



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



**European Maritime  
& Fisheries Fund**







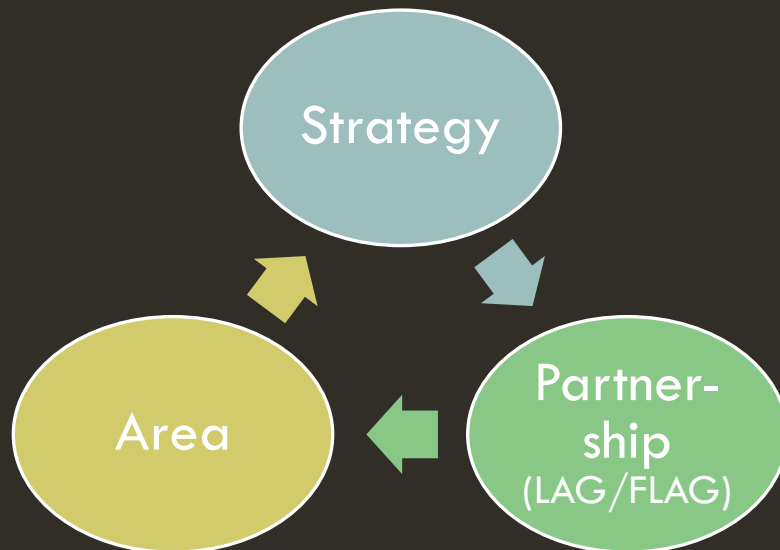
# WHAT IS LEADER/CLLD?

- A method funded by European Union since 1991
- LEADER is a shortening of the French phrase "Liaison Entre Actions de Développement de l'Économie Rurale" (Links between activities for the development of rural economy)
- Bottom-up approach - brings local people together to decide how they want to improve their territory
- Partnership between civil, private and public sectors = Local Action Groups (LAGs) or Fisheries Local Action Groups (FLAGs)



# LOCAL ACTION GROUPS

- Define a specific rural LEADER-area
- Create partnerships, networks and analyze the local needs (SWOT analyze)
- Design a **Local development strategy** for a seven-year period





