

WORKSHOP ALPINE TOWNS

*Perspectives for a new relationship
between alpine towns and mountain areas*

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LAG Tradizione delle Terre Occitane*

DOING BUSINESS IN THE MOUNTAINS

**FRIDAY
17 MAY 2024
CUNEO – CRC Foundation**



GAL Tradizione
delle Terre
Occitane



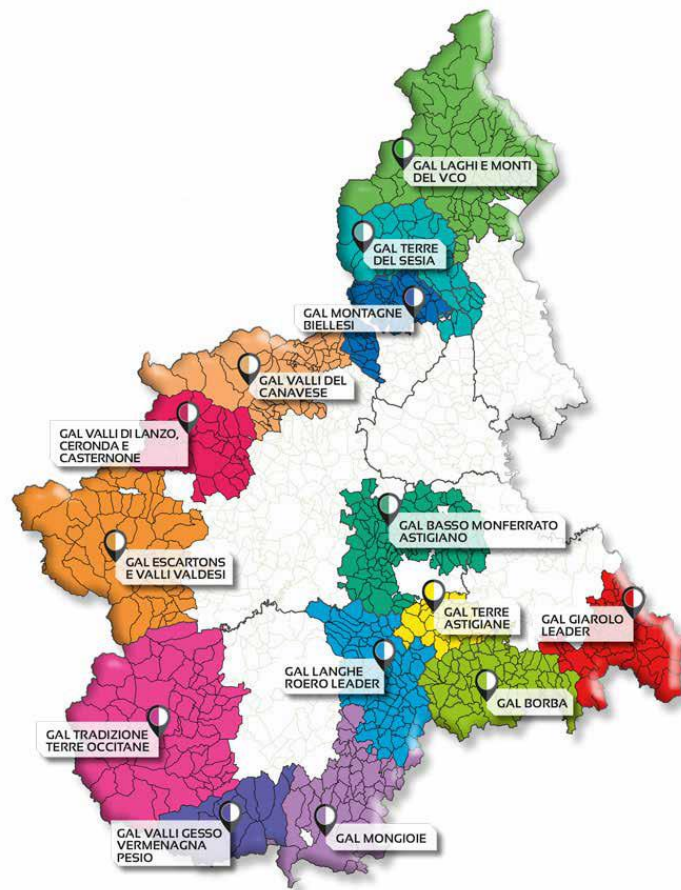
THE LAG IN PIEDMONT

The **Local Action Groups (LAG)** are mixed public-private companies that implement the LEADER strategy (Liaison entre actions de développement de l'économie rurale) according to the bottom-up principle, using **resources from the European Union, State and Region** within the **Rural Development Programme (E.A.F.R.D.)**.

Today there are **14 groups**, united in **Asso Piedmont Leader**.

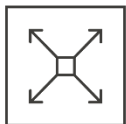
In the 2014 - 2022 programming period, they managed a total of **99.6 million €**.

For the period **2023-2027** the **LAG** will have **51.4 million €** at their disposal.



THE 4 LAG OF THE PROVINCE OF CUNEO

In the 2014-2022 period, the 4 Cuneo LAG's have activated **30.1 million €** of contributions.
For the period 2023-2027 they will have **14.0 million €** available.



