

TERRITORIAL APPROACH

Rooting a project to strengthen its power



Image from: http://www.elard.eu/en_GB/leader-approach

"The implementation of a territorial approach will help to identify different needs which depend on the specific conditions of the area (high targeted policies). The territorial approach can be also helpful to improve policy coherence, to reach a better coordination between different policies and interventions, as well as between different actors and stakeholders." (source: FAO - "Territorial Approach to Food Security and Nutrition Policies: Empirical Evidence and Good Practices", 2013)

Tags: Whole system design, Local economies

Challenges:

Globalisation increases disconnection between production and consumption. Enterprises and projects which are not rooted within a specific territory can easily be de-localised, resulting in a loss of jobs and added value for the local economies. In the meantime, at the local level (city, village, province, county), some needs for products or services may not be fulfilled, while existing but unknown resources might be available to contribute to fulfilling these needs.

Solutions:

The territorial approach is part of a local development strategy, usually designed by a group of stakeholders. The territorial approach is used worldwide in a diversity of situations and sectors, such as Rural development, Food security and nutrition, Climate change, etc. The main elements of the method can be useful for entrepreneurs to design meaningful activities and work in the long run:

- Assess material and immaterial resources available on the territory;
- Identify needs, which are not addressed on the territory;
- Based on this, identify potential niches for activities, products or services
- Map stakeholders and resource flows to build alliances and partnerships

Developing projects based on the local needs and the resource/opportunities available on local level, allows to:

- root and strengthen the projects in the long run,
- keep most of the added-value for the benefit of the area and the local population and avoid de-localisation.

References

<http://lianescooperation.org/wp-content/uploads/Comment-identifier-les-potentialites-economiques-locales.pdf> (FR)

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<http://www.soletcivilisation.fr/cahier-2-revenir-territoire-developpement/> (FR)

http://www.suaci-alpes.fr/IMG/pdf/Guide_Valeur_40_web_1_.pdf (FR)

<http://www.aeidl.eu> (FR/EN)

Exercise:

- Identifying local needs and possible actions
- Identifying local resources

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