cairats" network which proposes the discovery of the traditional architecture of the region	Friends of Mézenc	€21,000	<b>State:</b> €6,300 i.e. 30%, <b>FEDER:</b> €8,400 i.e. 40% <b>Self-financed</b> (site management structures): €6,300 i.e. 30%
<b>Book on lauze</b>	2001	Book on lauze: ethnological, technical, cultural, and economic aspects etc.	SIVOM of Vivarais-Lignon		
<b>Architecture competition at Les Estables</b>	Open	Objective: to encourage communes to get involved.	Mézenc Gerbier Association	The 2 actions and publication of a newsletter: €46,750	<b>F.N.A.D.T. Massif Central:</b> €32,725 i.e. 70% of the total.
<b>Lauze roofs inventory</b>	2002	Inventory of roofs and their condition in the Mézenc-Meygal massif.	Mézenc Gerbier Association		
<b>Reopening the quarry</b>	In progress	Training of lauze workers. Putting the professionals involved in the re-opening in contact with each other.	Chamber of Craft Trades of the Haute-Loire	Training: €18,300 Training provided by the Chamber of Craft Trades	<b>Training: Regional department of training:</b> €12,200, i.e. 70% <b>Building-Trades Insurance Fund:</b> €6,100, i.e. 30%.

Finance for the six actions of "Network Lauze" undertaken is split as follows:

	<b>STATE F.N.A.D.T.</b>	<b>STATE other</b>	<b>Europe</b>	<b>Self-financed</b>	<b>TOTAL</b>
SUM	€89,500	€18,500	€8,400	€40,500	€157,000
PROPORTION OF PROJECT	57%	12%	5%	26%	100%

**State Total: 69%**

<sup>2</sup> This sum corresponds to a larger project for setting up a tourism network in the bordering territories. It is difficult to separate the sums allocated exclusively to the *lauze* industry project.

**Direct aid for the renovation of *lauze* roofs**

In the Haute-Loire, the aid is assumed by the General Council. It has existed since 1977.

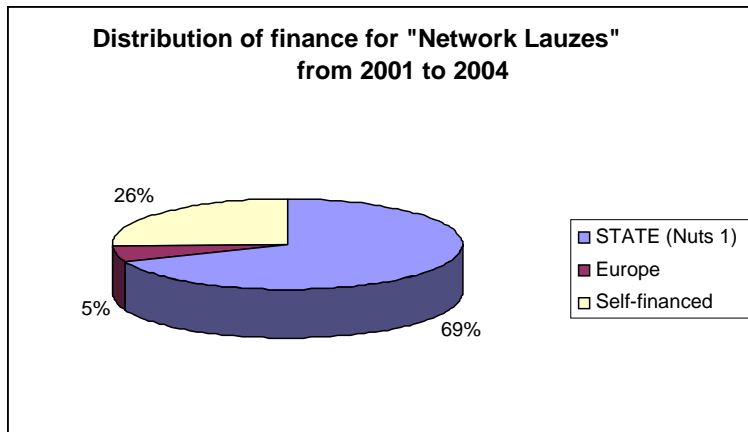
Year	Financier	Sum	Number of cases	m <sup>2</sup>	Eligibility base	Rate
Total in 2003 and 2004	CG43	€410,000	139		€77 /m <sup>2</sup>	30%
	Europe	€575,000	71			40%
<b>Total</b>		<b>€985,000</b>		<b>21,700 m<sup>2</sup></b>	(i.e. 46€/m <sup>2</sup> )	

In Ardèche, the General Council is not involved in this aid. The Regional Natural Park (*P.N.R.*) provides the national co-financing to access the European Objective 2 funds.

Year	Financier	Sum	Number of cases	m <sup>2</sup>	Eligibility base	Rate
Total from 2002 to 2006	P.N.R.	€50,000	40	7,200 m <sup>2</sup>		
	Europe (Objective 2)	€477,000	31			35%
<b>Total</b>		<b>€527,000</b>				

Actions have thus been undertaken by several partners, mainly at the initiative of the Mézenc Gerbier Association, but also sometimes taken up by other players in the Lauze network.

