



Enhancing the image of the longitudinal axis in the Jura mountains



**AlpCity Partner
Work Package
WP Coordinator
Subjects involved
and their role**

Franche-Comté Region (France)

Urban environment (WP7)

Friuli Venezia Giulia Autonomous Region (Italy)

Franche-Comté Region (Project Partner)

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- managed and coordinated the whole operation

- especially managed communication, awareness and technical assistance actions

- gave advice and helped (technically and financially) local project managers

Départements of Doubs and Jura:

- co-managed the project,

- managed actions on roads

- gave advice and helped (technically and financially) local project managers

Municipalities or groups of municipalities:

- managed their local projects



Spatial area involved	Consultants hired by the Region: <ul style="list-style-type: none">- engineering support for the whole process- advisor on the spot and technical assistance to local project managers Départements of Doubs and Jura
Project budget	€ 313.000,00
Project purpose	Following a study carried out in 2001, which recommended to improve the environmental and urban situation along the longitudinal axis in the Jura Mountains, the proposed project aimed at providing decision makers with concrete suggestions. The main issue was to provide technical assistance to the municipalities in developing concrete projects, strategies and communication with the aim at balancing local and regional dynamics.
Project methodology	The method is based on participation process activated through meetings with stakeholders, technical assistance supported by analysis, exchange of information.
Project activities	The following activities have been carried out: <ul style="list-style-type: none">Raising the awareness and getting potential project managers (public and private) informedImplementation of a file of technical requirements to guarantee the coordination of development and planning projectsEngineering support to local project managersFirst thoughts about the implementation of a communication tool along the axisEstablishment of 1 technical committee and 1 steering committee, technical workshopsOrganisation of 4 meetings to explain the project which gathered more than 200 local actors (local elected people, potential project managers)Creation of guidelines: advice and recommendations for planning projects, examples of good practices (work in progress)Creation of a leaflet to inform on the common project and raised local actors awarenessCarrying out pilot experiences to promote the development of the whole project chosen given their transferable elements: 8 projects selected (4 operations, 4 studies)Assistance to the cities or groups of cities in their planning project: creation of guidelines on the basis of 26 projects identified, more than 13 contacts in situ (recommendations, advice for each of them)Research for the implementation of a communication toolDiagnosis of existing elements
Achieved results	Thanks to the above mentioned activities the cooperation with local and external authorities was improved. The joint work with the other partners launched (Départements du Doubs and du Jura, Région Rhône-Alpes, Régional and Départemental Committee of Tourism...) to federate the various current initiatives to work out on a common product. Achieved activities: Informing potential actors <ul style="list-style-type: none">- Creation of a leaflet to inform on the common project and to raise the awareness of local actors,- Organisation of 4 meetings which gathered more than 200 local actors (local elected people, potential project managers) to explain the project Creation of guidelines: it aims at giving advice, helping and raising the awareness of project managers about the arrangement of villages.



Carrying out pilot experiences to promote the development of the whole project. After the identification of 8 pilot cases (4 operations and 4 studies), it was decided to design a newsletter showing the methodology of each case. The 1st newsletter was finalised in may 2006

Assistance to the cities or groups of cities in their planning project: 48 project managers were interested and 33 are committed to a project (in April 2006): boost on operation and improvement of their quality, due to the preliminary study before the operational step notably

Research for the implementation of a communication tool:

- a diagnosis of existing elements was carried out,
- joint work with the other partners launched (Départements du Doubs and du Jura, Région Rhône-Alpes, Régional and Départemental Committee of Tourism...) to federate the various current initiatives to work out on a common product: an interactive communication tool (personal digital assistant with GPS, to be rent in information tourist offices or to be downloaded via Internet) managed by the Natural Regional Park of Haut-Jura was launched in July 2006 on this territory and will integrate messages promoting the Jura axis to tourists.