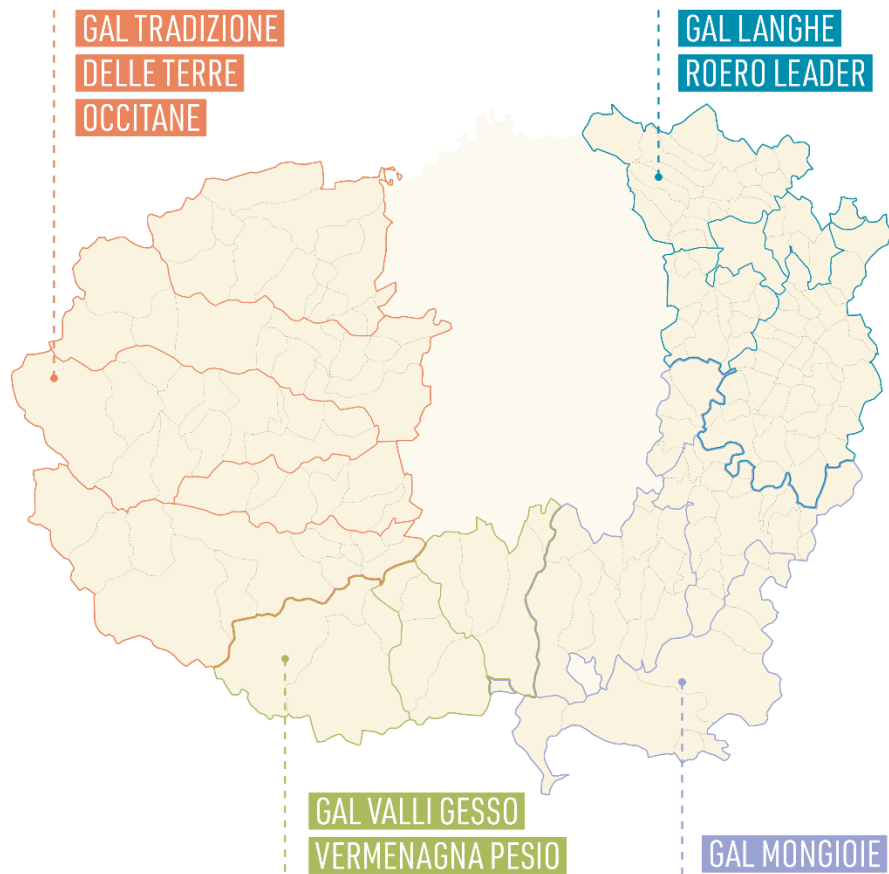
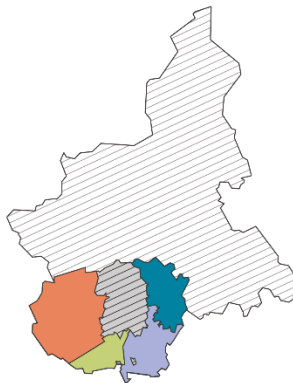
SUPERFICIE
5.352 km²



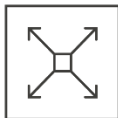
N° COMUNI
200



N° ABITANTI
309.836



THE LAG TRADIZIONE DELLE TERRE OCCITANE- PERIOD 2014 - 2022



SUPERFICIE
2.435 km²



N° COMUNI
63

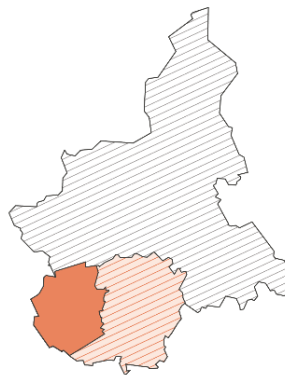


N° ABITANTI
107.000



9.011.533 € *di contributo LEADER*

14.473.536 € *di investimento generato*



Funded companies and entities – 2014-2022

219 Funded applications from the 10
closed calls (excluding
renunciations and withdrawals)

176 Funded applications to
enterprises

43 Funded applications to public
bodies (Mountain Unions,
Municipalities, Nature Parks)



Distribution in the LAG area of 219 applications for support from:

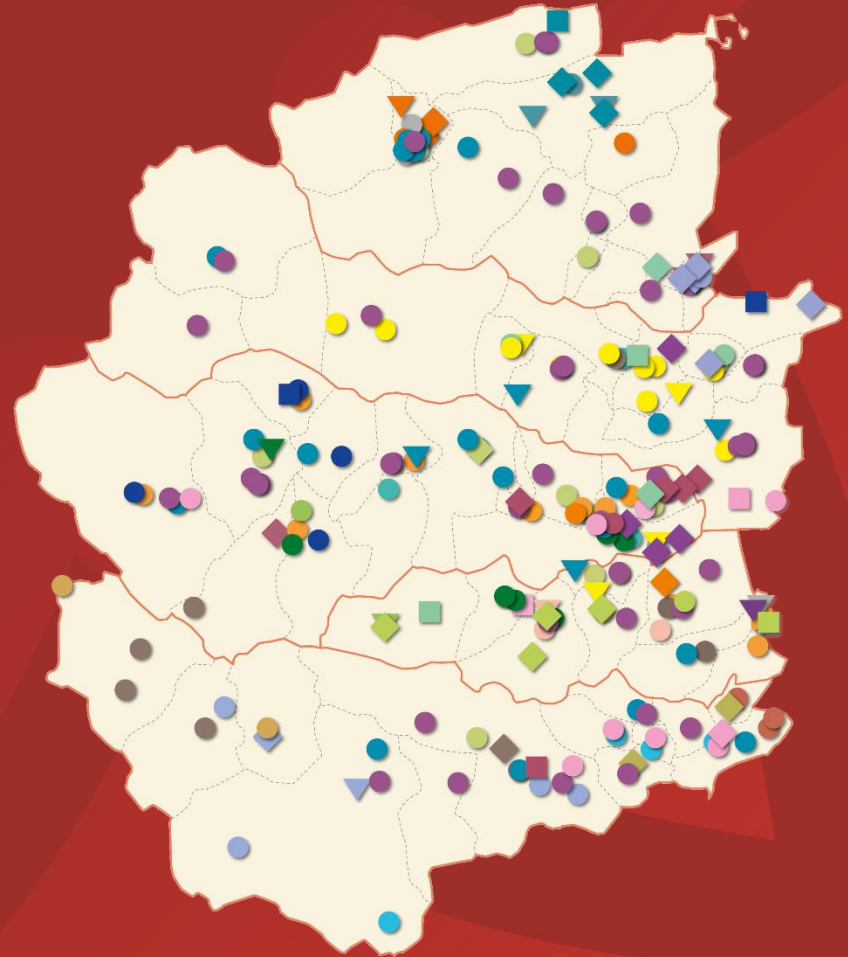
- 176 enterprises (in business or in network)

4,5 million € of contributions

9,3 million € of investments

(in addition to the additional induced extra-contribution investment and the positive spin-off for local enterprises as suppliers of the LAG beneficiaries)

- 43 public bodies



THE CALLS of LAG

support BUSINESS or NETWORK projects "DECLINED" on structuring, infrastructure and promotion projects carried out by public bodies (PITER ALCOTRA Terres Monviso, Green Community PNRR, SNAI, MAB UNESCO, Projects of the Mountain Unions and Municipalities and of the 3 Regional Parks on the various Funds, Food Districts, Trade Districts, Social and Welfare Consortia...)

The search for MAXIMUM INTEGRATION BETWEEN PUBLIC AND PRIVATE is therefore also REWARDED, for example through:

- The support for the enhancement of agricultural products and the tourist offer along outdoor itineraries and along infrastructured cultural circuits;*
- Supporting projects that integrate inclusive services for communities.*





