

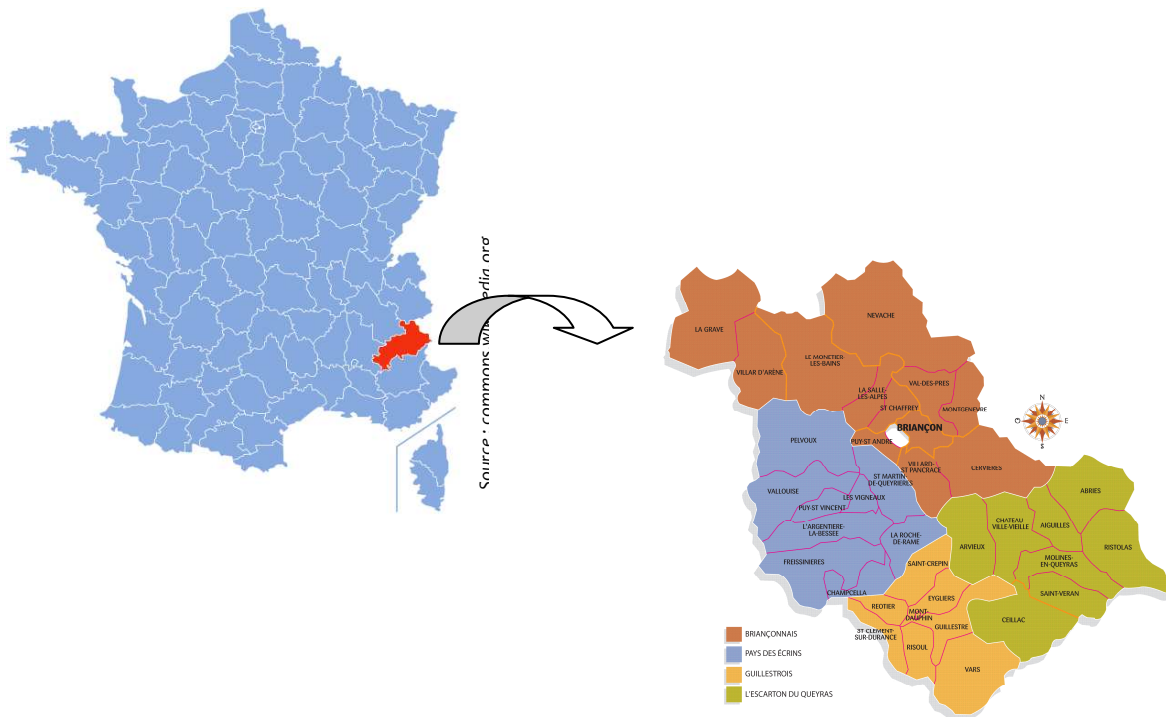
**Topic/ Title of the proposed project:**

“Undertake differently: to support fair trade and sustainable economics”

**Objective:**

✦ *Initial position*

LAG « Undertake in Grand Briançonnais » is situated in the South of French Alps with 32 000 inhabitants. The aim’s association is to support the local projects few 4 years ago. Economic model is turning off two principal activities: tourism and building and public works. Consequences are seasonal activities and job insecurity. LEADER Program stimulates projects create economics of scale: employers group, business incubator, and collective actions turned off business services, and competitiveness.



✦ *LAG’s priority*

“Undertake differently: to support fair trade and sustainable economics.”

The purpose is to develop permanent economy and to support the business services, in the main small, employing less than 10 people and have an annual turnover of less than 2 million€. This support can be new product development or network organisation.

The project concerns all sectors, but specially craft industry, small business, sustainable tourism and wood industry.

The aim’s program is too attracting new business.

✦ *Proposed activities*

- Promote partnership businesses to develop economic networks and to facilitate export of local products
- Have a feedback about collective actions turned off business services
- Implement mutual sales campaign about local products
- Exchange marketing researches about mutual activities

✦ *Country and/or Kind of partner we are looking for*

Rural areas, highlands with similar economic models (micro businesses, craft industry and dominance of tourism activity).

Alpine space or areas similar across Europe, which the aim's program to support fair trade and sustainable economics.

Offering LAG :

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