**Financial results**



The same summary for the financing of the roof repairs can not be done, as we do not have the data covering a long period.

## Analysis of the intervention by local authorities for the Lauze du Mézenc

### Effectiveness of the intervention of local authorities


\* Were the objectives of the project achieved?


Objectives	Response
Objective 1 : Raising awareness of local representatives	Yes
Objective 2 : Networking the places of lauze promotion	Yes
Objective 3 : Book on lauze	Yes
Objective 4 : Architecture competition at les Estables	Yes
Objective 5 : Inventory of lauze roofs	Yes
Objective 6 : Reopening the quarry	<b>No</b>
Objective 7 : Repair of lauze roofs	Yes

The objectives of the cultural approach were achieved. The objectives of the economic approach (reopening of a quarry) were not achieved. The opening of the quarry comes up against land-ownership problems, mainly. There is only one skilled lauze extractor left. There is also a lack of lauze-workers' (roofers) skills.

Regulatory problems: the use of phonolite lauze does not feature in the list of construction techniques.

### Relevance of the aid provided

 **Positive points:** In Haute-Loire, the aid has allowed, over 10 years, the renovation of 100,000m<sup>2</sup> of roofing (in 2001, it was estimated that there were 66,250 m<sup>2</sup> of lauze roofing in bad condition in the Mézenc-Meygal massif). In Ardèche, the action of the Regional Natural Park satisfied a need in the territory of the Ardèche and mobilised European funds. To complete its action, the General Council of Haute Loire is keeping a watch on the project to reopen the quarry.

 **Negative points:** There are no precise specification requirements to allow the quality control of work carried out. In Ardèche, only roofs within the Regional Natural Park are eligible, while in fact the park does not correspond to the areas in which *lauze* is used for roofs. The multitude of players in the network and of actions undertaken gives the impression of a lack of organised dialogue and of construction of a really shared project. Perhaps there was no real theme to unify all the actions! In the absence of an open quarry and of available raw material, aid can have a perverse effect. State funds do seem to be omnipresent in the economic approach to the financing of the *lauze* sector.

## The Project to promote the Source of the Loire

### Presentation of the product and the sector

- ✘ Type of heritage promoted: natural heritage, the source of the Loire (longest river in France)
- ✘ The promotion of this heritage is carried out under the aegis of the **Cercle des Sources de Grands Fleuves** (International Circle of Sources of Great Rivers) a project to associate all river sources and to share experiences on a European level.

### The project

#### Context

- ✘ Parent organisation
  - Name of the organisation:  
At the origin of the project was the *Mézenc-Gerbier* association, which arose from the association of mayors of the Mézenc-Gerbier *massif*. The Association is an instrument for development in the *massif*, and was, notably, involved in the setting-up of *Fin Gras* and of the *Lauze* network. In 2001, the association had 4 employees. Today only one remains.
- ✘ What are the difficulties, linked to the context, that have been encountered by those involved in the project?
  - The *Cercle* is a trade name. The network between the source sites has not been formalised (there is no association nor formal project).
  - The association has encountered financial difficulties in effecting the projects that it has developed. The association's sources of self-financing are of two orders, the subscriptions of communes and diverse products (a stand at the *Fin Gras* festival, rental of the educational kit on the Sources, sale of tourist maps etc.), representing an annual self-financing capacity of €3,000. Now it has taken on the responsibility of tourist activities for the Mézenc-Gerbier *massif*: publication of a tourist map and signposting the local hiking paths (*GR de Pays*).
- ✘ Assets encountered in this context  
Considerable numbers of tourists.