→ BANDI RETI E FILIERE TURISTICHE



FILIERE
SOSTENUTE

18



BENEFICIARI
FINANZIATI / AMMESSI

88



PARTECIPANTI
INDIRETTI COINVOLTI

79

LEGENDA

◇ 411 - IMPRESE AGRICOLE

○ 642 - IMPRESE NON AGRICOLE

□ 421 - IMPRESE DI TRASFORMAZIONE

▽ 641 - AGRITURISMI

■ Gira e Tuira

■ Far na novo veio en Val Esturo

■ Trekking esperienziale tra Grana e Maira

■ In bici con gusto

■ Valle Maira, Benessere e Natura

■ La mountainho que fai ben

■ Ai piedi del Monviso, in tutti i sensi

■ Ostana Lab

■ Alla Corte del Re di Pietra

■ Qualità e consapevolezza

■ Amun! La valle stura a la carte

■ Tra Grana e Stura

■ Buono 3 volte

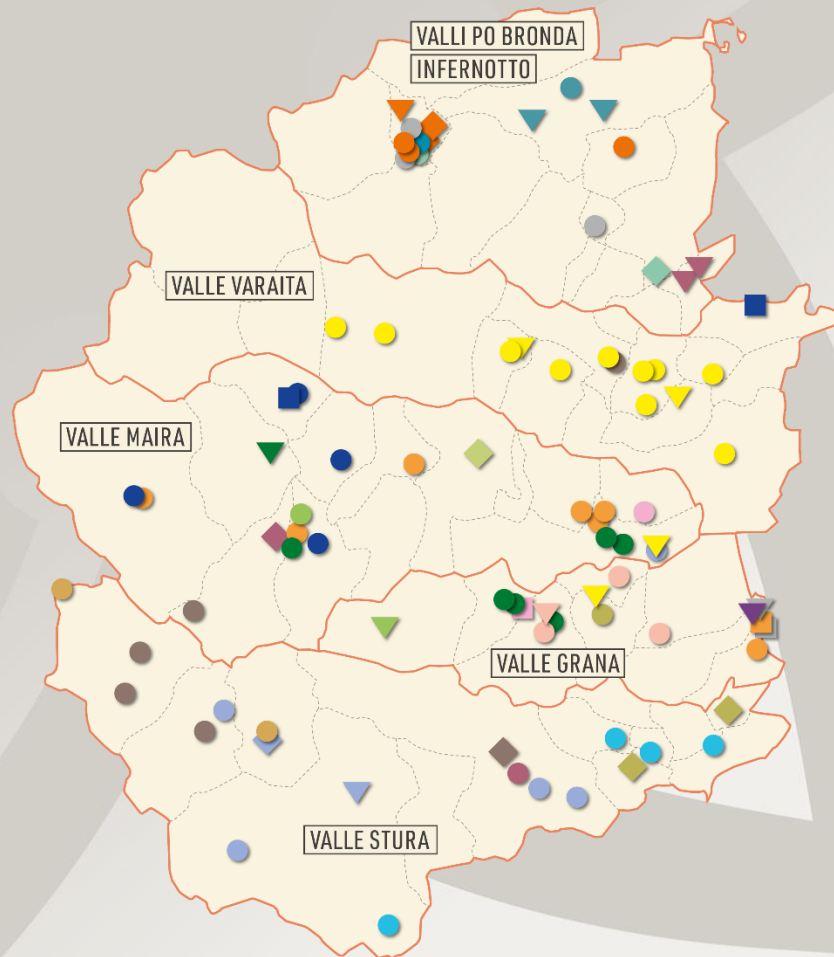
■ Un fiume di idee

■ Comunità accoglienti: il turismo di comunità in valle Maira

■ Valle Maira: la natura che non ti aspetti

■ Di sana pianta

■ Valle Maira: la natura a portata di mano



→ WHY FOSTER AND SUPPORT SUPPLY CHAIN AND NETWORK DYNAMICS?

- To reduce the fragmentation of the supply of local products;
- To create added value to the productions of the valleys through processing and sale in the territory;
- To diversify the activities of the agricultural entrepreneur;
- To enrich the tourist offer in a structural manner thanks to the conveyance of quality local products;
- To connect tourist fruition along the itineraries present in the valley with agricultural, tourist and commercial entrepreneurial activities;
- To stabilize relations between entrepreneurs in an inter-sectoral and integrated manner;
- To encourage new settlements, especially of young people, in the valleys.





