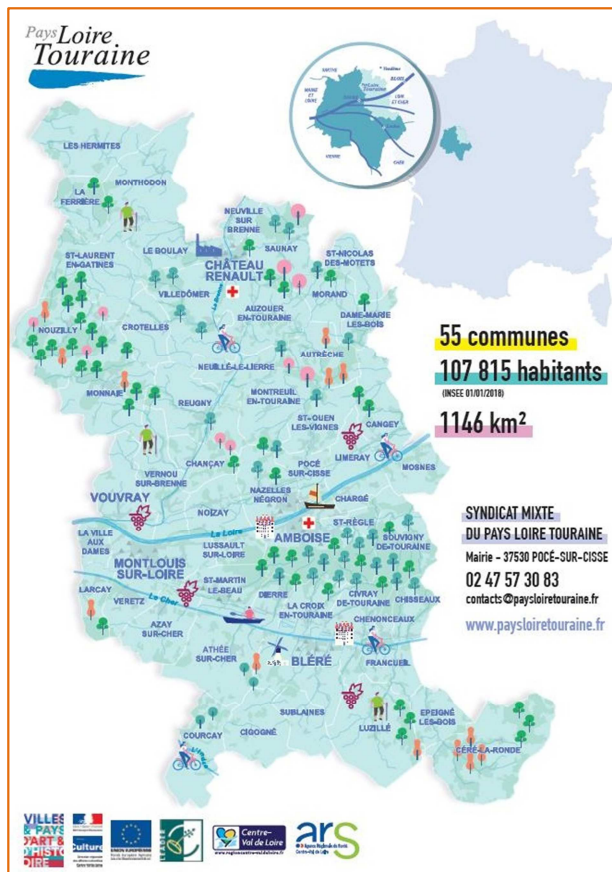


ON-FIELD VISITS

Tuesday 11 February 2020

9.00-12.30

Organised by the Loire Touraine and Loire Nature Local Action Groups (LAGs)



Visit no. 1: Guiding tourism development in the Cher Valley

Loire Touraine LAG

As the top tourist destination in the Centre-Val de Loire region, the Pays Loire Touraine LAG is located within a highly appealing setting for tourists in the heart of the Loire Valley.

To shore up this appeal and distribute tourist flows across the region, local stakeholders must diversify the tourism options available alongside key sites. This on-field visit will present several initiatives co-financed by LEADER which aim to:

- promote the heritage assets of the Cher Valley (natural, built, etc.)
- enhance visitor facilities and services to attract more tourists (high tourist flows around Château de Chenonceau),
- diversify the tourism options in the Cher Valley while tackling the challenges of sustainable tourism.

Project no. 1 - LEADER 2007-2013: Discovery of the interpretive trail of the channelled Cher River and facilities created

Description: discovery of the interpretive trail of the channelled Cher River and associated heritage (interpretive kiosk, scale model, floodgate, needle dam, lockhouse, etc.)

Goals: develop an innovative visitor provision, promote the valley's defining natural and built heritage

Added-value: interactive scale model which visitors can control thanks to a code retrieved all along the trail - production of an educational booklet for youngsters - promotion of the Cher Valley's unique defining heritage - innovation in heritage mediation

Project no. 2 - LEADER 2014-2020: SARL La Bélandre (limited liability company): acquisition of electric boats

Description: acquisition of 6 license-free electric boats: five 5-seater boats and one 11-seater boat accessible to people with reduced mobility

Goals: develop the range of river tourism options, offer an activity meeting the challenges of a more sustainable type of tourism

Added-value: development of a sustainable tourism provision accessible to all

Project no. 3 - LEADER 2014-2020: Autour de Chenonceaux Tourist Office: implementation of new tourism reception and promotion tools

Description: set-up an external visitor reception point using an electric scooter to meet touring visitors and tourists, a tourist map and a video to promote the destination

Goals: raise the profile of the available tourism options and improve access to tourist information, promote the Cher Valley's tourism and heritage opportunities, strengthen the "Cher" identity, develop the local community's sense of belonging to the valley

Added-value: provide more innovative access to tourist information

Project no. 4 - LEADER 2014-2020: Bléré Val de Cher Intermunicipal community: creation of an intermunicipal cultural Cher Day event

Description: creation of an intermunicipal cultural event around and on the Cher River (water parade, live entertainment around the dams and floodgate, craft market, etc.)

