

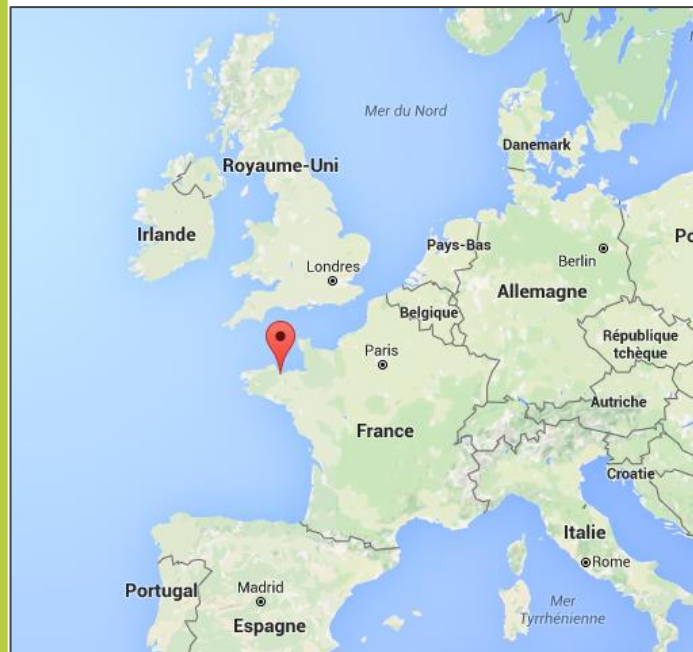
Speed Date Italy – France

LAG of the Pays de Saint-  
Brieuc

CREA - PB  
Rome, 15<sup>th</sup> of December 2017



## Description of the territory



- 1410 km<sup>2</sup>
- In Northern Brittany- Côtes-D'Armor department : The Bay of Saint-Brieuc.
- 65 towns– 2 federation of municipalities
- Near by 130 000 inhabitants
- Territory between the lands and the sea



## Description of the strategy

# The Leader program of the Pays de Saint-Brieuc :

2 privileged public/people: young and old people.

- **4 actions sheet to the privileged public:** assist the aging / work on the blossoming of the younger / facilitate the access of our territory
- **1 action sheet on the theme sustainable development :** (recycling, short distribution chains, green and circular economy... )

## Description of the strategy

# Support the locals sectors and products

- **2 action sheets :**
  - Assist the farming diversification (short food circuits and development of tourist farms) and development and promotion of the local products .
  - Assist the cooperation project on theme of tourism and gastronomy = > the main issue is to support the tourism activity with gastronomy based on local sectors and products.

## Description of LEADER cooperation

### A project to do what ?

- **Give** answers and development tools in tourism
- **Build and coordinate** sectors and all the actors in gastronomy and tourism
- **Contribute** to notoriety and more upscale festivals
- **Attract** new visitors to boost the local economy
- **Initiate** collaborative work between local actors =>  
NETWORK

Our major concern is to develop a local territory project by relying on existing actors and especially on local gastronomic festivals.



- **La fête de la coquille Saint-Jacques** – Erquy – Saint-Quay Portrieux – Paimpol
- **Mussels festival** – Hillion
- **Coco festival (local beans)** of Paimpol
- **Oyster festival of Paimpol**
- **The potato festival:** Ploeuc - l'Hermitage
- **Gastronomy festival** – Quintin



## DEVELOPMENT TRACKS :

### - TO UPGRADE THE FESTIVITIES AND PROFESSIONALIZE THE EVENTS :

- How can we collectively innovate, extend and widen the events?
- How can we win visitors' loyalty?
- How can we find new visitors coming to the events taking place in Pays de Saint-Brieuc?
- Developing communication actions and professionalizing it to make the events more visible.
- Upgrading the events by working on welcome, hygiene and security aspects.

# DEVELOPMENT TRACKS :

## A CONTINUOUS PROMOTION OF LOCAL PRODUCTS, NOT ONLY DURING EVENTS :

- Promotion of local products not only on events, communication actions ...
- Working on communication actions at LAG scale and european level together with our partners to find new possibilities.

## BUILDING A "FOOD LOVER" EVENT GROUP

- Succeeding by bringing all event managers and local actors together, enabling organizing associations to share costs and arouse local interests for collaboration.
- Bringing divers actors together : professionnals, productors, elected representatives, volunteers, restaurant owners...
- Opening up the scope of possibilities as regards to cooperation between stakeholders.



## Contact details

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