



## CLLD Cooperation OFFER

Title of the proposed project (English)

**Touristic enhancement of green ways**

Type of project (select as many as you want)

Cooperation within the MS	Transnational cooperation	Sea basin cooperation
<input checked="" type="checkbox"/> Across regions	<input checked="" type="checkbox"/> Cross-border cooperation	<input type="checkbox"/> Mediterranean
<input checked="" type="checkbox"/> Within the same region	<input checked="" type="checkbox"/> With other MSs (no shared border)	<input type="checkbox"/> Baltic
	<input type="checkbox"/> Non EU countries	<input type="checkbox"/> North Sea
		<input type="checkbox"/> Atlantic

Brief summary of the project idea (max 800 characters)

### CONTEXT

The « Pays de Fougères, Marche de Bretagne » is a rural area made-up of 44 municipalities. One of its assets is its strategic positioning. It is located in Brittany, adjacent to the Normandy and to the Pays-de-la-Loire Regions. It is close proximity to the Rennes metropolitan area and to « the Mont-Saint-Michel ».

The « Pays de Fougères, Marche de Bretagne » benefit currently from the presence of 61 Km of green ways and of 76 km of bike routes.

In 2018, 26 KM of new green ways on the railway right-of-way, were inaugurated. Dedicated to hiking, cycling or horse riding, this part of green way is located between 2 urban and heritage areas: Fougères and Vitré municipalities.

This new green way has been an opportunity to develop a new touristic itinerary called « V 9 » and linking the city of Nantes with the Mont Saint Michel. Moreover, this V9 green way crosses 2 European cycling itineraries:

- l'EuroVélo 6 called « rivers cycles routes » (Véloroute des Fleuves), which go from Basel (Swiss) to Saint-Brevin-Les-Pins (France), following notably the Rhone-Rhin Canal, the Doubs and saône valleys, The Burgundy Canal before following the « Loire à vélo » itinerary.
- l'EuroVélo 4 called « Central Europe cycle routes » (Véloroute de l'Europe centrale) it goes from Kiev (Russia) to Roscoff (Bretagne Region-France) following notably the channel coast.

**OBJECTIVES**

The main objective is to develop a cooperation project with others rural areas to define a touristic strategy based on the enhancement of green ways. The challenge consists in identifying the method to move forward: from investments reinforcing the development of green ways to a real touristic development.

We imagine the following concrete objectives:

- **EXPERIMENTATIONS:** identification and testing new equipment and services such as: signs, accommodation, catering, bicycles renting, lighting...
- **PARTICIPATION/MOBILIZATION:** we would like to develop this project in involving all the public and private concerned stakeholders (municipalities located along the green way, tourism professional, inhabitants, hiking, cycling, NGOs...). Then, we would like to exchange good practices on these participatory approaches and on networking.
- **DISSEMINATION:** green ways could provide great touristic development opportunities in each concerned area. Indeed, we could imagine to develop and enhance some others areas close to these green ways, where the hikers/cyclists could discover heritage, nature... It means that green ways could contribute to the development of others small areas located along and close to the green ways. Common communication and marketing actions could then be carried out in this cooperation project.

**Looking for partner located in the following types of areas** *(select as many items as you want)*

<input type="checkbox"/> National / Regional borders <input type="checkbox"/> Inland <input type="checkbox"/> Island <input type="checkbox"/> Lakes and rivers <input type="checkbox"/> Coastal <input type="checkbox"/> Mountainous	<input checked="" type="checkbox"/> Rural <input checked="" type="checkbox"/> Peri-Urban <input type="checkbox"/> Urban <input type="checkbox"/> Small town <input type="checkbox"/> Historic centre <input type="checkbox"/> Densely populated residential area <input type="checkbox"/> Segregated/deprived neighbourhood	<input type="checkbox"/> Isolated / remote <input type="checkbox"/> Sea basin <input type="checkbox"/> Mediterranean <input type="checkbox"/> Baltic <input type="checkbox"/> North Sea <input type="checkbox"/> Atlantic
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**Looking for partner located in areas with the following assets** *(select as many items as you want)*

