

Ville à Joie

Presenting our action to
improve rural life in small
villages



La Ville à Joie



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Who we are

Young people engaged for villages...

Ville à Joie is a social business composed of young people who want to **make villages lively again**. We move in rural territories to organize a tour of multiple events.



....and who make municipalities move!

We bring back shops, health services, public services and various other activities in villages where they are not present anymore. We create social bonds between inhabitants through a festive spirit !

Illustration of an event in a village :



Music, concerts,
games...

Local health services, public services,
shops, local associations and
charities...

Spaces to socialize and
create local bonds
between inhabitants

Drinks, food (with local
producers and professionals)

Before the tour, Ville à Joie reaches out various local actors (public services, shops, associations...) to invite them for free to occupy a stand on our events.

La Ville à Joie takes care of everything :

Global Organization // Coordination of local actors on the stands // Setting up the area on the village plaza // Making the event lively // Communication campaign towards the local population

Examples of stands on an event :



Health Checks



Help with digital services



Elderly care



Services/Help for Youth



Sports



Local Associations/Charities



Food-trucks



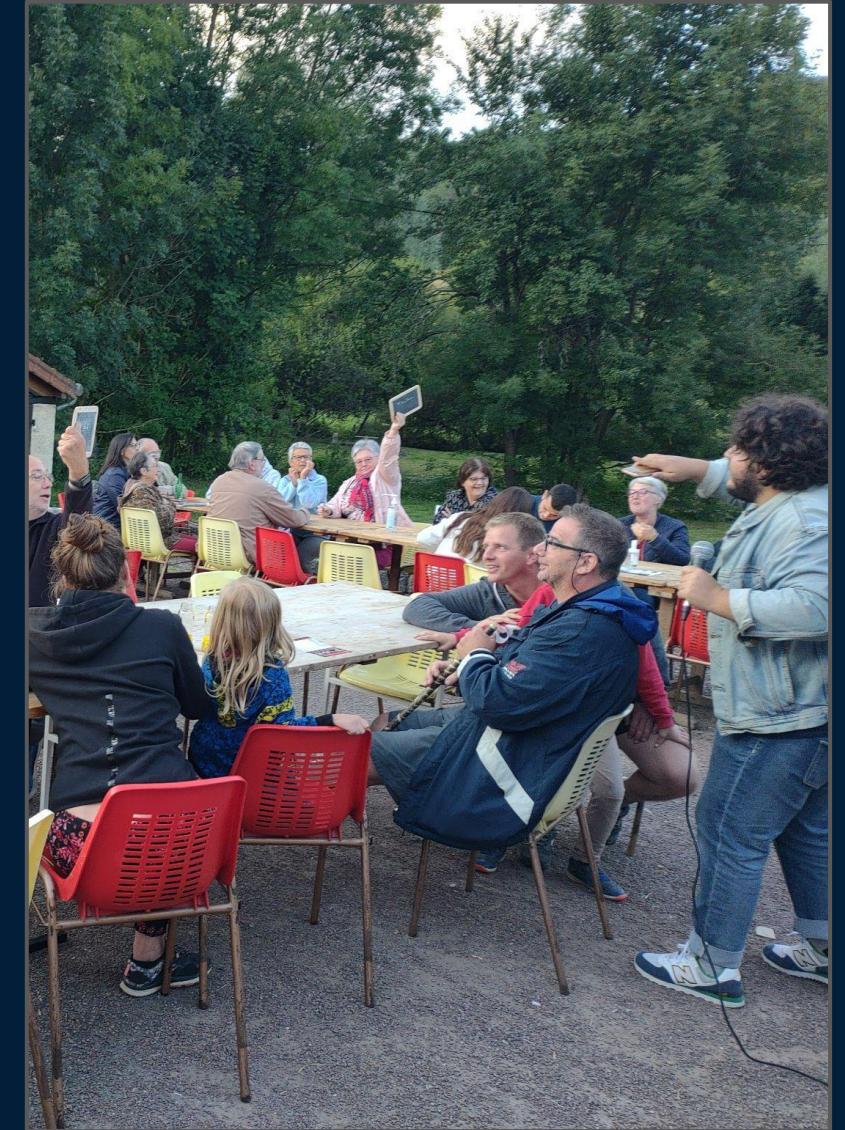
Shop-keepers and local producers

Examples of entertainment on the events :



Wooden
games

← Demonstration of first
aid procedures



blind-test, quizz....



↑
music !



