

COOPERATION IDEA

Fisheries Local Action Groups

A cooperation project to add value to local food products

The Saint-Brieuc LEADER LAG and FLAG want to foster economic and tourism development in their area by making local products a lever to:

- ✓ **Create** tools for tourism development.
- ✓ **Structure and coordinate** the promotion of gastronomic and local products such as scallops, mussels, potatoes, etc.
- ✓ **Improve** our profile and visibility to tourists, thanks to communication and promotional actions.
- ✓ **Attract** new visitors (essential parametre in the tourism economy).
- ✓ **Enable** local actors to work together.

Through this cooperation project, the Saint-Brieuc LEADER LAG and FLAG aim to build, share and find development opportunities with its future partners: doing better together by drawing on shared experiences and good practices.

Eligible partners

- FLAGS and LEADER LAGs
 - Other organisations that can carry out cooperation projects
- And better, if :
- you have already participated in or piloted a European cooperation project

Looking for partners located

- | |
|---|
| <ul style="list-style-type: none">X AtlanticX BalticX Black SeaX MediterraneanX North Sea<input type="checkbox"/> Rivers and Lakes |
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Work methodology

Step 1: a comparative analysis of each partner's practices (study period in each participating (F)LAG area: how are local food products valued and promoted?)

Example of deliverables: methodological support guide on adding value to local food products; log book of the study periods; photo and video report...

Step 2: select good practices from each other's areas to test

Example of deliverables: not currently defined, this will be done by comparative analysis, but we can imagine, for example, a culinary guide between partners, a course to add value to local products, a festival of local products...

Timing

Preparatory stage:

- 1) July to October 2018: partner selection.
- 2) October to December 2018: writing of the cooperation project with the partners, with the help of a professional recruited by the Saint-Brieuc LAG.
- 3) Early 2019: the signing of the partnership agreement.

Operational stage:

- 1) April 2019 - April 2020: study period in each (F)LAG area and methodologic guide.
- 2) From May 2020: testing of good practices identified.

Thematic categories: Promotion and awareness-raising, fisheries resources, integrated coastal management, tourism, marine activities, gastronomy, business support.

Saint Brieuc - a place between land and sea

A coastline featuring many assets: seaside resorts, a wild and craggy coastline, protected areas, beaches.... A green hinterland to discover and engage in recreational and outdoor activities. A structuring town-centre, dynamising the entire area - **Saint-Brieuc**

- Located in northern France, Brittany region (in the French department of the Côtes d'Armor)
- 72 towns, 1 532 km² and 250 000 inhabitants
- 97 km of coastline

And much more...

- 3 « *Petites cités de Caractère* » (Little towns of Character) : **Moncontour**, recognised as one of the most beautiful villages in France, **Quintin**, and **Jugon les Lacs**
- 1 Historic city of Brittany (label): **Lamballe**
- 1 Commune of the Rural Heritage of Brittany (label): **Saint-Alban**
- 3 national fishing ports**
- 2 high-speed train stations**
- 8.5 million overnights per year**
- 320 million euros of **economic and tourism benefits**

Cooperation idea proposed by:

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