

# Pays Gapençais LAG



Do you have a project and are you looking for funding? Are you the leader of a Local Action Group (LAG) and do you wish to cooperate with the Pays Gapençais territory?

**Discover the LEADER 2014-2020 strategy of the territory here!**

**TERRITORIAL I.D.**

**Member State** : France  
**Region** : Provence-Alpes-Côte d'Azur  
**Inter-municipal** : 4  
**Number of municipalities** : 70  
**Population** : 77,272 inhabitants  
**Supporting structure of the Local Action Group** : **Communauté d'Agglomération Gap Tallard Durance**

## Characteristics of the territory

The territory of Pays Gapençais consists of a very attractive urban area of 60,000 inhabitants, concentrating the majority of services and jobs, and very low density rural areas, which are organised around the city-prefecture and have constant links with it.

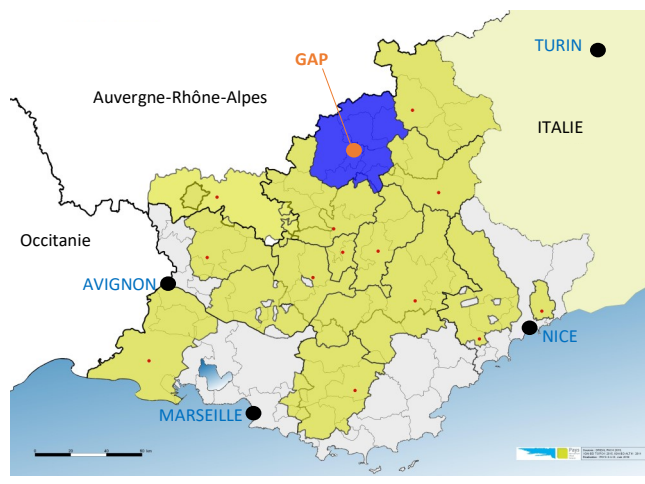
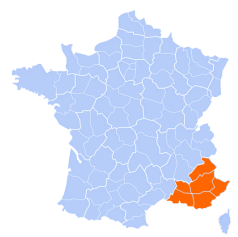
Tourism, the local economy (agriculture, local services, etc.) and new "differentiating" sectors (agro-food, green, energy, etc.) are the sectors at stake for the Pays Gapençais in order to maintain an economy that cannot be relocated and to increase the resilience of the territory to environmental and socio-economic changes.

## Strategic objectives

**"Promoting economic development through enhancement of resources"**

- 1 : To be an attractive and visible territory
- 2 : To be a balanced and welcoming territory
- 3 : To be a territory that values its potential
- 4 : To be a territory that is "resilient" and prepared for economic, social or climatic shocks

**Three transversal objectives** : Energy and ecological transition, collective approaches and innovation are elements that must be taken into account when designing projects.



**Contacts**

If your project fits into this strategy and one of the action plans below, contact the LEADER coordination unit:

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## A programme divided into 7 action plans:

1

### Marketing and territorial identity

> Develop a territorial strategy, bring together the stakeholders, and improve the visibility of the local offer of the territory and its potential



Examples of projects: carrying out of territorial marketing strategy; collective actions to promote the territory, trade shows, events; development of common communication tools for products and resources.

### Quality and access to services

> Develop adapted and innovative services for the population and guarantee their access for all

Examples: Observatory for the study of new services; experimentation; training-information of the stakeholders; support the creation/takeover of service companies; local services such as micro-nurseries inter-generational or relay-multi-service point; home automation projects; soft mobility and intermodality.



2

3

### Circular economy

> Develop green sectors from co-products/waste from productive activities (agricultural, industry, etc.) to reduce operating expenses and create new outlets.



Examples of projects: support for process tests and products from green or eco-construction sectors, WFP; territorial activities and organisation of the sectors; business development; plans for new ways of distributing products; promotion and communication; stakeholder training; advice.

### Short channels and local agricultural networks

> Structure an identity-based economic activity that cannot be relocated because it is linked to the territory's resources

Examples: development of local markets, trade in agricultural products / local shops; inter-sector cooperation; assistance in the assembly of projects; support for the "Hautes-Alpes Naturellement"; test actions of new products; fallow crops at altitude; tool creation



4

5

### Diversified touristic attractions

> Diversify the range of touristic attractions and develop inter-seasonality



Examples of projects: actions aimed at upgrading range and quality of accommodation; development of differentiated segmented products and services; eco-tourism; inter-seasonal products; hiking trails, educational, thematic; promotion operations and supply communication; access to activities for disabled persons.

### Support and coaching for entrepreneurship

> Improve entrepreneurship through financial engineering and coaching

Examples of projects: design of common support tools (skills mapping, dematerialisation platform, etc.); networking of support partners, training-information; linking entrepreneurs with the operators of financial engineering; actions to help with the use of financial tools.



6

7

### Cooperation

> Respond to the need to enhance the attractiveness of rural areas through the development of local resources and the maintenance/development of services to the population



Examples of projects: design of common support tools (skills mapping, dematerialisation platform, etc.); networking of support partners, training-information; linking entrepreneurs with the operators of financial engineering; actions to help the use of financial tools.



To find out more:

<https://www.gap-tallard-durance.fr/fr/developper-lagglo/leader-pays-gapençais/>

Communauté d'Agglomération  
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