→ BANDO AVVIO NUOVE IMPRESE

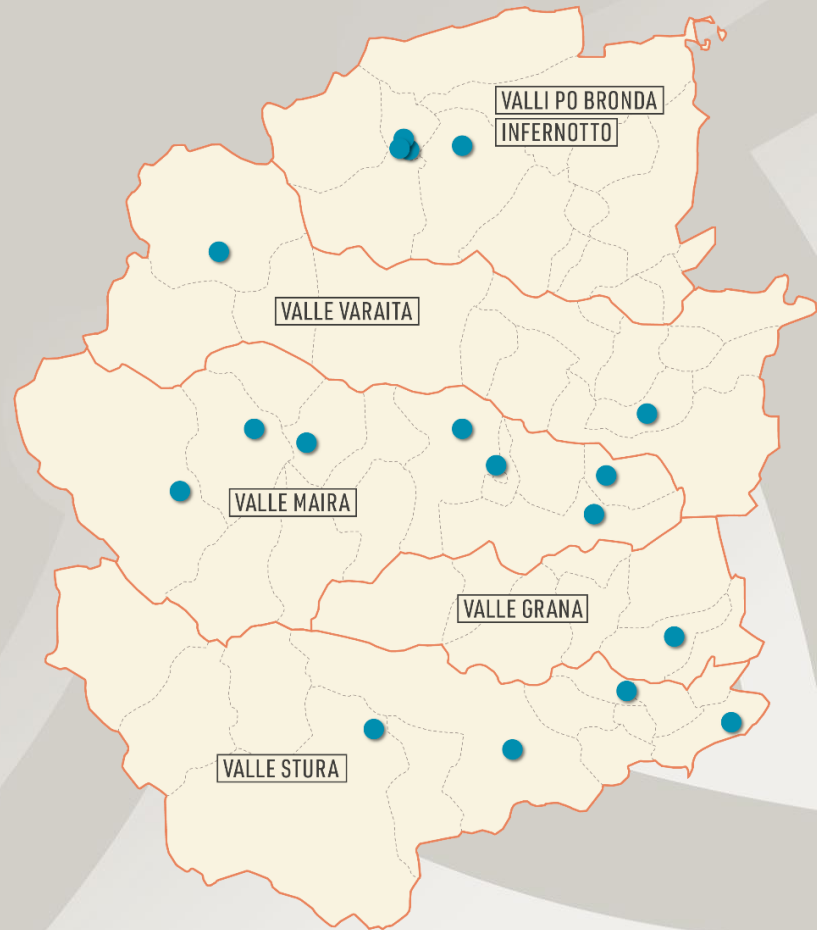


BENEFICIARI FINANZIATI / AMMESSI

18

LEGENDA

● 621 - NUOVE IMPRESE NON AGRICOLE





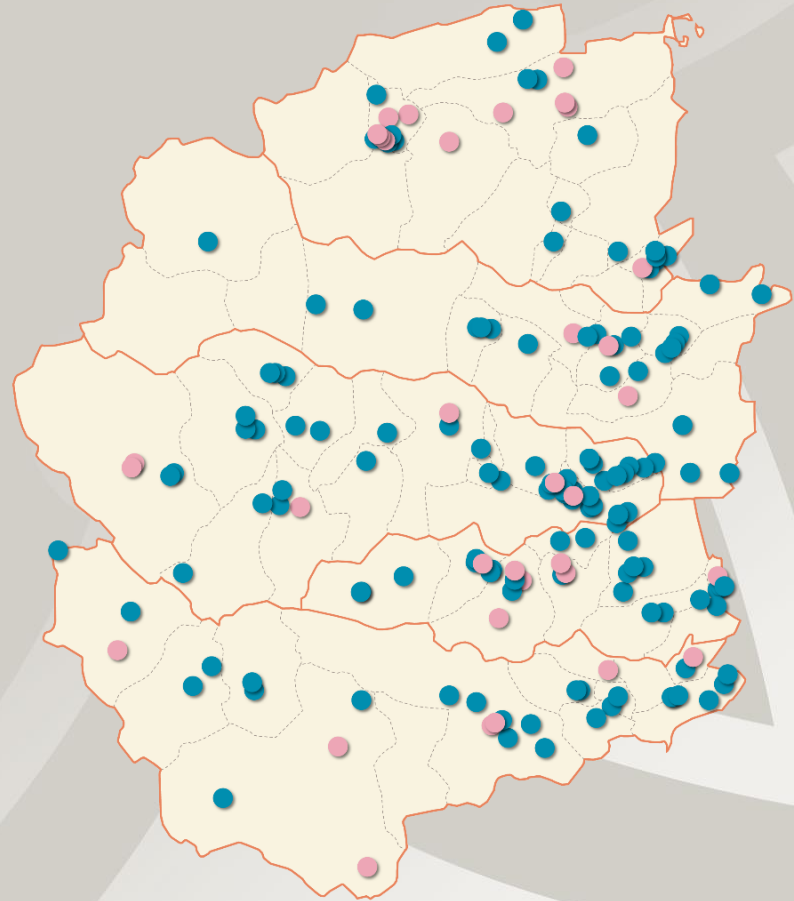
BENEFICIARI PER GENERE

DONNE

36

UOMINI

140



LEGENDA

 DONNE

 UOMINI

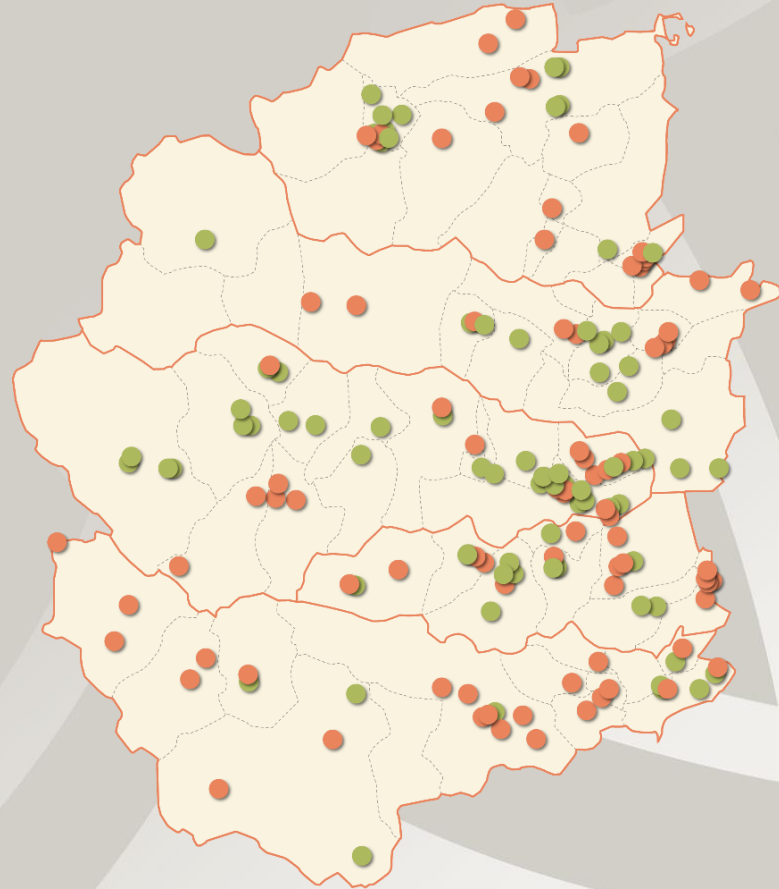


BENEFICIARI GIOVANI



imprenditoria giovanile