<input type="checkbox"/> High Nature Value <input type="checkbox"/> Cropland <input type="checkbox"/> Pasture	<input type="checkbox"/> Forest <input type="checkbox"/> Non-productive land <input type="checkbox"/> Industry	<input type="checkbox"/> Presence of relevant cultural sites <input type="checkbox"/> Mineral extraction <input type="checkbox"/> Protected areas
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**Topic of the project** (select up to 10 items)

<input type="checkbox"/> Innovation <input type="checkbox"/> Research & Development <input type="checkbox"/> New technologies <input type="checkbox"/> Knowledge transfer / education / training activities <input type="checkbox"/> Broadband / Internet / ICT <input type="checkbox"/> Culture and Cultural heritage	<input type="checkbox"/> Built environment <input type="checkbox"/> Village, harbour renewal <input checked="" type="checkbox"/> Public / community spaces / green areas <input type="checkbox"/> Energy efficiency, retro fitting buildings <input type="checkbox"/> Reconversion brownfield areas <input checked="" type="checkbox"/> Rural infrastructures
<input type="checkbox"/> Agriculture & Farming <input type="checkbox"/> Small farms <input type="checkbox"/> Semi-subsistence farming <input type="checkbox"/> Organic farming <input type="checkbox"/> Livestock <input type="checkbox"/> Animal welfare <input type="checkbox"/> Young farmers <input type="checkbox"/> Urban farming  <input type="checkbox"/> Fisheries and aquaculture <input type="checkbox"/> Fisheries <input type="checkbox"/> Aquaculture  <input type="checkbox"/> Forestry <input type="checkbox"/> Food & Drink <input type="checkbox"/> Marketing <input type="checkbox"/> Supply chains / Producer organisations & Cooperatives <input type="checkbox"/> Non-food products / Crafts <input type="checkbox"/> Business development <input type="checkbox"/> Economic diversification <input type="checkbox"/> Tourism / Territorial branding	<input type="checkbox"/> Social inclusion / Public services <input type="checkbox"/> Integrated service delivery <input type="checkbox"/> Social services <input type="checkbox"/> Transport & Mobility <input type="checkbox"/> Education <input type="checkbox"/> Health <input type="checkbox"/> Housing <input type="checkbox"/> Anti discrimination <input type="checkbox"/> Social enterprises  <input type="checkbox"/> Employment / job creation <input type="checkbox"/> Access to labour market <input type="checkbox"/> Work-private life reconciliation <input type="checkbox"/> Self-employment <input type="checkbox"/> Upskilling
<input checked="" type="checkbox"/> Natural environment & Resources / Landscape <input type="checkbox"/> Climate change mitigation / adaptation <input type="checkbox"/> Local energy production / renewable energies <input type="checkbox"/> Circular economy / bio, green economy	<b>Target groups:</b> <input type="checkbox"/> Youth <input type="checkbox"/> Women <input type="checkbox"/> Long term unemployed <input type="checkbox"/> Homeless <input type="checkbox"/> Elderly <input type="checkbox"/> Migrants <input type="checkbox"/> Fishermen <input type="checkbox"/> Marginalised communities e.g. Roma <input type="checkbox"/> People with disabilities <input type="checkbox"/> Ex offenders <input type="checkbox"/> Others
<input type="checkbox"/> Governance <input type="checkbox"/> Community development <input type="checkbox"/> Rural Urban linkages	
<b>Additional keywords:</b> (up to 3)	

**Country and /or kind of partner you are looking for** *(ALL EU in case the interest is on any EU country)*

- French areas located along the V9 green way (Regions of Bretagne, Normandy and Pays-de-la-Loire)
- French areas concerned by touristic green ways challenges
- European areas concerned by the presence of a Eurovelo itinerary (European Cycling itinerary).

**Languages spoken by your LAG staff**

French, English

## OFFERING LAG

**Contact details**

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<b>Region</b>	Bretagne
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**This Cooperation Offer is valid until**

*This is a mandatory field! Please provide a date after which the cooperation offer will not be valid anymore.*

September 2019

**Date:** 23/04/2019