

# Ventoux 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 Ventoux territory?

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

## Characteristics of the territory

The Ventoux LAG is located near the agglomeration of Avignon. This territory has an essentially residential economy, but tends to be particularly focused on the promotional activities of the natural, traditional and cultural heritage. It is marked in the first place by the fame of Mont-Ventoux, mythical mountain, "a magnet" which is a formidable attraction, endowed with many tourist assets. In the same way, it is the terroir of many agricultural productions of quality. Also, the project is conceived around the promotion of local products and the development of outdoor activities and tourism offers, promoting both the heritage and the know-how. Finally, the territory has designed its strategy based on actions that are part of a sustainable development approach in order to protect itself from the already perceptible climate change.

## Strategic objectives

*"Acting together for an attractive, dynamic and sustainable Ventoux"*

- 1 - Developing responsible tourism
- 2 - Making better use of local productions and resources
- 3 - Maintaining the villages attractive throughout the year

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

## TERRITORIAL I.D.

**Member State :** France

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

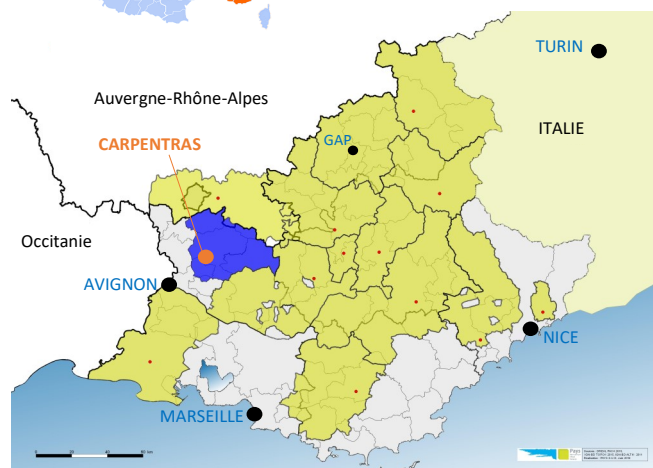
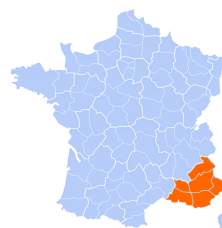
**Number of municipalities :** 61

**Inter-municipal associations :** 5

**Population :** 149,223 inhabitants

**Supporting structure of the Local Action Group :** Syndicat Mixte d'Aménagement et d'Équipement du Mont Ventoux – Projet de PNR du Mont-Ventoux

**Address :** 830, av. du Mont-Ventoux  
84200 Carpentras



## Contacts

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

[leader.ventoux@smaemv.fr](mailto:leader.ventoux@smaemv.fr)

04 90 63 22 74



## A programme divided into 9 action plans

1.1

### Sustainable tourist numbers

> Rally around to rebalance tourist numbers between the sites within the territory and between seasons.



Examples of suitable projects: creation of new tourism offerings, support for travel frequency studies and tourist distribution; customer survey; improvements of roads and parking areas; creation of reception facilities; awareness-raising actions for visitors and tourism stakeholders.

### Tourism offer of outdoor activities

> Tap into the popularity of cycling to develop and structure a complementary outdoor sports sector.

Examples: support for the bike and mountain bike industry; building bridges between the "Accueil Vélo" (cyclist welcome) network and the outdoor activities; studies for the creation of a cyclo delivery service for goods purchased, digital tourist tools; AFN educational facilities; creation of discovery itineraries (agriculture and crafts).

1.2



2.1

### Local sectors and short channels

> Drive the territory towards the creation of local channels and the sale of local products in short channels.



Examples: awareness actions; creation of a network of agricultural and agri-food stakeholders; support for the creation of processing workshops; stimulate the Métiers d'Art du Ventoux network; promotion of local products; support for labelling; creation of fairs and exhibitions; legal and technical support for projects.

### Promotion of local products

> Support investment for the creation of processing and marketing facilities.

Examples: support for the creation of processing, cutting and packaging workshops; wood and lavender workshops; support for the creation and embellishment of local outlets.

2.2



2.3

### Local energy resources

> Develop local and collective use of energy resources and promote energy retrofitting.



Examples: raising awareness among citizens and elected officials about the optimised use of resources; networking of stakeholders; promotion of exemplary actions; support for "village community" type projects; assistance towards technical and legal support (performance diagnostics, action plans, advice to elected officials, etc.).

### Sustainable mobility

> Support the development of alternative modes of transport to cars in order to reduce their use.

Examples: feasibility and/or operational studies for the improvement of the transport supply or the creation and ensuring the safety of pedestrian or cyclist paths; implementation of "walking buses"; promotion of electric vehicles; support for the installation of charging points; actions to improve legibility of pedestrian and cyclist paths.

3.1



3.2

### Heritage culture and education

> Promote the cultural offer to improve the transmission and enhancement of identifying heritage.



Examples: creation of pastoral trail of discovery; use of digital tools for "geocaching" type treasure hunt; support for studies for the emergence of an eco-museum or interpretation centre; restoration of the exceptional small architectural heritage; creation of thematic gardens (medieval, art, science, etc.); motivational and training actions for the inhabitants such as scenographic or historical exhibitions.

### Rural services

> Developing services adapted to the needs of the local population, in order to maintain attractive villages.

Examples: investment support for creating or maintaining outreach services; support for implementation of exchange

3.3



4

### Cooperation

> Promote local wealth and create a network of partners to improve economic benefits.



Examples: TTD (territory, truffle-growing and development) cooperation project; promote the know-how of companies in the wood industry; continuation of the "seasonal residents" project; tourist flow management project.



To find out more:

[www.smaemv.fr](http://www.smaemv.fr)



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