

# The bottom-up approach

# **Definition**

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**Participatory  
process**

**Local  
democracy**

**Bottom-up  
approach**

**Concerted  
management**



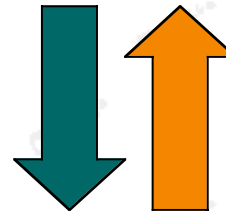
# Four levels of “participation”

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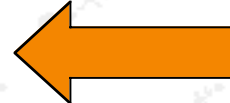
- information



- consultation



- joint development



- collective  
decision-making



# The bottom-up approach in LEADER

## Encouraging a participatory process

- ⇒ **Community**
- ⇒ **Promoters of ideas and projects**
- ⇒ **Civic and voluntary sector**
- ⇒ **Economic and social interest groups**
- ⇒ **Public institutions and private representatives**



# Objectives

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- ⇒ **Involving the community = trust**
- ⇒ **Drawing out ideas and generating initiatives = “animation”**
- ⇒ **Building a consensus = conflict management**
- ⇒ **Delegating = local decision-making**

## Values at the heart of a local project

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- ⇒ **Respect ideas and persons**
- ⇒ **Recognise the existence of diverse needs**
- ⇒ **Act transparently**

**Key word : “ANIMATION”**



# Participation + collective decision-making = project ownership

Variable equation:

✓ as the programme develops

✓ depending on the context:

→ low-key or conflictual = engagement rationale

→ organisation = structural approach



# Drawing together different expressions of interest

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that can be conflictual



**transform the vision of the area project:**

- ✓ more complex (obstacles, resources and ideas)
- ✓ richer (beyond mindsets)
- ✓ more coherent (new identity references)



## Some tips to “animate” the area

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- ⇒ **Create meeting places**
- ⇒ **Manage conflicts**
- ⇒ **Encourage links between sectors and groups**
- ⇒ **Decentralise responsibilities**
- ⇒ **Enhance the professionalism of communication**

**... which requires resources:**

**professionalise the function of the development agent**

# Bottom-up approach and the emergence of projects

## Preparation

Community

Local partnership

Institutions

Project leaders

## Implementation

Calls for projects

Selections of projects

Collective approach

Public dissemination

Search for coherence

Individual approach

direct contact

Direct contact or neutral selection

# Bottom-up approach and the selection of projects

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## Classic approach

Criteria designers and applicants are separated

Same conditions

Precise criteria

Undifferentiated dissemination

Dossiers written in administrative language

Selection of projects by a team of experts

## Bottom-up approach

Potential beneficiaries participate in the design of criteria

Different criteria

Broad criteria that stimulate reflection

Pro-active approach

Simplified dossiers

Involvement of beneficiaries in the selection of projects



## Looking ahead

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- ⇒ **How should active groups be identified?**
- ⇒ **How:**
  - ✓ - **could consultation be encouraged or improved?**
  - ✓ - **could collective decision-making be encouraged or improved?**
- ⇒ **How should conflict management be approached?**
- ⇒ **What are the strong points and obstacles?**