← Citizen participation workshops

Examples of communication campaigns

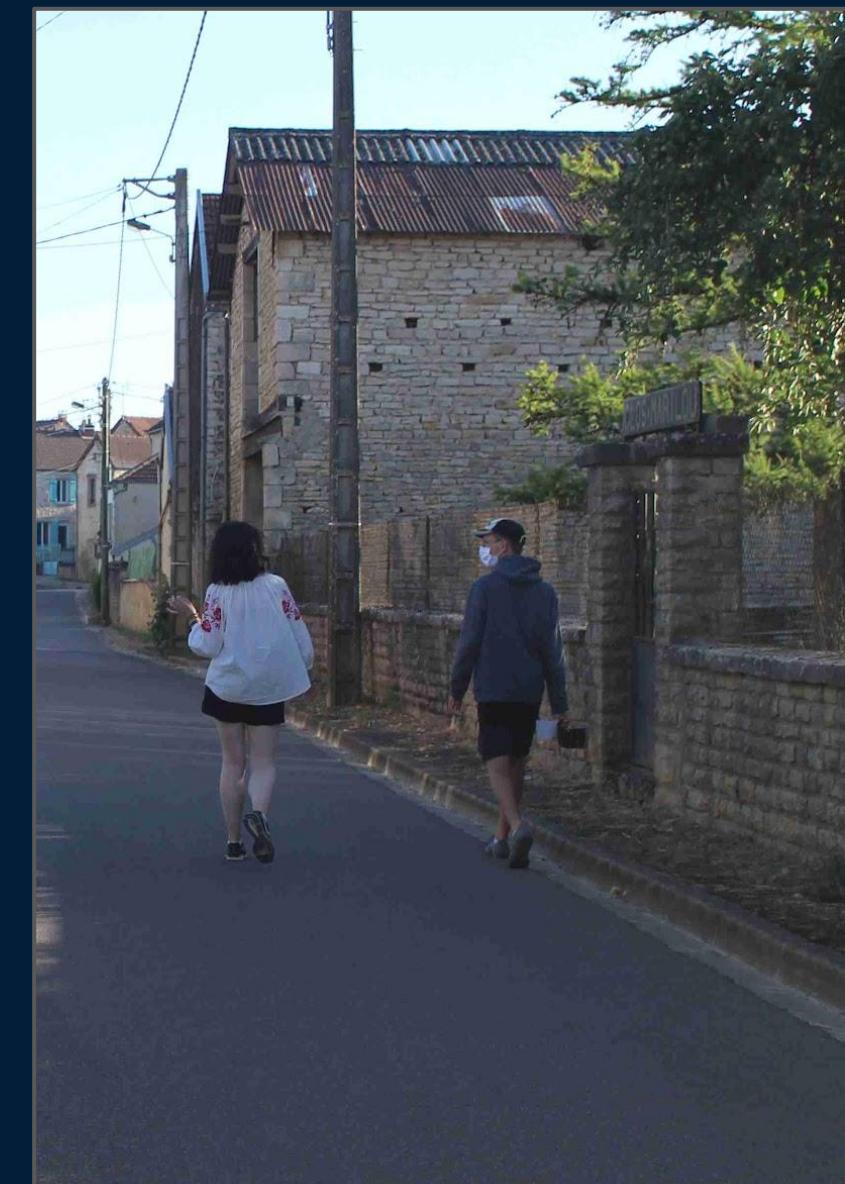


Local newspaper

Social networks



Local TV



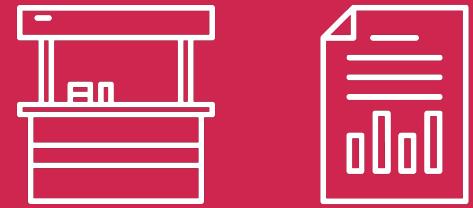
We can sometimes reach directly to inhabitants at their door



Flyer distributed in mailboxes

After the end of the tour, la Ville à Joie delivers a study :

Numbers about **INTERACTIONS** between **SERVICES** and **INHABITANTS**



- On each event, services fill in grids indicated how many people they saw and how many procedures were created/appointments were taken
- Our study allow to measure precisely the number of interactions with services



