



# L.A.G. Pays Serre-Ponçon Ubye Durance



You have a project in mind and look for a financial plan?  
You run a L.A.G. (Local Action Group) and you want to cooperate with Serre-Ponçon Ubye Durance territory?

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

## TERRITORY CHARACTERISTICS

This mountainous territory lined by the lake Serre-Ponçon and the Ecrins National Park is made up of various landscapes with a lot of sunshine. It still is sparsely populated and owns a rich, natural, cultural and developed heritage with an "Art and history territory" label since 2011.

These characteristics represent remarkable resources making the Serre-Ponçon Ubye Durance territory a high-quality place of living. However, this is a fragile situation when faced with the re-location of the young population and an increasing number of pensioners. It's therefore vital to strengthen it by making seasonal adjustments to employment and tourist activity as well as developing new activities and resources and turning production sectors towards the future (energies, digital technologies...).

## STRATEGIC TARGETS

*"A lively welcoming place of harmony"*

- 1 - **Get to know** the territory resources **and publicize** them
- 2 - Create a **favorable environment** for a dynamic local economy
- 3 - **Add more value** to the territory resources
- 4 - **Boost local economy**

**Three cross-targets:** The energetic and ecological transition, collective approaches and innovation are the elements to be taken into account in the making-up of projects.

## TERRITORY IDENTITY

**Member state :** France

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

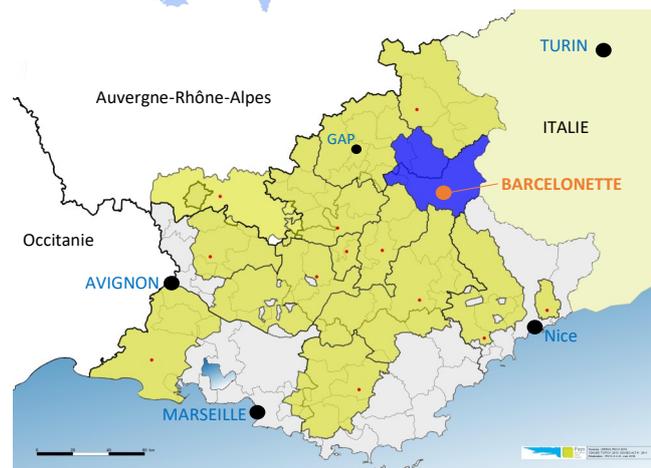
**Intercommunalities :** 2

**Number of municipalities :** 30

**Population :** 23 583 inhabitants

**Supporting structure of the Local Action Group: Association of Pays Serre-Ponçon Ubye Durance.**

**Address :** Hôtel d'entreprises - 11ème Bataillon des Chasseurs Alpains 2bis - Avenue Ernest Pellotier - 04400 BARCELONNETTE



## Contacts

If your project correspond to this strategie and one of the actions sheet present behind, please contact us:

leader@pays-sud.fr  
04 92 81 15 56



## Program detailed in 6 actions-sheets

1

### Territorial diagnosis

#### > Have a shared diagnosis about territorial resources and potentialities .



Examples of projects in great demand : *elaboration of an Economical Local Development Plan; studies on the possibilities of a wood-energy and eco-building path; studies to structure the trade and craft path; completion of diagnosis on opportunities for agricultural land and second-homes.*

### Welcoming policy

#### > Offer good quality welcoming information so as to support dynamic forces on a long-term basis.

Examples : *actions to help cooperation between potential firms creation and service structures related to them; creation of a network between businessmen and experts ; development of T.I.C. and digital services; organization of an employment observatory; raising tourist professionals' awareness on the issue of welcome; conception of enterprise nurseries or incubators; projects for local shops.*



2

### Public and private shared structures

#### > Centralize and set up of a collective engineering for a better support to projects.



Examples : *actions to set up shared patterns ; creation of a common S.I.G. service ; professionals training to financial engineering (public markets, bulk-buying); support private/public partnership; development of e-projects; creation of collaborative platforms, of open data; creation of teaching aids; firms visits; creation of forums.*

### Support the local economy

#### > Réduire la dépendance du territoire à l'économie présentielle et innover pour une économie de proximité basées sur les ressources locales.

Exemples : *accompagnement à la création de nouveaux produits agricoles, ou process de transformation ; formation aux évolutions socio-économiques, commerciales, aux changements de pratiques... ; labellisation de qualité et environnementale; soutien à l'exploitation de ressources négligées ; Plan de formations ; formations « pluri-qualifiantes » pour travailler et vivre toute l'année sur le territoire.*



4

### Attractiveness and visibility of local potentialities

#### > To develop and display a positive image of the territory so as to account for its benefits and potentialities to the inhabitants, businessmen, tourists and consumers.



Examples : *working-out of a territorial marketing strategy; marketing studies ; collective elaboration of supports for products promotion; marketing of territorial products; organization of territorial exhibitions and shows; development of territorial brands and labels ; building of web-sites; publishing of advertising leaflets and brochures; setting-up a welcoming network.*

### Cooperation

#### > To cooperate for a better result

Cooperative actions must meet at least one of the two LEADER 2014-2020 strategic targets for the territory; develop a territorial structure for a quality welcome and a chosen attractiveness and/or give a boost to local economy by meeting one or several criteria of the above fact-sheets actions.

Examples : *Joint studies; shared animation ; advice ; shared trainings ; shared equipment investments.*



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For more information :  
[www.pays-sud.fr](http://www.pays-sud.fr)



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