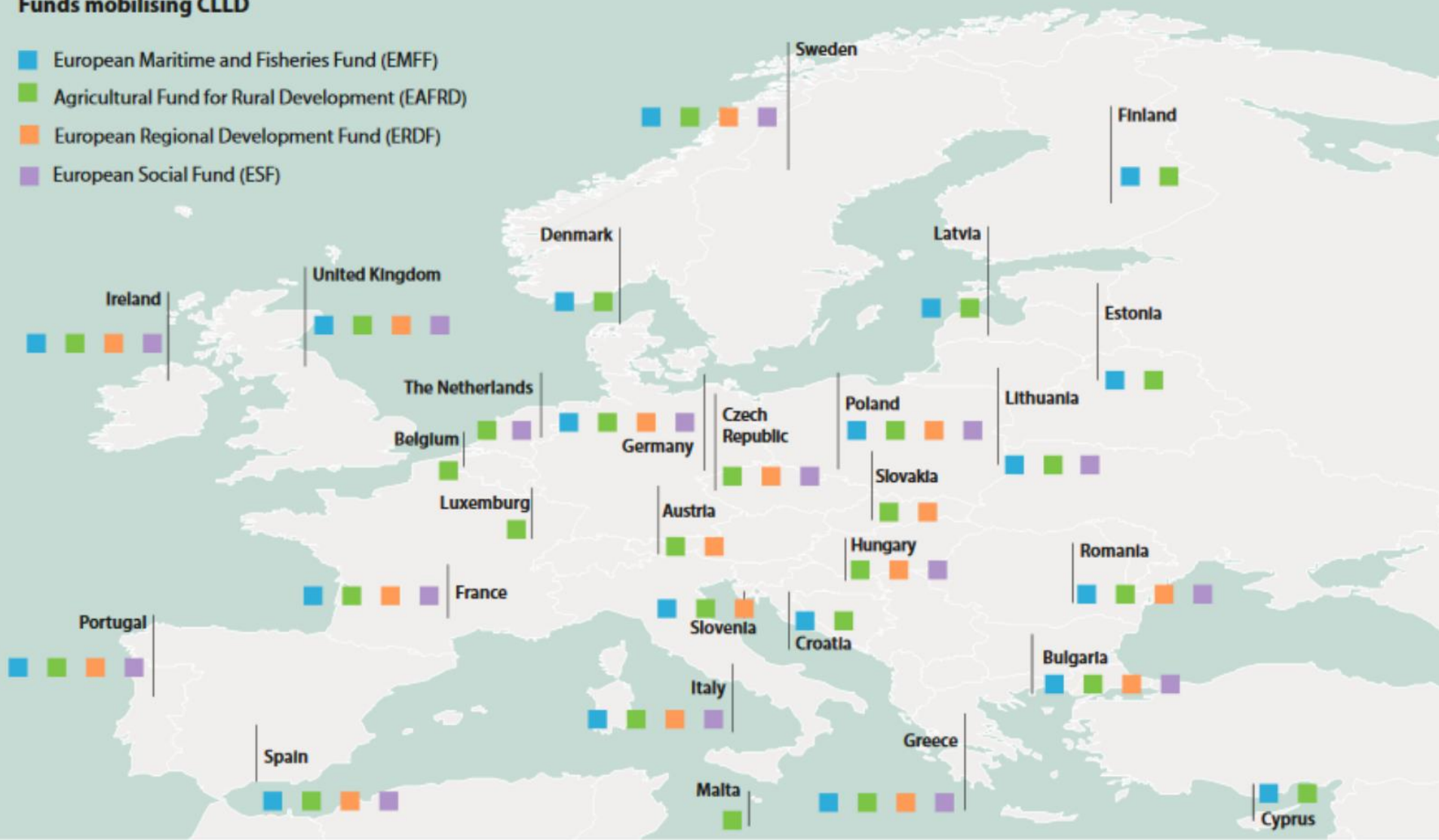
# CLLD in Europe



European Union  
European Structural  
and Investment Funds

European Structural Investment  
Funds mobilising CLLD

- European Maritime and Fisheries Fund (EMFF)
- Agricultural Fund for Rural Development (EAFRD)
- European Regional Development Fund (ERDF)
- European Social Fund (ESF)



**3000  
LEADER  
AREAS  
IN  
EUROPE**

At least 5 % of the EAFRD in every Rural Development Programme must be allocated to Leader due to an regulation on EU-level





## LEADER IN FINLAND

The Leader method began to be implemented in Finland as early as 1996

Today:

