

Grand Verdon 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 Grand Verdon 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 : 6

Number of municipalities : 81

Population : 46,788 inhabitants

Supporting structure of the Local Action Group : **Communauté de communes Alpes Provence Verdon** in partnership with Verdon Natural Regional Park

Address : 1, place de Verdun—04170 Saint-André les Alpes

Characteristics of the territory

The Grand Verdon LAG, the largest in Provence-Alpes-Côte d'Azur, is marked by a mosaic of countryside offering a wide variety of heritages - some remarkably well-known (Gorges du Verdon, etc.) - which, although giving it an international reputation, is also the origin of its isolation. The very rural character, the absence of a structuring urban centre, the weakness and the destructuring of the service coverage, facilities and businesses are also problems that the LAG encounters.

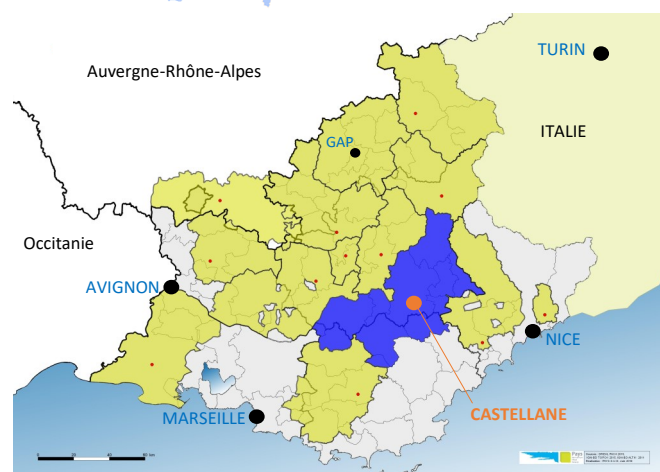
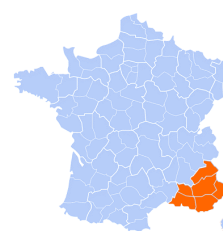
The challenges of this territory are therefore the networking of companies, the development of personal and social services, as well as the diversification of its economy (currently mainly tourism).

Strategic objectives

"Verdon reinvents its rurality: to reinforce its economic, social and ecological transition"

- 1 : Put tourism back at the service of the territory
- 2 : Activate the shared economy of Verdon
- 3 : Cultivate the living together and transmit Verdon
- 4 : Recreate a food production model based on local agriculture

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@ccapv.fr
04 92 83 30 74



A programme divided into 7 action plans :

1

Tourism offer

> Organise tourism locally in terms of reception, promotion and marketing of the offer.



Examples of suitable projects: *client studies; development of a tourism structuring strategy; setting up a tourism observatory; networking and awareness-raising of the stakeholders of the tourism; developing common strategies; creation of combined products (part 3 European Charter of the Sustainable Tourism); "Destination Grand Verdon" websites; public information facilities.*

Promotion of heritage

> Improve the tourism attractiveness of the territory and the quality of life for the inhabitants by organising and structuring "nature and culture" activities.

Examples: *feasibility study of theatres, development of tourist sites; support for countryside itineraries; APN development plan; Trade Secrets labels; combined products (accommodation catering/support); signage and information equipment; site interpretation tools.*



2

3

Sustainable mobility

> Experiment, promote and develop new forms of soft, collective or alternative mobility.



Examples: *promotion and development of bus transportation, carpooling, railways; tourist travel; intermodal; electromobility rental fleet studies; studies of displacement; implementation of multi-service person/goods transport; information awareness-raising.*

Support and coaching for entrepreneurship

> Structure, support economic sectors made up of SMEs/VSEs and find answers to their service needs, diversification.

Examples: *creation of a support unit for business and service projects; support for implementation of strategies for hosting activities adapted to environmental and economic issues; territorial marketing; supporting entrepreneur clubs; partnerships; creation of places of sharing of resources and exchange.*



4

5

Food solidarity and self-production

> In order to reduce the food budget and support the ecological transition, set up areas of collective productions and systems of exchange and shared micro-processing.



Examples: *support and studies of setting up shared gardens; inventory of citizen initiatives; development of ecological farming processes; support for self-production projects, experimental; professional training; awareness; investments in facilities.*

Quality territorial agriculture

> Develop a quality agriculture and a territorialised food system.

Examples: *market studies, inventory of local ecological practices; farm diagnoses; feasibility studies of collective projects of production and local processing; networking and partnerships; monitoring of projects; promotion and communication actions; training in agricultural techniques and tools digital marketing; local agri-cultural markets; mutual financing of small equipment.*



6

7

Cooperation

> Strengthen cooperation with neighbouring territories by developing new projects and establishing transnational cooperation with other European LAGs.



Examples of cooperation envisaged: *promotion of geological heritage; development of tourism; development of intermodality; consolidation of territorial food projects; product promotion, circular economy projects on a large scale.*



To find out more :

www.ccapv.fr / www.parcduverdon.fr