Goals: promote the Cher valley as a whole, highlight the area's tourism assets, outstanding heritage, local produce and lifestyle and traditional customs, develop the area's appeal

Added-value: creation of a touring event along the Cher River involving a large number of stakeholders (local residents, schools, leisure facilities without accommodation, NGOs, municipalities, etc.), an innovative cultural programme tailored to each site

Project no. 5 - LEADER 2014-2020: Cooperation project Boost river tourism in the Cher valley

Description: the Pays Loire Touraine and the Pays de la Vallée du Cher et du Romorantin, 2 bordering areas located in the Cher valley and certified "Pays d'art et d'histoire" (Lands of Art and History) are teaming up to support tourism development in the Cher valley

Goals: support the arrival of the long-distance cycling route "Coeur de France à vélo, Val de Cher, Canal de Berry", enhance the range of river tourism options, coordinate and promote the Cher valley

Visit no. 2: Promote environmentally- and heritage-friendly economic development

Loire Touraine LAG

The Pays Loire Touraine is a periurban area which is appealing as both a place to live and for tourists. The area's economic development forms part of the challenges associated with the promotion of its heritage, landscape and environment so as to improve the living environment with and for inhabitants. This visit will unveil 3 projects co-financed by LEADER which aim to:

- raise inhabitants' awareness of the key issues shaping the region's energy and social transition and get them involved through participatory initiatives (participatory eco-building process, citizen involvement and climate change, knowledge of Loire heritage, etc.),
- develop forums for discussions, meetings and knowledge to further awareness and encourage changes in practices.

Project no. 1 - LEADER 2014-2020: Pôle XXI NGO: development of a participatory process to build a sustainably designed venue

Description: construction of a sustainably designed building (wood-straw-mud structure) via a participatory process. This Pôle XXI intends to become a centre of environmental and social alternatives bringing together various NGOs in such fields as sociocultural activities, eco-construction, eco-tourism, renewable energy and digital technology.

Goals: raise citizens' awareness of eco-construction techniques, create a venue for meetings and discussions on local energy and social transition

Added-value: experimental reception venue for meetings and events, eco-construction and participatory process

Project no. 2 - LEADER 2014-2020: Maison de la Loire Organization: "Un fleuve à lire" (A River to read) project

Description: acquisition of a documentary collection on topics related to the Loire, design of teaching kits for disabled people and organisation of awareness events on the topic of books and Loire heritage.

Goals: raise awareness and improve knowledge of Loire heritage, provide a range of options, accessible to all, to discover the Loire heritage

Added-value: design of educational tools on Loire heritage specifically with a disabled audience in mind

Project no. 3 - LEADER 2014-2020: Touraine Est Vallées Intermunicipal community: setting-up of "Carbon Conversation" workshops

Description: trials of citizen "Carbon Conversation" workshops (developing an English method) aimed at supporting citizens in adopting a low-carbon lifestyle by organising and coordinating citizen groups

Goals: raise locals' awareness of the carbon footprint of human activities, support individuals in making a sustainable change towards a low-carbon lifestyle

Added-value: trials of the unique Carbon Conversation method in the Centre Val de Loire region, participatory workshops

Visit no. 3: Develop a high-quality heritage provision

Loire Touraine LAG

The Pays Loire Touraine LAG has been certified as a Pays d'art et d'histoire (Land of Art and History) by the Ministry of Culture since 2009. The implementation of this certification and the resulting actions to promote heritage have been backed by LEADER funding since the 2007-2013 programme. The heritage recognition and promotion policy and the development of heritage mediation initiatives are a key strand of the LAG's action.

These dynamics benefit the entire region and are much appreciated by rural municipalities. This visit will give an insight into several heritage promotion initiatives which aim to:

- improve knowledge of heritage to raise the local community's and stakeholders' awareness of the region's wealth of heritage,
- innovate in heritage mediation by rolling out new ranges of visits, educational workshops and so on,
- support restoration of the region's heritage landmarks.

Project no. 1 - LEADER 2007-2013 and 2014-2020: Pays Loire Touraine: implementation of the Pays d'art et d'histoire certification

Description: implementation of the Pays d'art et d'histoire certification: design of heritage coordination programmes, innovative heritage mediation projects, heritage inventory, support for municipalities and private stakeholders with their projects to promote heritage, acquisition of educational material, etc.

Goals: improve knowledge of heritage, raise inhabitants' and tourists' awareness of the wealth of local heritage, raise young audiences' awareness of the heritage around them, innovate in heritage mediation, develop a cultural provision that is accessible to all

Added value: development of a policy aimed at promoting heritage at the Pays (region) level, presence of certified heritage engineering

Project no. 2 - LEADER 2014-2020: Town of Château-Renault: projects to promote municipal heritage

Description: implementation of several projects aiming to promote heritage, particularly the town's industrial heritage (former tanneries): interpretive circuit of the town's heritage, restoration of the old gardens of the castle by laying out a rose garden, etc.