#### General objectives

The ambition is to **bring together in one network the sites of great river sources in Europe** around two themes:

- Promoting the river source sites and the local farming practices for tourists. The source is seen not so much as a geographical location as a support for all local development and particularly for agriculture.
- At the local level, the Circle of Source is associated with *Fin Gras du Mézenc*. This is so that the whole territory profits from the tourist frequency of Mont Gerbier de Jonc, the source of the Loire river, which receives 400,000 visitors per year.

#### Operational Objectives

The tourist and cultural promotional project of the *Sources de la Loire* consists of:

- the participation of delegations from other source sites in the Festival of *Fin Gras* and of the *Sources de la Loire* since 2001,
- the organisation of study-travel between the various sites,
- the preparation (by the *Mézenc-Gerbier* association) of aids for education and communication:
  - an educational kit on sources,
  - an exhibition with a description of European source sites,
  - an Internet site.

✘ Execution

- 2001, first Festival of the Circle of Sources with the presence of Sources of the Rhône.
- 2002, presence of Sources of the Danube at the Festival of the Circle of Sources. First study-trip.
- 2003, presence of Sources of the Rhône, of the Val d'Aoste (combat of the cows, events, local products). Also, the internet site and the common exhibition established. The educational kit is produced.
- 2004, same plus presence of a folklore group from the Danube.
- 2005, presence of a German delegation (mayor, Tourist Office director and agriculture representative). Contact made with the Sources of the Po. Launch of a project for a common tourist brochure presenting all the Source sites.

## Intervention of local authorities in the Sources of the Loire project

### The actions and intervention of the local authorities

Until 2002, the *Mézenc-Gerbier* association organised the festivals of *Fin Gras* and of the *Sources*, the principal actions of the project for the cultural promotional of the site of the Source. As a result of financial problems, the *Fin Gras du Mézenc* association took over in 2003.

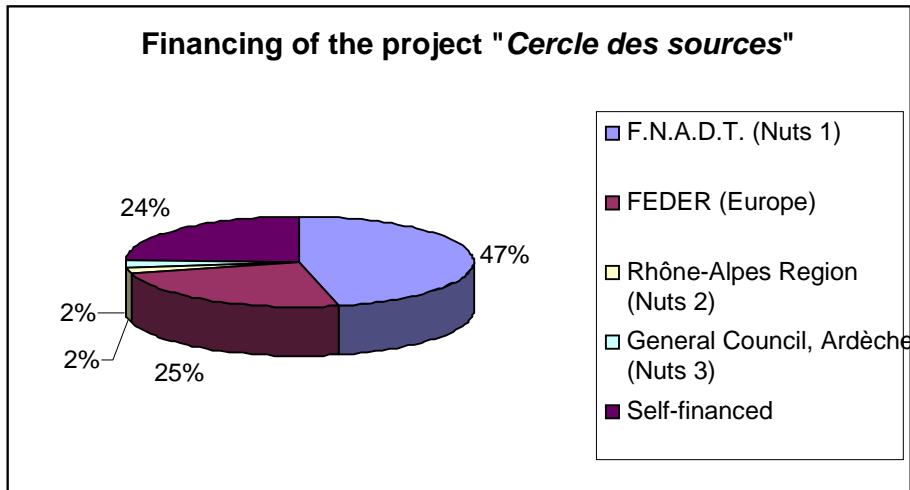
	Project	Total Cost	Public aid	Rate of total aid
2002	Educational kit, exhibition, activities during the festival, study travel	€73,380	<b>F.N.A.D.T. Massif Central:</b> €30,453 i.e. 41.5% <b>FEDER:</b> €28,251, i.e. 38.5%	80%
2003	Exhibition of local crafts, activities during the festival	€12,392	<b>Regional Council, Rhône-Alpes:</b> (CGD): €3,098, i.e. 25% <b>General Council of Ardèche:</b> €3,098, i.e. 25%	50%
2003	Reflection of the "Circle" project	€6,916	<b>Europe (leader+):</b> €3,458, i.e. 50%	50%
2005	Farming meeting, publication of Circle documents in several languages	€37,500	<b>F.N.A.D.T.:</b> €30,000, i.e. 80%.	80%
Total	Project, overall	€130,186	Total Aid: €98,358	75%

The Rhône-Alpes Region intervened through the Global Development Contract of the Valley of the Eyrieux. The General Council of Ardèche is associated with financing this territorial development contract.

