

Pays d'Arles 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 d'Arles territory?

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

Characteristics of the territory

Stretching between the Mediterranean Sea, the Rhone and the Durance, the Pays d'Arles enjoys a diversified and exceptional natural, landscape and cultural heritage that is internationally renowned and rich. The Pays d'Arles is a breathing territory in a vast Mediterranean space between Montpellier, Avignon and Marseille.

Agriculture and tourism have a dominant place in the territory with their emblematic products, a strong identity and a geographical location conducive to its influence. Local businesses, as well as the supply of goods and services remain a lever for energising and giving structure to the territory. In a word, the Pays d'Arles has remarkable potential for a successful energy and ecological transition.

Strategic objectives

"Acting for a local economy based on quality".

- 1 : A territory firmly established as the agricultural heart of Provence
- 2 : The transition of the sector towards sustainable territorial tourism
- 3 : An offer of high-quality, dynamic and accessible local goods and services for residents, visitors, and businesses
- 4 : Support the installation of value-added sectors related to the energy and ecological transition

Transversal objectives The LEADER approach and the territorial strategy aim to highlight structuring, collective and innovative actions that contribute to sustainable development. These objectives should be taken into account when designing projects.

TERRITORIAL

I.D.

Member State: France

Region: Provence-Alpes-Côte d'Azur

Inter-municipal: 3

Number of municipalities:

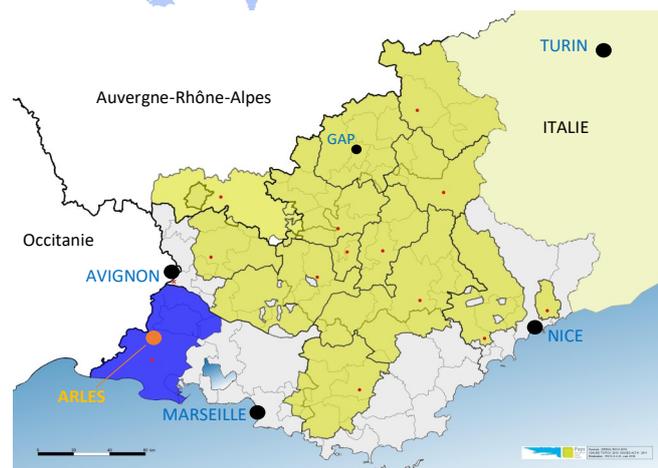
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Population: 143,912 inhabitants

Supporting structure of the Local Action Group: Pays d'Arles, in partnership with the Natural Regional Parks of Alpilles and Camargue

Address: Convent Saint Césaire

Impasse de Mourgues - 13200 ARLES



Contacts

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

leader@pays-arles.org

04 90 49 36 56



A programme divided into 7 action plans:

1

Agriculture

> Boost quality business by developing economic opportunities and installation.



Examples: *agricultural incubators, agricultural hamlets, training and awareness-raising of farmers to new agricultural practices of quality and/or sustainable, collective action in favour of short channels, structuring of the sector in long channels.*

Tourism offer

> Strengthen the sustainable territorial tourism offer.

Examples: *new activities of sustainable tourism, qualification of ambassadors of the territory, creation of shared promotion tools, raising the awareness of tourism stakeholders to quality approaches.*



2

3

Mobility and services

> Support mobility and consolidate services to individuals



Examples: *promotion of local mobility offers and communication on services to existing individuals, support for initiatives for new types of carpool, car sharing, electric vehicles and bicycles, support for mobile services, support for initiatives to pool services.*

Responsible businesses

> Support the transition of local businesses towards a responsible economy.

Examples: *support and awareness actions on CSR and quality certifications; support collective actions for the circular economy; support for the creation of workspaces, shared services and tools; promotion of quality and locally produced goods and services.*



4

5

Renewable energy and biobased materials

> Local production of energy and materials by enhancing natural resources, waste and by-products of the territory.



Examples: *studies, awareness raising, implementation of projects for conversion of green waste into energy, straw and rice husks in building materials, participatory production projects of renewable energy.*

Renewable energy

> Support the development of the renewable energy market and the use of biobased materials in buildings.

Examples: *support for the improvement of corporate competence through awareness, training or the setting up of experimental workcamps; support for collective dynamics (studies, strategy and shared marketing means, groupings of companies, etc.) to develop business opportunities.*



6

7

Cooperation

> Support for the implementation of operations within the framework of the local development strategy led by local stakeholders



Projects corresponding to the six themes above can benefit from a special assistance to cooperate with other territories in order to share experiences and tools.



For more information:

www.pays-arles.org