Goals: promote and preserve the town's heritage, improve the town's image, develop a range of tourism options based on the wealth of the heritage

Added-value: overall policy for the promotion of the municipal heritage in order to enhance the town's appeal and the inhabitants' living environment

Project no. 3: LEADER 2014-2020: Town of Château-Renault: study to reorganise the Leather and Tannery Museum

Description: launch a programming study to reorganise the Leather and Tannery Museum

Goals: update the opportunities for exploring the town's industrial heritage, innovate in heritage mediation, create a range of options for tourists, restore a defining aspect of the town's heritage

Added-value: upgrade a defining cultural amenity of the town as part of the project to revitalise Château-Renault's town centre

Visit no. 4: Develop a sustainable service provision for citizens

Loire Nature LAG

Improve the local community's ties to the region, by improving its social well-being. The task will consist in developing services that meet the inhabitants' needs, stimulate a sense of community and set appropriate community animation dynamics which help bring villages to life again.

The LEADER programme thus directs stakeholders towards social innovation logics such as the intergenerational approach, the joint design of projects or the networking of stakeholders and citizens around the topics of biodiversity, heritage, digital technology or culture, which foster social ties. This visit it will allow to:

- Think about the issues related to service accessibility,
- Foster/encourage and support educational activities, exchanges on knowledge, encounters between citizens through awareness and educational initiatives, participatory/concerted initiatives across the region,
- Support the emergence of joint projects that bring the community together,
- Create, develop and run local forums.

Visit no.1: Discovery of the Town of Langeais - Conference visit of Langeais by the Touraine Nature Tourist Office

Description: The two previous LEADER programmes supported the organisation of a tourism policy via several projects led by or carried out in close collaboration with the **associative Tourist Office of Langeais Castellevalérie**. At the same time, Leader 2007-2013 has accompanied the town of Langeais with the development of its Agenda21 and the creation and promotion of its environmentally-friendly travel routes. The municipality of Langeais, the region's main town, has been involved in a number of projects supported by LEADER: the waterway celebration, Saint-Martin's summer organised by the European Cultural Centre of St Martin, the restoration of the Maison des 3 Rois, etc.

Goals: Highlight the heritage of the Town of Langeais, the gateway to the Touraine Nature region – build up the development dynamics of the town.

Added-value: Equip and support the region's tourism-related development.

Visit 2: Citizen cooperation and collaborative projects: How to generate new interactions within the Pays Loire Nature region - example of 3 initiatives

Description: Organisation of an event with local organizations by the partners of 3 projects: stands, collective exhibitions, *Alternate Cake* concert, etc.

Reception at the **recreational community café “les Dés sont Jeux T” in Hommes**: a place promoting relationships and encounters through board games, with the **“Et Si on Jouait !”** organization

Cultivons nos Energies Citoyennes (*Let's cultivate our Citizen Energy*) by NGOs **ID37** and **ECB**: contribute towards the development of cultural, inclusive and local initiatives.

Agir ensemble pour notre environnement : en route vers une culture commune ! (*Working together for our environment: towards a shared culture!*) a **Touraine Ouest Val de Loire Intermunicipal Community** project in partnership with the **“l'Intention Publique”** organization :

Experiment a work and project methodology, in order to develop the region's environmental policy in a citizen-based, cultural, educational and inclusive way.

Goals: Social ties are at the heart of the projects led by the different structures. They are the driving force behind these participatory dynamics involving the region's local community. The range of initiatives helps bring about exchanges/meetings, but is also starting to revitalise our region through social and cultural approaches.

Added-value: Implementation of tools/places/programmes for joint action at the junction between eco-citizenship, environmental education and culture.

Visit no. 5: Local sectors: Identifying and supporting new niches in the green economy

Loire Nature LAG

Maintain the region's identity by relying on its natural and built heritage and agricultural production. To that end, the LAG must continue its efforts in preserving the environment, promoting its local production and its resources.

Encourage the development of a "green economy" sector based on the promotion of local resources. The aim is to support activities aimed at preventing and reducing damage to the environment or at producing goods and services that promote natural resource management. Through this initiative, the LEADER programme aims, in particular, to:

- Develop nature tourism projects by networking stakeholders, coordinating existing facilities and local resources,
- Develop projects which promote short food supply chains/local products, particularly by trying out new marketing methods,
- Drive, organise and support projects around eco-materials by working on the networking of stakeholders (farmers, independent building professionals) and raising awareness among local authorities and private individuals.

Visit 1: Presentation of the tourism efforts led in the Gâtine Choisilles Pays de Racan Intermunicipal community

Description: **Reception at Château de Vaudésir, in Saint-Christophe sur le Nais** - Presentation of **tourism projects** led by the Intermunicipal community since 2016 - focus on the "**Goûters et Dîners du patrimoine 2019-2020**" project (2019-2020 Heritage Tea-times and Dinners): bring together several private owners of remarkable heritage sites by suggesting that they host original events for visitors to showcase their heritage.

