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FRANCE RURALITÉS

France Ruralités : more than a public program, an integrated strategy for rural France

High-Level Rural Policy Forum · Naas, Ireland · 3 November 2026

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Main challenge

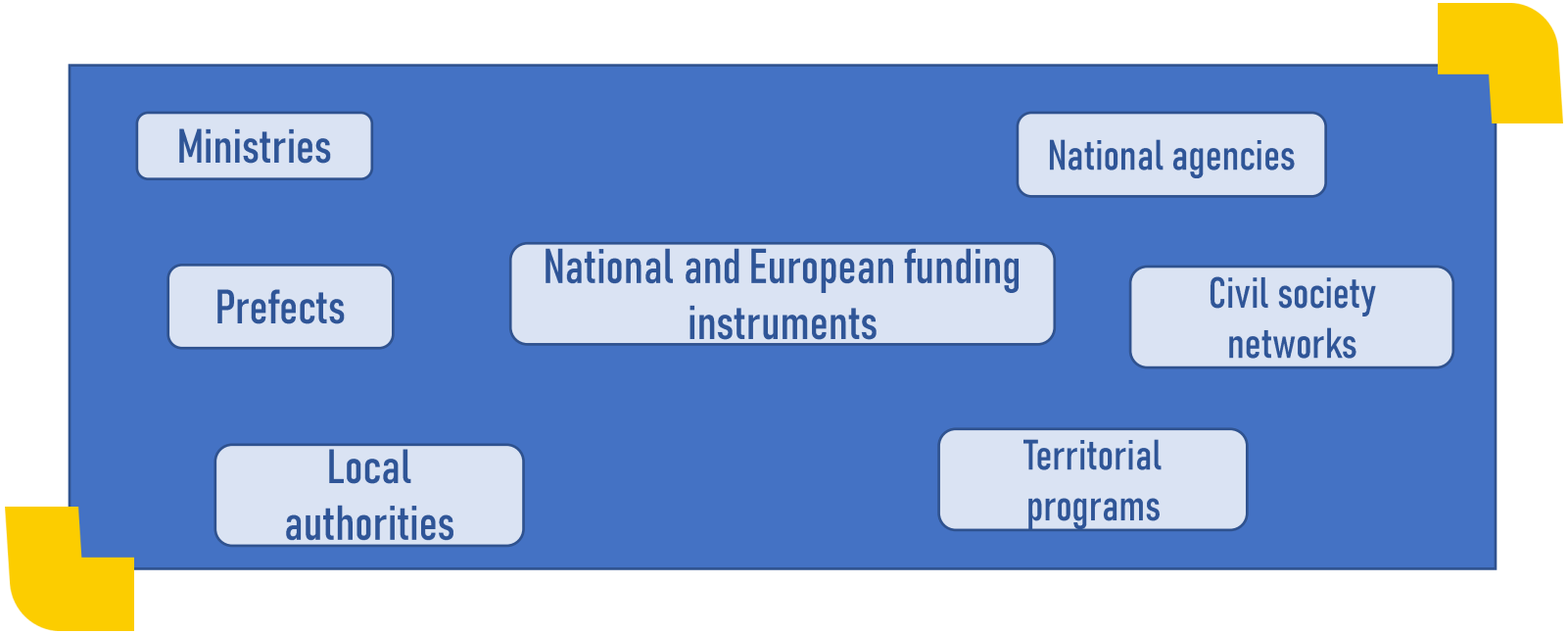
Establish a connection with the sectoral policy of the national and local public authorities : healthcare, housing, mobility, economic development, public services, ecological transition, culture and digital inclusion

France Ruralités therefore provides a common framework that helps align public policies around the real needs of rural territories.