83



LEGENDA

- BENEFICIARI CON ETÀ < 40 ANNI
- BENEFICIARI CON ETÀ > 40 ANNI



BENEFICIARI PER FASCIA ALTIMETRICA



>1000 m

51



600/1000 m

72



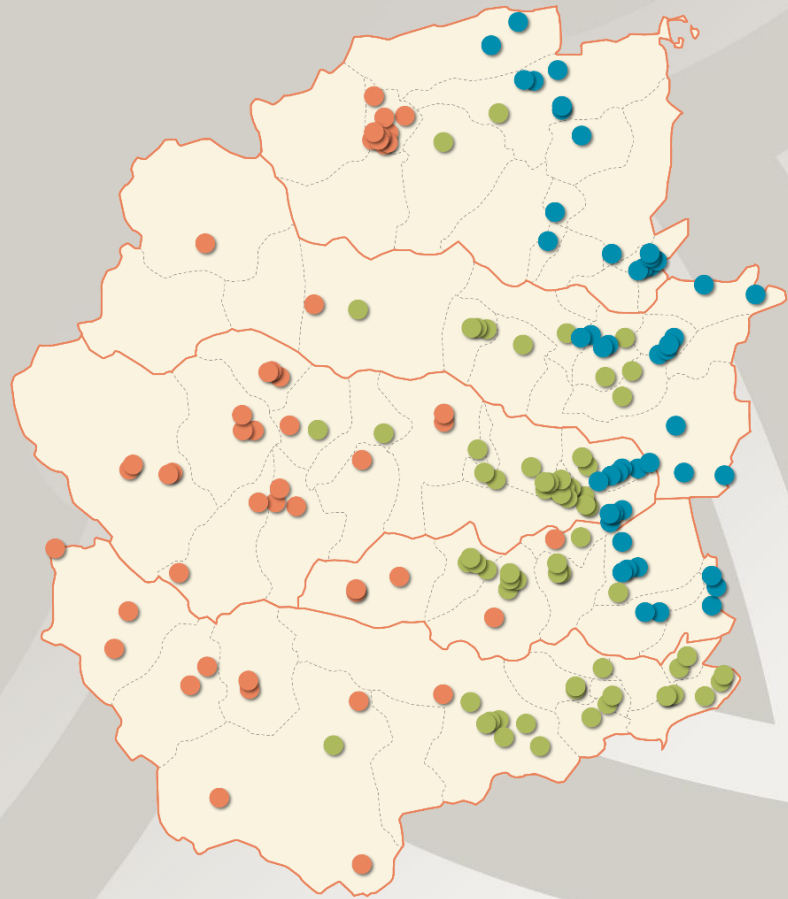
<600 m

53

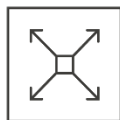
LEGENDA

● >1000 slm
● 600 / 1000 slm

● < 600 slm



THE LOCAL DEVELOPMENT STRATEGY OF THE LAG TRADIZIONE DELLE TERRE OCCITANE - PERIOD 2023-2027