Goals: Tourism is a sector worth developing even though it is currently focused on short-stay tourism. The aim of the LEADER programme is to develop projects based on nature tourism by networking stakeholders, coordinating existing facilities and local resources.

Added-value: Creation of jobs, tools for the promotion of tourism, thematic brochures, exhibitions, tourism stalls, tourism programmes, etc.

Visit 2: Promoting local dynamics and sectors: presentation of the Pays Loire Nature bio-based materials trend and of a cooperative grocery shop in Bueil-en-Touraine

Description: Presentation of the **joint initiative to shape a local eco-materials sector in Pays Loire Nature with Envirobat'Centre**: create and promote a sector thanks to the emergence and promotion of demonstration projects for the area, raise awareness and network stakeholders (local authorities, professionals, citizens).

Presentation of the **cooperative and citizen-run grocery shop by the SCIC la Chariotte in Bueil-en-Touraine**: a citizen collective organised to create a cooperative grocery shop in order to offer the local population a variety of products and services. This place also aims at conviviality for the community with a "bistroquet" area and a bookshop area.

Guided tour of the **collegiate church in Bueil-en-Touraine** and the village's tourism/culture highlights.

Goals: Development of a network of stakeholders at economic sector level. Emergence, trial and promotion of new products promoting local resources.

Added-value: Feasibility studies on projects prior to discussions and on the prospects, creation of a job + development of facilities, networking of stakeholders/partnership work for the implementation of the initiatives.

Visit no. 6: Environment - Energy - Circular economy

Loire Nature LAG

Since 2005, the Pays Loire Nature LAG has particularly supported environmental/energy initiatives in the context of the LEADER programme: AteNEE contract/Environmental charter, Agenda 21, Climate Plan, Green and Blue infrastructure with the development of educational tools in partnership with local stakeholders.

In addition to these guidelines, LEADER has backed all sorts of local pilot schemes and initiatives to promote and preserve natural resources, by including a collaborative and educational aspect.

Visit 1: Promotion of the Rouchoux Natural Area in Semblançay - Gâtine Choisilles Pays de Racan Intermunicipal Community

Description: Promotion of the Semblançay Natural Area by creating an educational orientation trail and renovating a forest house over two years to make it a “nature house” for the accommodation of groups. Carried out as part of a 2007-2013 cooperation project with Sud Touraine, this project has been included into a “youth animation” initiative led by the Intermunicipal Community, in partnership with **Compagnons Bâisseurs**: hosting of an educational workshop for young Europeans focusing on sustainable development/energy savings/the environment/inclusive initiatives.

Goals: Jointly develop new forms of local solidarity around local resources. Promote a remarkable site

Added-value: Promote a natural site, develop educational tools, gain a place for raising the general public’s awareness of environmental issues.

Visit 2: Extension and experimental redevelopment of the local waste collection centre in Saint-Antoine-du-Rocher/Recycling centre - Gâtine Choisilles Pays de Racan Intermunicipal Community (GCPRIC)

Description: To handle the ever-increasing amount of waste collected in these centres, particularly on the St Antoine du Rocher site, the GCPRIC has planned to redevelop the entire site in order to collect more sorts of waste, to better sort it out and direct it towards waste treatment sites. A dedicated area for the new furniture recycling sector was set up in 2015. This aspect and this idea of giving a second life to things took shape in 2019, with the creation of a recycling centre (in partnership with a social economy company)

Goals: General environmental approach: contribute to the implementation of sustainable goals within development projects

Added-value: reduce the environmental impact of our waste.

Visit 3: Environment and Energy: a partnership-driven momentum to be sustained over time with inhabitants - Gâtine Choisilles Pays de Racan Intermunicipal Community and Compagnons Bâisseurs

Description: Since January 2017, as part of the development of its **Agenda21**, the GCPRIC has set up “sustainable development” initiatives at local level. It has laid the groundwork for a **comprehensive environmental awareness policy**: initiatives throughout the year in schools through a programme of events, the design of educational tools and key highlights on the events calendar: environmental fête, European Week for Waste Reduction, educational workshops, etc.

Since 2010, Pays Loire Nature has supported the test-run and establishment of several projects led by the organization **Les Compagnons Bâisseurs Centre Val de Loire: Daily Energy Management, Brico-Bus, Solibat platform, etc.** in association with the local OPAHs (“Opérations programmées d’amélioration de l’habitat”, which means “scheduled housing improvement operations”) – tackling informal and substandard housing through various projects incorporating the principles of solidarity, energy savings and circular economy.

Goals: Raise awareness, educate and train the inhabitants/companies/youths in environmentally-friendly habits to preserve and promote our resources – fight energy insecurity.

Added-value: Creation of jobs to implement and monitor projects, development and experimentation of workshops, training courses, events or educational tools.