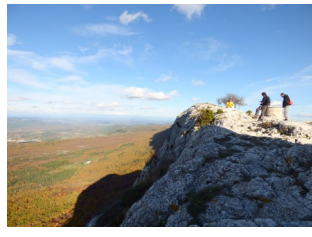


# Provence Verte et Sainte-Baume LAG



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 Provence Verte and Sainte-Baume territory?

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

**TERRITORIAL I.D.**

**Member State:** France

**Region:** Provence-Alpes-Côte d'Azur

**Number of municipalities:** 55

**Number of inter-municipalities:** 5

**Population:** 142,175 inhabitants

**Supporting structure of the Local Action Group:** Syndicat Mixte Provence Verte Verdon, in partnership with Syndicat Mixte du Parc Naturel Régional de la Sainte-Baume

**Address:** 270, Avenue Adjudant-Chef Marie -Louis Broquier, 83170 BRIGNOLES

## Characteristics of the territory

This rural Provençal territory, located on the edge of the urban areas of Aix-Marseille and Toulon, is experiencing strong demographic and peri-urban growth. Attractive because of its proximity to job centres, heritage quality, and land still available at competitive prices, Provence Verte and Sainte-Baume has a strong economic potential: tourism, artisanal know-how, wine growing, agriculture, etc. thanks to its many resources and a growing demand for local products.

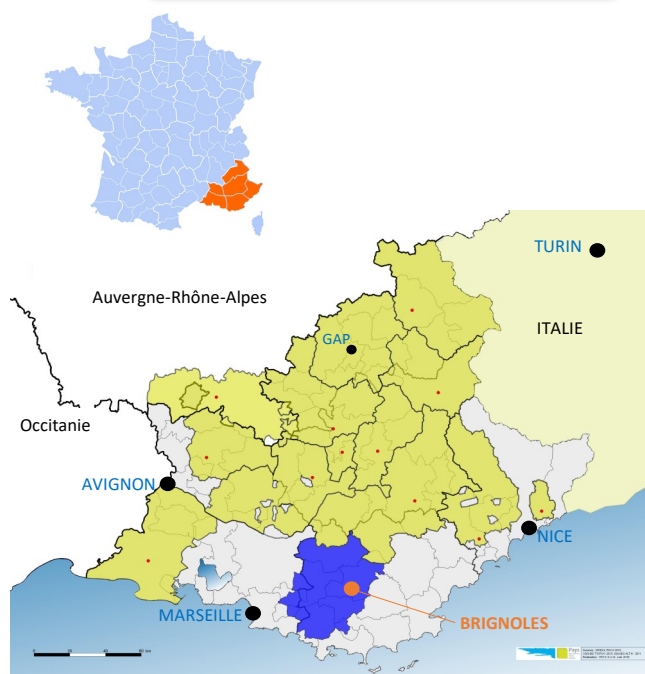
The territory is therefore rich in opportunities to create a new economy that is no longer solely residential, dependent on urban areas and the few remaining industries, but which would rely on its own resources and skills.

## Strategic objectives

*"LEADER, laboratory of ideas for a sustainable territorial transition in Provence verte and Sainte-Baume"*

- 1 : Support local sectors and micro-industries
- 2 : Fostering good living together
- 3 : Supporting sustainable innovations

**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:

**leader@paysprovenceverte.fr**  
04 98 05 12 28

## A programme divided into 6 action plans

1.1

### Local economic sectors (agriculture, forestry, tourism, etc.)

> Structuring territorial sectors and micro-sectors for production, mobilisation, enhancement/ processing and marketing of local resources.



Examples: *structuring organic and local sectors for out-of-home catering; sustainable forestry management for small holdings; training of hemp production professionals for eco-construction; deployment of the "Vignobles et Découvertes" (vineyards and discoveries) brand; collective study or development*

### Local economic sectors (agriculture, forestry, tourism, etc.)

> Invest in territorial sectors and micro-industries to support their development.

Examples: *project for equipment, works or services in the local economic sectors; study related to an investment (technical-economic study, market study, architectural study)*



1.2

2.1

### Local Heritage

> Get to know and make known the natural and cultural heritage that define the identity of the territory.



Examples: *collection and sharing of the oral memory of bauxite miners; organisation of events on local know-how; development of hiking trails promoting the local heritage; rehabilitation of heritage buildings; heritage studies and inventories; signage for the discovery of the Massif de la Sainte-Baume*

### Social bond amongst the inhabitants of the territory

> Improve the supply and access to services of general interest, promote social cohesion through participatory projects.

Examples: *education and awareness of ecological gardening; development of mutual aid network in Sainte-Baume; creation of a mobile health care centre for isolated or vulnerable public; organisation of inter-generational meetings; creation of citizen councils; information campaign to facilitate access to local services.*



2.2

3.0

### Long-term development and innovation

> Bring about innovations that seek economic viability, social utility, an environmental responsibility and/ or participatory governance.



Examples: *creation of a complementary local currency; feasibility study for a new territorial resource; structuring of a granular sector from green waste; project for circular economy; development of a solar oven restaurant.*

### Cooperation

> Develop projects jointly with other territories in the Region, in France and in Europe.

Examples: *promotion of agricultural products with the "Confluences around Verdon" LAG; local food governance in the Mediterranean region; wine tourism; actions of shared communication.*



4.0



To find out more:

[www.paysprovenceverte.fr](http://www.paysprovenceverte.fr) / [www.pnr-saintebaume.fr](http://www.pnr-saintebaume.fr)