#### Origin and distribution of public aid for the project:

	State FNADT	Europe FEDER	Region CGD	CG Ardèche	Total
Amount	€60,453	€31,705	€3,098	€3,098	€98,358
%	61.5%	32.5%	3%	3%	100%

Including the self-financing of the Mézenc Gerbier Association and the *Fin Gras* Association, the distribution of the financial sources is as follows:



We can note another form of local authorities' intervention in favour of the structuring of the project in a wider tourist development policy:

- meetings initiated by the General Council to clarify "who does what" in the territory; meetings with the participation of representatives of the Regional Natural Park of the *Monts d'Ardèche* and the Global Development Contract of the valley of Eyrieux,
- requests for explicit clarification of the project (P.N.R. and Leader funds).  
Some years ago, the *Mézenc-Gerbier* Association solicited the *Monts d'Ardèche* Park to assume responsibility for the *Cercle des Sources* project. The Park asked the Association to come up with a better-constructed project, adapted to the policies of the P.N.R., by putting more emphasis on the environmental aspect. A Leader+ credit, administered by the P.N.R., was attributed to the *Mézenc-Gerbier* Association to engender reflection on the *Cercle* project but this still did not result in a better-constructed project.

Similarly, subsidies requested for the *Plan Loire Grandeur Nature* (Loire Nature Plan) were refused because the presented project was not clear enough.

## Analysis of the intervention of local authorities for the Sources de la Loire

The project for cultural and tourist promotion of the source of the Loire was financed to 94% by national and European funds. The intervention of local authorities closer to the project (Region / Department) only represents 6% of the total for the project. The F.N.A.D.T. sometimes intervened alone with a high subsidy rate (80%).

Local people who were interviewed knew little about the project, especially in the case of the DATAR. Finance was attributed for the overall action of the *Mézenc-Gerbier* Association in favour of the tourist development of the *massif*.

Although the site of the *sources de la Loire* would be worth developing (400,000 visitors per year), the project is not very clear. The form of partnership between the different players is not defined. Several players have projects for the site. Originally, it was mainly the *Mézenc-Gerbier* association. Today, the project for redevelopment of the site of the source of the Loire has been adopted by the General Council of Ardèche. The *Mézenc Gerbier* Association has little involvement while its project, the *Cercle des Sources* is little known. Nevertheless, the signs renovated by the *Monts d'Ardèche* Park mentions the *Cercle des Sources* on the notice-boards presenting Mont Gerbier and its territory!

### Conclusion

In this project there are the same main financial partners as in the *Fin Gras du Mézenc*: the state (F.N.A.D.T.) and Europe (FEDER). The *Mézenc Gerbier* association was at the origin of the project and soon turned to higher levels (the state and Europe). It thus received aid in order to support the development of a fragile territory.

## The territory of Paysalp

### The territory of the *Paysalp* action



The association has five sites in four different communes: Saint-Jeoire, Viuz-en-Sallaz, Mieussy and Peillonex.

The association works towards developing projects over a larger territory which includes about twenty communes.

This is a transition territory, between the zone of influence of Geneva and its secondary centres (Annemasse, La Roche) and on the other hand, a more rural area: the valley of Haut-Giffre.

This territory is not an institutionally recognised territory, so there is no precise data for its activity.

### Administrative organisation

*Paysalp* is in Haute-Savoie. This Département has a fairly low number of intercommunal structures. The territory of Giffre and the *Alpes du Léman* have only one Community of Communes - *Quatre Rivières* (CC4R) created in 1992. The Mixed Syndicate of the *Alpes du Léman* manages the tourist development of the *massif*. Most of the communes in the territory of the *Paysalp* project are in the Global Development Contract for the *Genevois Haut-Savoyard*. Two communes, Vailly and Reyvroz, are in the Haut-Chablais contract.