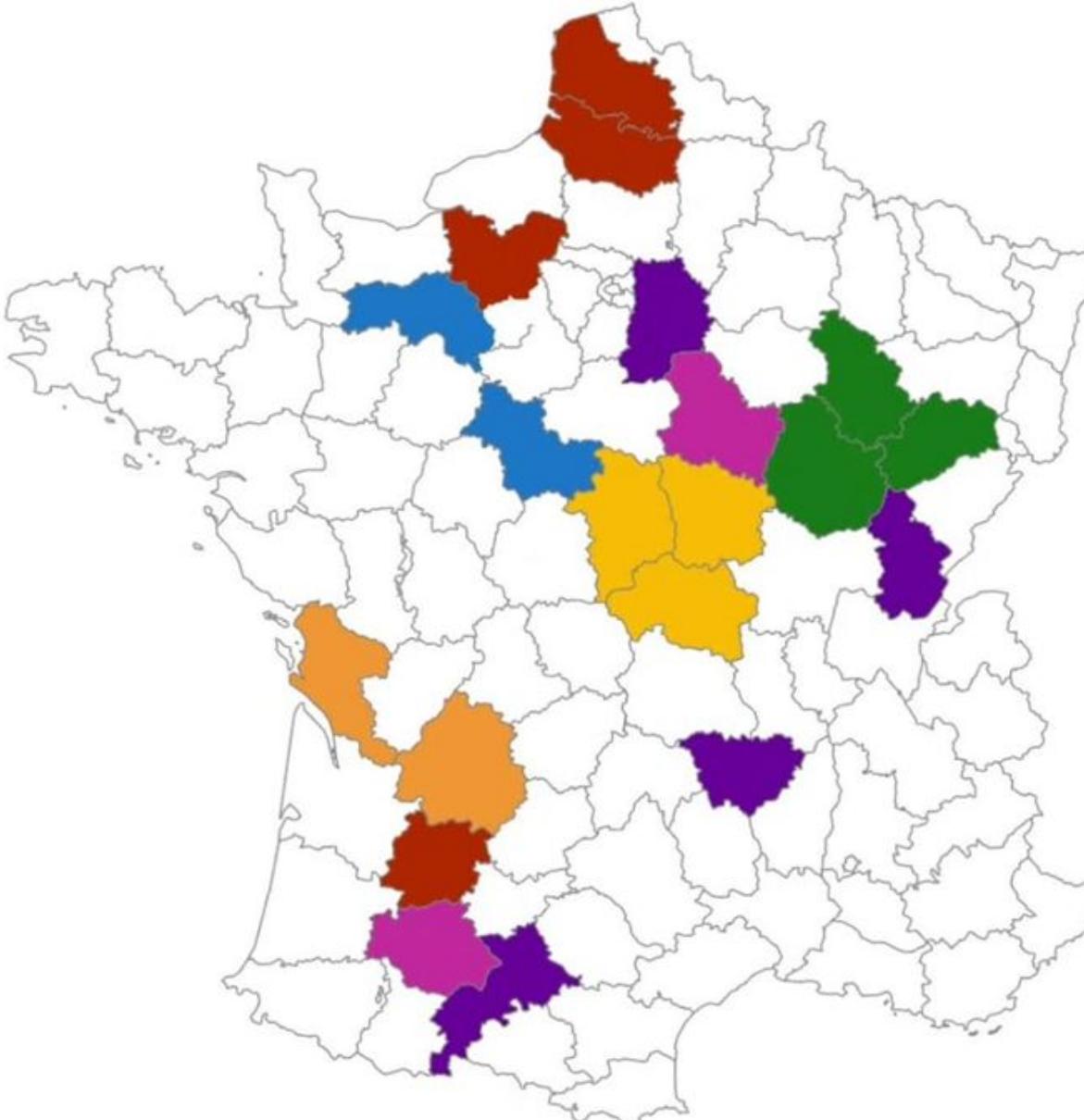
Cette étude est rendue à la collectivité à la fin de la tournée au cours **d'un temps fort (conférence des maires)** et pourra alimenter de futures initiatives, investissements ou projets de territoire.

SURVEYS DISTRIBUTED TO RURAL INHABITANTS



- Profession, age
- Are local services easily reachable ?
- Would you be interested in having itinerant services coming more often in the village ?
- Local governments can add questions about health services, mobility etc.

Our impact



380
villages covered
every year

+20
departments
covered

En 2025

20 000

5 695

50%

*National partnerships with primary
services :*



inhabitants
reached (52/event)

appointments
or procedures
started with
services

of bénéficiaires
declare that they
talked to neighbors
thanks to the event

 **Optic 2000**

 **Audika**

**Orange
Concessions**

Thank you!



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