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The crucial role of the Agency

ANCT acts as a national coordination platform and connects :



*Operates at **two levels** :*

- *Nationally : ANCT supports cross-ministerial coordination and program monitoring*
- *Locally : prefects and decentralised public services*

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AGENDA RURAL

Rural Agenda

2019–2022 · 181 interministerial measures

- Political ownership across government
- A Secretary of State and an Interministerial Committee set shared priorities
- Rural focal points connected ministries to rural needs

Monitoring indicators made implementation visible

Departmental rural referents — sub-prefects — became local entry points

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The Rural Agenda created a multilevel governance system

National level

- Shared political priorities and ministerial rural correspondents
- Departmental level
- Prefects and sub-prefects coordinated implementation and field feedback

Rural stakeholders

Elected-representative associations and national rural networks challenged and enriched measures

Legacy

A permanent capacity to rural-proof sector policies and solve delivery barriers

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An ambitious rural strategy cannot only rely on a list of measures

It requires :

- Long-term political leadership
- Clear governance arrangements
- Monitoring capacity
- Continuous territorial animation

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France Ruralités was built from evaluation and field experience

- IGEDD evaluation of the Rural Agenda and recommendations for its evolution
- Working groups with associations, rural-development bodies and ministries
- Proposals from rural elected-representative associations, including AMRF
- Interministerial work to convert needs into funded, operational measures

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A constant presence of a territorial state network : the strength of the French model



Prefects and sub-prefects provide close-to-the-ground coordination.

They act as facilitators between :

- Local authorities
- Decentralised State services
- National agencies
- Regional authorities
- European partners



Source: ANCT, Notre fonctionnement, 2026

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Pillar 1
Villages d'avenir — engineering for rural municipalities

Pillar 2
France Ruralités Solutions — practical measures for daily life

Pillar 3
Rural amenities grant — recognition of ecological services

Pillar 4
France Rural Revitalisation zones — attractiveness and investment conditions



Launched June 2023 · expanded to 41 measures in 2025

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« Villages d'avenir » program



Vue sur l'église de Valsonne depuis le Rocailler, AEI, 2025.

Valsonne, Département du Rhône, Région Auvergne Rhône-Alpes

Scale in May 2026

- 3 077 municipalities · 2.7 million inhabitants
- 120 project managers

Purpose

- Prepare, identity expertise and connect financing support
- 3790 projects under support ; 18.7 millions of ANCT engineering mobilised since 2024

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A project manager stays with the municipality

- Clarifies the local need and the intended outcome
- Builds a realistic roadmap, governance and delivery sequence
- Mobilises engineering from ANCT, Cerema and territorial partners
- Identifies grants and complementary financing, including LEADER where relevant

“ Villages d'Avenir project managers and other territorial programme managers act as translators between different administrative systems. ”

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The role of rural associations

Rural governance is not only based on public institutions. Indeed, civil society and rural networks play a major role in identifying needs, spreading good practices and bringing territorial concerns to policymakers.

Réseau National des Ressourceries & Recycleries

bouge ton coQ
Le futur s'écrit au village

LES CONCERTS DE POCHE

La Ville à Joie

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AAP national
Soutien aux structures associatives en ruralité

Mouvement des régies

AVISE

Réseau des ressourceries

Fabrique coopérative

ESS

Transition écologique

Habitat participatif

Entrepreneuriat éducatif

ATCHOUM

Mobilités

Volontariat rural des jeunes

INSITE

Inclusion

Soutien au dernier commerce

Animation et services publics

Familles rurales

SOLEN

Alimentation

Offre culturelle

Mon p'tit camion

Un plus bio

Association des cinémas itinérants

Concerts de poche

Ville à joie

Bouge ton coq

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Link with **LEADER** program

LEADER is not a stand-alone program but an accelerator of territorial strategies.The objective is not to accumulate but to build a single territorial vision.

Territorial Ecological Transition Contracts : makes the territorial project visible, coordinates initiatives across the functional area and supports multiannual mobilisation of engineering and funding



Self-assessment and results

"We have progressively developed a culture of monitoring and continuous improvement. Monitoring is not limited to financial implementation"

It focuses on :

- Policy implementation
- Achieved results
- Feedback from local stakeholders
- Lessons learned from practical experimentation