superficie

2.520 KMQ



N° Comuni

64



N° Abitanti

125.637



4,5 M€ di contributo LEADER

9 M€ di investimento generato





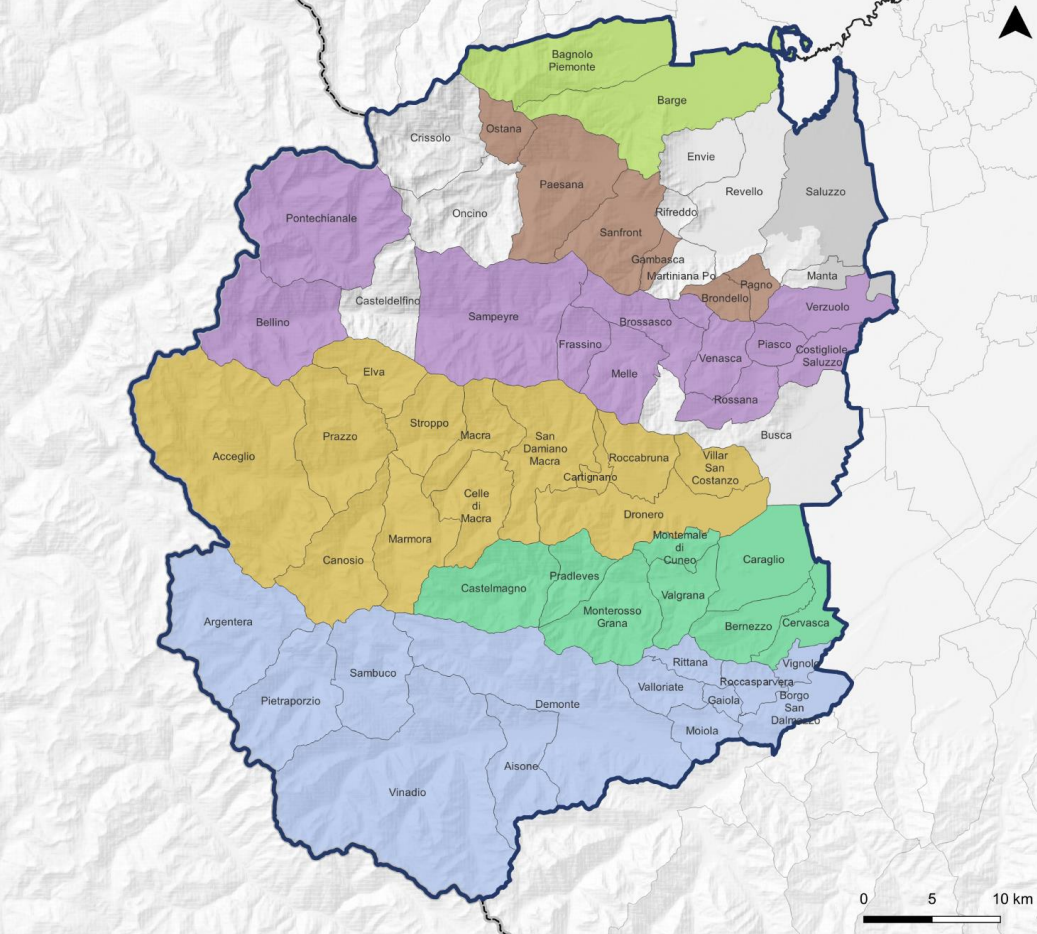
Local Development Strategy (LDS) 2023-2027: defined a new territorial configuration for a metro-mountain approach (inclusion of part of the Municipality of Saluzzo)