**55** Local Action Groups (LAGs)

**10** Fisheries Local Action Groups (FLAGs)

## Leadergrupperna

**54** (+1 på Åland)  
grupper

Området för en grupp omfattar ungefär

**50 000** invånare

I en grupp finns ungefär

**5** kommuner

**12** styrelse- & **2** medlemmar anställda

över hundra tusen euro för att beviljas för projekt årligen

De finländska grupperna har samarbetspartner i

**över 20 länder.**





# LEADER IN ÅLAND



**Established in 2007**

**Two Local Action Groups  
LAG + FLAG = two Local  
development strategies**

**Soon completed a second  
programme period**





# LEADER IN ÅLAND

*A smart and sustainable growth  
that includes everyone*



- NATURE & ENVIRONMENT
- RURAL DEVELOPMENT
- KNOWLEDGE & EDUCATION
- INTERREGIONAL AND TRANSNATIONAL COOPERATION



EAFRD – The Rural Development Programme of Åland

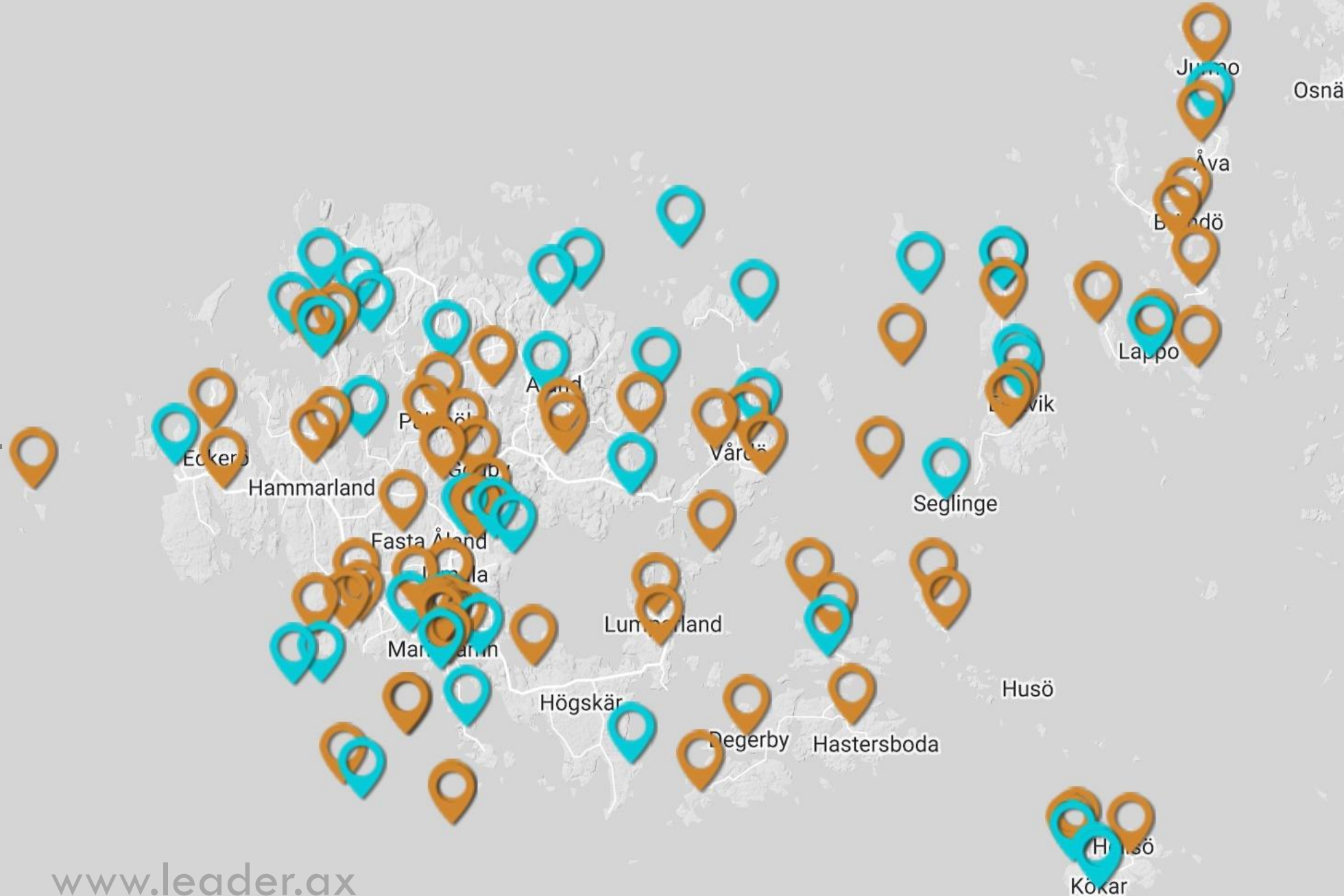
- RESTORATION FOR FISH
- ACCESS TO NATURE
- KNOWLEDGE & EDUCATION



EMFF – European Maritime and Fisheries Fund  
Operational Programme for Finland 2014–2022 of Åland

DURING THE PREVIOUS  
7 YEARS  
MORE THAN  
**120 PROJECTS**  
HAVE BEEN FUNDED  
THROUGH COMMUNITY-  
LED LOCAL  
DEVELOPMENT