## The Paysalp project

### Presentation

#### Context

✘ Origin of the project

The *Paysalp* association arose from a cultural shock. In the 1960s, a furniture-making company set up in the commune of Viuz, leading to an influx of 800 new inhabitants. For the integration of these inhabitants, a youth and culture club (*Maison des Jeunes et de la Culture*) was set up.

- ✓ **1972**: start of the collection of ethnographic objects for the MJC
- ✓ **1982**: opening of the first Peasant (*Paysan*) Museum.
- ✓ **1986**: creation of an association entirely dedicated to the heritage: *Regain*, which became *Paysalp* a few years later. Joined the FNFR, a national confederation for rural development involving more than 2700 associations concerned with popular local education.
- ✓ **1989**: organisation of the first European rural universities, beginning of the collaboration between *Paysalp* and the Ministry of Agriculture and Forestry, the founding of a cross-border partnership with the Valais and the Val d'Aoste. The commune of Viuz renovated its buildings, making them available for the museum.
- ✓ In **the 1990s**: *Paysalp* left Viuz. Installation of the *Maison de la mémoire* (Memory, or History House) at St-Jeoire and of the *Chalet des Brasses*.
- ✓ **1997**: the cheese dairy of Mieussy opened to the public.
- ✓ **2001**: Peillonex Priory opened to the public.
- ✓ **2003**: the CC4R constructed a new building where the association set up in two stages. A new collection, the Hermann collection was given to the General Council of Haute-Savoie. The donor of the collection required that the objects (100,000 pieces representing the evolution of society in the first half of the 20<sup>th</sup> century) should be managed by *Paysalp*. A convention was thus signed between the General Council, which remained the owner of the collection, and the Association.

## The project

### Principal Objectives

The object of the association is the conception and marketing of tourist products based on the promotion of the natural and cultural local heritage.

Paysalp is active in six sites:

1. The musée Paysan: or the *Paysalp* Ecomuseum, in the commune of Viuz en Sallaz, dedicated to local farming traditions and the presentation of the Hermann collection.
2. Paysalp: this is the name of the new building of CC4R, of which two floors are given over to Paysalp for temporary exhibitions and for storing the collections.
3. The alpine chalet of Brasse: for the discovery of the natural heritage.
4. The Maison de la mémoire at St-Jeoire: the objective of the *Paysalp* Ecomuseum is to associate the NTIC (New information and communication technologies) with the promotion of the heritage in a rural area.
5. Peillonex Priory: showing the religious architecture to its best advantage; a Romanesque church with a Savoyard baroque chancel, and a *son et lumière* production.
6. Mieussy cheese dairy: in collaboration with the dairy and with the commune of Mieussy, an Interpretation Centre for mountain agriculture has been set up.

In parallel and complementary to the management of the sites, the association cultivates a dynamic projects policy. Several projects in progress or recently completed:

- **The "Paysages à croquer" (Delicious Landscapes) project**: a project associating several partners of the three *pays* around Mont Blanc. It is based on the cultural promotion of landscapes, notably by the enhancement of alpine orchards.
- **An ethnographic study of the identity of the area *Genevois Haut-Savoyard***: the aim is to consolidate the ethnographic knowledge of the *Genevois Haut-Savoyard*.

