

Pays du Grand Briançonnais 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 du Grand Briançonnais 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 : 36
Inter-municipal : 3
Population : 36,896 inhabitants

Supporting structure of the Local Action Group: Equilibrium Centre Territorial and Rural (PETR) of Briançonnais, Ecrins, Guillestrois and Queyras

Address : Passage des écoles—05600 Guillestre

Characteristics of the territory

This mountain territory, located at the northern tip of the PACA region, shows a strong demographic dynamism (85% of the population is active), with a very rich natural, cultural and built heritage, which makes this area a great tourist destination. This economic activity is also the main source of income for residents - with services - while it is marked by a strong seasonality (winter and summer) which is inconvenient for individuals who wish to live in the mountains all year round.

This territory also has a dense and dynamic associative fabric, important forest resources, and many artisanal businesses. All these characteristics present opportunities for development to be supported and enriched to offer this territory a more diversified and balanced economy, a successful energy transition, and better living conditions for its holdings (accessibility, quality housing, jobs, leisure, etc.).

Strategic objectives

"Permanently anchor the holdings that made the territory their life choice"

- 1 - Take action to improve accessibility in living and installation conditions
- 2 - Support the spirit of initiative and enterprise
- 3 - Cultivate daily unifying values and the link to the territory

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@paysgrandbrianconnais.fr
04 92 23 20 59

A programme divided into 9 action plans

1

Supply and access to housing

> Take action to increase the housing supply and facilitate access to housing.



Examples of suitable projects: *actions to raise the awareness of elected officials on housing issues; survey of vacant land; implementation of the "vacant and ownerless property procedure"; networking of real estate stakeholders; communication actions on exemplary projects; diagnostics of housing needs.*

Energy retrofitting of the habitat

> Mobilise territorial activities and engineering to reduce the energy costs of housing.



2

Examples: *inventory of aid schemes; identification and networking of resource persons; feasibility studies for setting up district heating networks; creation of a communication plan on innovative practices; sharing and popularising best practices in municipal gazettes.*

3

Sustainable mobility

> Encourage initiatives for sustainable and long-term mobility.



Examples: *studies on practices and the potential for modal shift; parking survey; development of business travel plans; actions to develop alternative mobility; "Day without a car" type event days; creation of information kit for employees.*

Training - employment

> Orient assets towards the opportunities and skills needs of the territory.



4

Examples: *diagnostics of sectors in need of skills and growth sectors in the territory; promotion of socio-professional networks; actions to disseminate identified needs to the general public and training and support (local mission, employment centre, etc.); development of the adapted training offer; promoting the ARDAN scheme; companies' awareness of the principles of sandwich courses.*

5

Transfer of businesses

> Stimulate the transfer and recovery of businesses in the territory



Examples: *raising the awareness of entrepreneurs about the value of transferring (loyal customers, higher sustainability, etc.); setting up dissemination tools for returning businesses; optimisation and enhancement of support schemes; coordination of support structures.*

Support for innovation

> Support the emergence of innovation to develop new products and services.



6

Examples: *agent time dedicated to the development of "third places" for innovation (multisectorial); stakeholder awareness of innovation; aid towards material investment; help to participate in advisory training and support for new products and services.*

7

Support to the local economy

> Support the "local consumption" of the inhabitants and short production channels.



Examples: *consumer communication campaigns to guide towards local products; innovative logistics operations for transporting products; pooling the resources of indirect sales structures; experimenting with new ways of distributing products.*

Endogenous local tourism

> Experiment with "endogenous" local tourism, i.e. holidays in their own territory.



8

Examples: *implementation of package offers, promotion of tours for the inhabitants; communication about resident experiences; networking of the tourist offices of the various valleys with the hosts, restaurateurs, event organisers.*

9

Cooperation

> Joint cooperation actions with other national or international rural territories.



Examples: *development of territorial food systems; pooling of resources for energy transition and the establishment of short channels; actions on the issue of seasonal jobs.*



To find out more:

www.paysgrandbrianconnais.fr