THE LDS 23-27 «FAR FROM THE MARGINS: COMMUNITIES AT THE CENTRE» in the LAG area:

- - 2.2% of inhabitants (period 2011-2021)
- halving the number of births
- increase in the old-age index from 1.5 to 1.8 (almost 2 elderly for every young person)
- strong generational imbalance (population concentrated in the 40-64 and over 65 age groups)
- contraction in the number of farms (-16.8%) and UAA (-10.8%)
- regressive dynamics of the secondary sector (-2.6% of employees)
- weakness of the public administrative system

- the plight of MOUNTAIN BUSINESSES that face many critical issues every day that penalise economic growth and quality of work:

- Digital divide
- Difficulties in finding suitable work and residential space
 - Weak generational turnover
 - Lack of personnel
 - Poorly structured sustainable mobility
 - Higher production costs



THE ADMINISTRATIVE FRAGMENTATION OF THE MOUNTAIN TERRITORY, common to the entire mountainous area of Piedmont, ALSO GENERATES



- Governance, management and operational problems of Mountain Unions and small municipalities
- Complex planning of wide area initiatives
- Less efficient use of economic resources and planning, despite the great availability of funds in recent years
- Less effective services to the population and enterprises
- Less incisiveness in counteracting the demographic crisis and the ageing of the population

Legenda

Confine GAL Tradizione Terre Occitane	Unione Montana Barge Bagnolo	Unione Montana Valle Grana	Unione Montana Valle Stura
Ambiti Manta e Saluzzo non compresi nella SSL	Unione Montana Comuni del Monviso	Unione Montana Valle Maira	Unione Montana Valle Varaita

THE LDS 23-27 «FAR FROM THE MARGINS: COMMUNITIES AT THE CENTRE» has the following objectives:

- Support the regeneration of local communities through the improvement of services and quality of life in a welcoming perspective
- Strengthen agricultural, handicraft, tourism and trade businesses by supporting stable supply chains and networks, adapted to climate change and respecting biodiversity
- Increasing the cultural and tourist attractiveness of the territory by interpreting the tourist effects as a direct consequence of the presence of re-generated villages also thanks to the strengthening of services to the population and businesses



Sviluppo
Rurale
Piemonte
2023-2027

- Pursue strong complementarity and subsidiarity with other public and private actors working for sustainable development
- Optimize the use of resources by integrating the LDS with other territorial projects
- Foster relations between the innermost areas and the Piedmont according to an alternative, non-urban-centric model



Thank you for your
attention!



GAL Tradizione
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Occitane

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FEASR



 **REGIONE
PIEMONTE**



FEASR Fondo europeo agricolo per lo sviluppo rurale: L'Europa investe nelle zone rurali