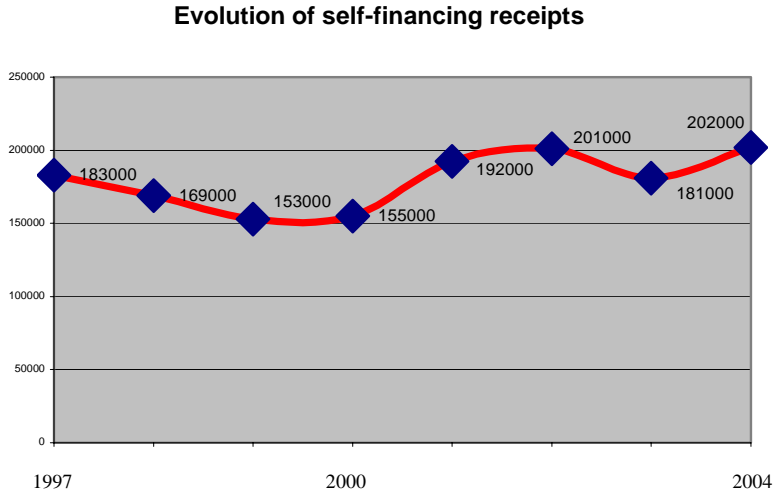
### Operational results

Creation of the equivalent of 7½ full-time jobs. Five micro-enterprises have been created, and most of their activity is with *Paysalp* (actor-guides).

Numbers of visitors:

- 2003: 35,863
- 2004: 45,047

The association's turnover, that is, the product of its tourist activities was €180,822 in 2004. It varies over the years:



### Intervention of the local authorities in the Paysalp project

The whole of *Paysalp's* activity corresponds to an average budget, between 1997 and 2004, of €400,000 p.a.

Source of the funds:

- self-financing: 44%
- subsidy for the project: 36%
- operating subsidy: 20%

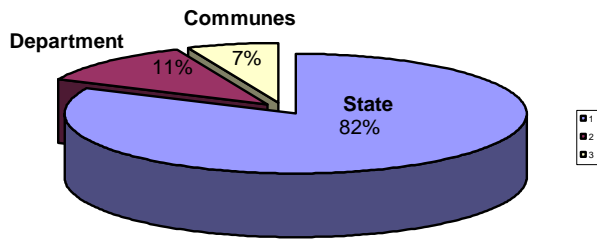
The state has been the main support for Paysalp over eight years. The object is to support assisted jobs. As the job-contracts are terminated, so the support will be withdrawn.

The Department intervenes in two ways:

- by allocating credits to each canton for culture, an envelope managed by each General councillor;
- by allocating funds for the maintenance and promotion of the Hermann collection (remuneration of a service).

The communes of **Viuz, Mieussy, Peillonex and St-Jeoire** participate to a level of €4,000 each for the operation of the sites on their communes. **They are also an important support** as they make buildings available – *Paysalp* owns none of the properties in which it carries out its activities – and by the loan of material and vehicles, of communal personnel and the mobilisation of the energy of the communes for events.

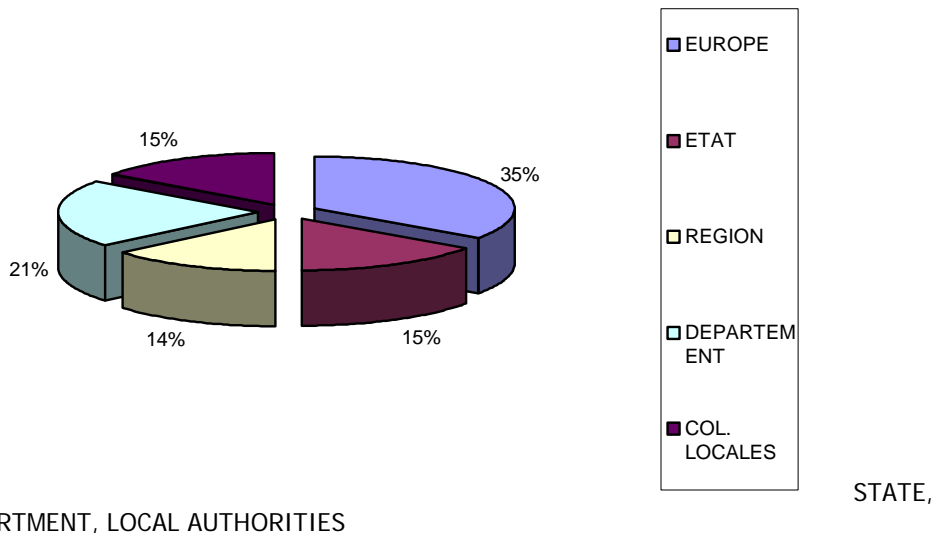
**Results of the support from authorities for the operation of Paysalp over seven years**