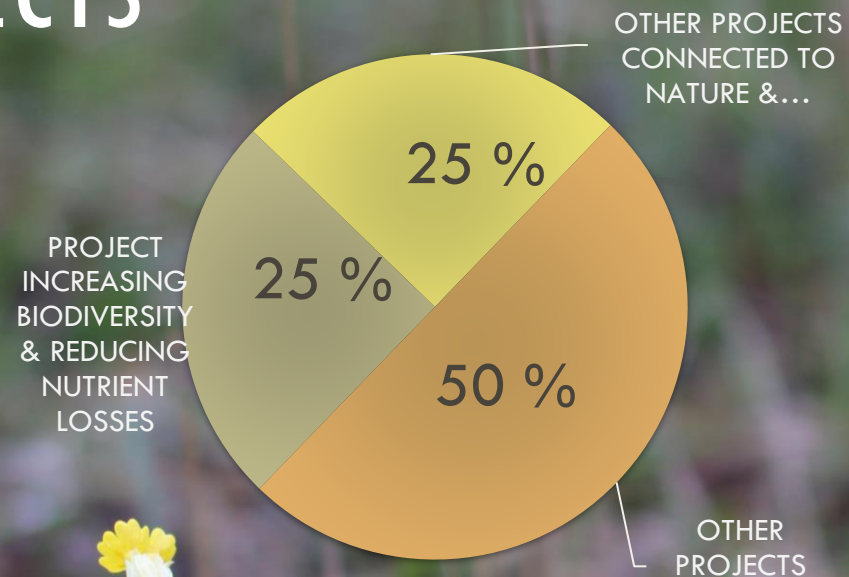
**LEADER**  
**FISHERIES**



[www.leader.ax](http://www.leader.ax)



# LEADER, LAG PROJECTS



## 50 % NATURE & ENVIRONMENT PROJECTS





# FLAG PROJECTS







**BIODIVERSITY — A NONPRODUCTIVE INVESTMENT?**





# LEADER GOOD IN MOBILIZING PROJECTS

When the environmental measure called “nonproductive investments” under the RDP in 2007-2013 were not taken up well by the farming community, it was decided to let LEADER be in charge of promoting wetlands, natural pastures and other biodiversity projects across the Åland Islands in the next programming period (2014-2020).





# PROMOTING TRANSITION TO A GREEN ECONOMY

## Challenge:

- Market an unattractive (?) measure
- New type of stakeholders for Leader
- Lack of expertise





# A VARIETY OF STAKEHOLDERS & BENEFICIARIES

- Farmers
- Village, water and community associations
- Municipalities
- Other organizations





# SEDIMENTATION POND — A WIN WIN PROJECT

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# EUTROPHICATION LOSS & LEAKAGE OF NUTRIENTS (PHOSPHORUS & NITROGEN) IN AGRICULTURE

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BETTER  
CULTIVATION AND  
HARVEST AND  
A CLEANER WATER

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- Slow down a heavy flow in a ditch
- Reducing nutrient leakage
- Increase biodiversity
- Water buffer
- Recreation for villagers
- Educational activities for children









PÅ MED STÖVLARNA - HÄR SKALL BLI EN VÅTMARK!



*Gär du i våtmarkstankar?  
När kommer Tages tips!*

NJUT AV  
BIODIVERSITETEN!