**Discrepancies
between planned
results and results
achieved**

No discrepancies were remarked

**Instruments
proposed, revised
and finalised**

Conventions:

- convention (official agreement) with the Départements of Doubs and Jura,
- a second agreement was signed with same partners and tourism actors : the Regional Committee of tourism, tourism committee of Départements and the Regional Park of Haut-Jura to guarantee the collaboration for the tourist enhancement, via interactive communication tools notably.

Manuals :

- Creation of a leaflet,
- guidelines for local actors,
- newsletter about the projects

Financial instruments

Incentive for the carrying out of a feasibility study paid by Franche-Comté Region.

**Impact on the
local environment,
actors and
stakeholders**

- Increase in the number of operations due to subsidies granted by partners but also to communication between municipalities on the field (meetings, guidelines, technical assistance)
- quality of thoughts and projects notably related to 2 issues: urban planning projects are often related to a question interesting local representatives, for instance safety or refurbishment of a public building, the case study gave the opportunity to have more a general rather than a one-sided approach in urban arrangement by integrating identity, friendliness issues etc and by integrating the whole village.

Critical aspects

Limits and barriers:

- Direct implementation of recommendations of the previous study is sometimes difficult:
- no compliance with safety norms or technical or financial problems (Départements)
- imposing qualitative solutions in a classic system of co-financing is difficult
- Complexity of number of key actors in the sphere of spatial planning: multiplicity, different skills



- Outstanding pilot operations: very difficult choice to make

Adopted strategies to overcome these limits:

- Information, awareness campaigns for key actors in the preparation stage (recommendations) of the project, which aims at a general quality and identity and not homogeneity along the axis
- Support to project managers including during the operational stage

Selection of pilot actions focused on solutions for problems and representative and therefore transferable situations: overall analysis, mixed functionality, “concertation” with local people and shop-holders, landscape charter, quality in the choice of materials, shared management of local projects.

Lessons learned

time for reactivity

- Significance of the pedagogical skills for general studies
- Significance of funds as financial incentive
- Interest of networking, in 2 cases notably :
 - for technical assistance to project managers, a good coordination between the local manager and the local representative of the Département enables to improve local projects, to create some etc. and to have regular and informal exchange of information
 - for the interactive communication tool, networking enables to use one identity: the tourist road of Jura Mountains for different projects and means of communication, it enables to search for synergies between 2 different projects and give even closer collaborations for the future.
- significance of the financial incentive of subsidies for small project managers (small towns)
- significance of having a long-term project because urban arrangements needs at least 3 years, even 5 years, to be carried out (from the idea to the final steps)

Transferability

- A partnership between regional and departmental stakeholders for a support to other local authorities is a good means of synergies.
- Communication and popularization activities toward project managers consist in conceiving technical guidelines and 2 releases of a short “magazine” (4 pages), it was occasion to get further in the propositions, to search for good practices, to bring new ideas, therefore it was also a benefit for local actors and institutions involved in the case study.
- Finally it is possible that a technical assistance may be used in other case studies, to spread the action of institutions involved in these case studies.

Case study follow-up

Planned continuation:

- Assistance to local actors for arrangement projects is planned by the partners but its form has to be determined
- Development of tourist enhancement tools and notably interactive communication tools implemented for the Tourist Road of Jura Mountains and/or other parts of the territory
- Expansion of the project beyond regional borders toward Switzerland and Rhône-Alpes Region

Arrangements should be pursued in small towns.

Common issues with other projects

Search for a high standard environment as a factor contributing to maintaining current and future population and to offer a combination: know-how, environment and inheritance.

Within AlpCity, there has not been exchange of information with other similar cases. However it seems that thanks the different meetings that common methods appear as



**SSC Experts'
recommendations**

far as networking is concerned notably.

This project was very complex and interesting: the case studies dealing with different topics can be seen as an input for future implementation. The main issue consisted in providing technical assistance to the municipalities in developing concrete projects, strategies and communication with the aim to balance local and regional dynamics.