*Paysalp's* activities can also be seen in the form of projects (cf. above) allowing the proposal of new tourist products, of the enhancement of the heritage and exchanges with the Valais and the Val d'Aoste in the framework of the INTERREG programme. The average budget of the projects over 8 years was €140,000 per annum.

Financing of the projects:

**Results of public aid received by Paysalp for the project**



DEPARTMENT, LOCAL AUTHORITIES

STATE,

**State participation:**

- The Regional Office of the Ministry of Cultural Affairs: financial participation, scientific advice.
  - The Departmental Office of the Ministry of Agriculture and Forestry: a long-term partner of the association with a role of support and advice.
- The services of the state are the authorised channel for the allocation of European subsidies.

**Participation of the Region:**

- The region participates in two distinct ways:
- Through the Global Development Contract (CGD) of the *Genevois Haut-Savoyard*: *Paysalp* has been identified by the SIMBAL (Mixed Syndicate which manages the CGD) as a partner for cultural and tourist development of the territory.
  - By co-financing INTERREG programmes.

### **Participation of the General Council:**

Over recent years, it has tended to get more involved in different ways.

- participation by convention in the running of the association,
- participation in projects. *Paysalp* is a partner of the General Council in the activities of the territory, by together organising events (e.g.: ethnological meetings).
- valorisation of the Hermann collection.

## **Analysis of the intervention of local authorities in the Paysalp project**

### **Effectiveness of the intervention of the local authorities**

#### **✘ Have the objectives of the project been achieved?**

In the case of *Paysalp* it is difficult, with the indicators, to measure the effectiveness of the action undertaken. It is undeniable that the dynamism over the last 20 years or more, and the continual increase in projects and activities established by *Paysalp* are proof of the Association's success.

The operational results of the association are judged to be very positive. The financial partners have noted the serious way the projects are undertaken and the quite original financial system, based on partnership and the mobilisation of various financial levels to support projects in a global approach.

#### **Effectiveness of the aid**

**Good / Moderate / Insufficient**

### **Monitoring**

#### **Quality of the relations between the local authorities and the Contracting Authority**

We interviewed all the partners of *Paysalp*: the Departmental Office of the Ministry of Agriculture and Forestry, the Regional Office of the Ministry of Cultural Affairs, the Rhône-Alpes Region, the General Council of Haute-Savoie, SIMBAL and the communes of St Jeoire, Viuz en Sallaz, Mieussy and Peillonex.

Relations are excellent between *Paysalp* and its partners (assessment: 4.5 / 5). The project is also extremely well viewed (4.2 / 5). These are the best marks recorded in the 5 case-studies undertaken.

This positive appreciation is found at all levels: state departments, local "intermediaries" (Region and Department) and very local authorities (communes and Mixed syndicates).

The maximum mark was accorded by the three communes which have a major site on their territory: the Paysan (Peasant farmers') Museum (commune of Viuz en Sallaz), the Priory (Peillonex) and the Cheese Dairy (Mieussy). At St Jeoire, there are only the offices and the documentation centre of the association.

#### **Appreciation of the monitoring**

**Good / Moderate / Insufficient**

### **Relevance of the aid accorded**

Evolution over time:

- Less state department presence
- emergence of other players, very local authorities, communes, Community of Communes and Department which support the structure in the development of their territory.

*Paysalp's* pivotal financial tool is the INTERREG programme which associates European funds and those of local authorities. These authorities have had no problem in responding positively to such requests. On this account, Paysalp's mode of operation seems exemplary.

**Relevance of the interventions**

**Good / Moderate / Insufficient**