Leader + Miljön = SANT ❤️



Titta senare



Dela

Titta på  YouTube

PROJECTS INTEGRATED IN SOCIAL MEDIA  
EU INTERESTED IN LEADER ÅLAND  
REWARD 2020: THE LEADER PEARL OF FINLAND



# FARMERS COMBINING NATURE PASTURES WITH HIKING PATHS











- BIRD LIFE CONSERVATION
- HUMAN PRESENCE
- SLOW TOURISM







INCREASING AWARENESS  
AND COMMITMENT



# RESTORATION PROJECTS FOR FISH







**BIG ENGAGEMENT IN REMOVING OBSTACLES  
FOR FISH MOVEMENTS AND CREATING  
NURSERY FOR FISH SPAWN**





GET RID OF THE REED —  
PHRAGMITES AUSTRALIS









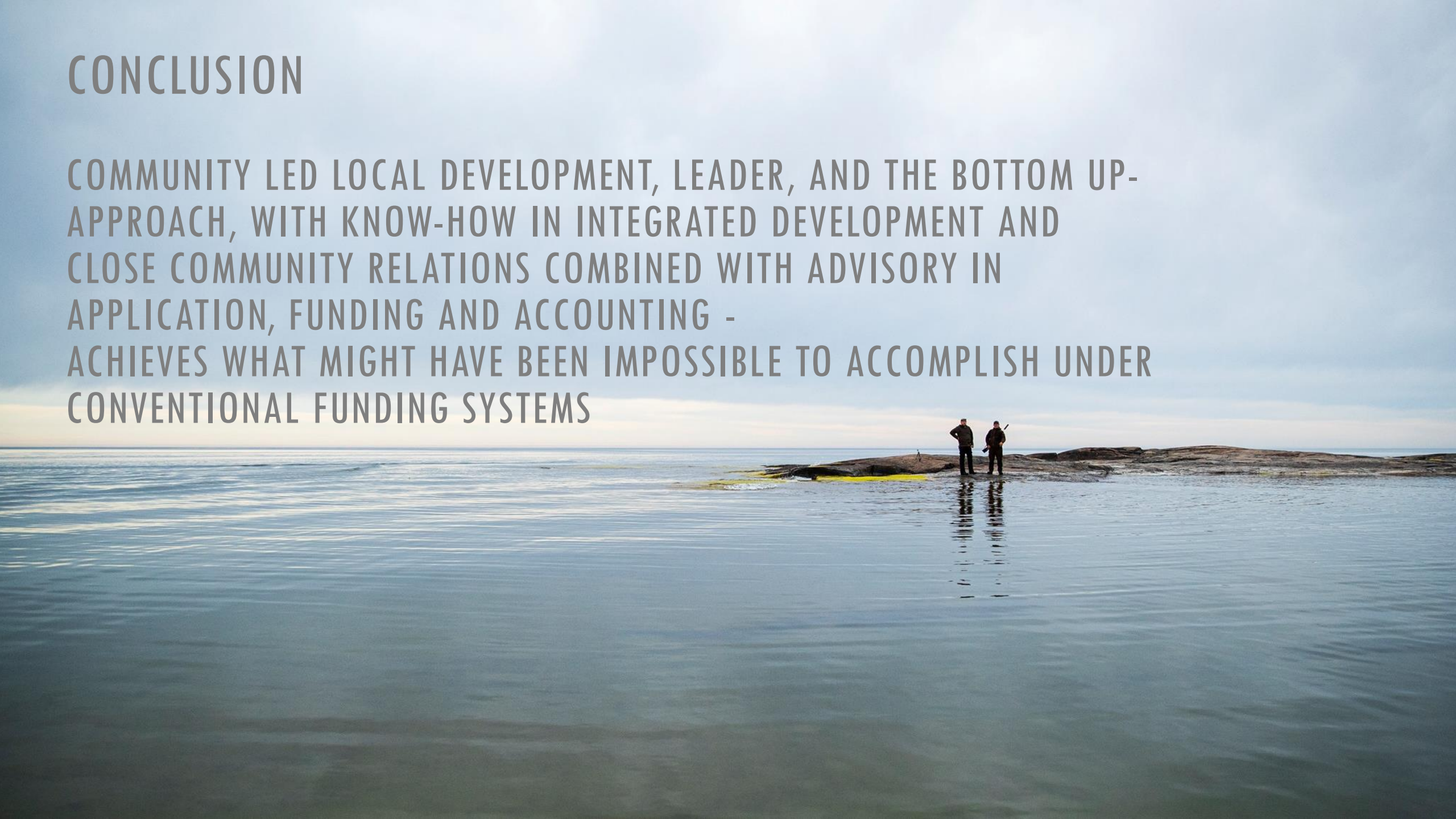






# CONCLUSION

COMMUNITY LED LOCAL DEVELOPMENT, LEADER, AND THE BOTTOM UP-  
APPROACH, WITH KNOW-HOW IN INTEGRATED DEVELOPMENT AND  
CLOSE COMMUNITY RELATIONS COMBINED WITH ADVISORY IN  
APPLICATION, FUNDING AND ACCOUNTING -  
ACHIEVES WHAT MIGHT HAVE BEEN IMPOSSIBLE TO ACCOMPLISH UNDER  
CONVENTIONAL FUNDING SYSTEMS





# THANK YOU!

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