



LAG partners research – Transnational cooperation project

Located between the land and the sea, the LAG of Pays de Saint-Brieuc is the center of the dynamic economy of the northern Brittany. Our area counts 56 towns and 111 000 inhabitants.

The local development strategy EAFRD-LAG Leader Pays de Saint-Brieuc program aims at contributing to better living in rural areas.

One of the priorities of this strategy is to contribute to the sustainable economic development, based on the strengths of the territory: tourism and gastronomy. Our local development strategy has some success: our destination won in 2015 the European contest EDEN (European Destinations of Excellence) with an application focus on gastronomy. <http://atout-france.fr/actualites/le-concours-eden-2015-tourisme-et-gastronomie-locale>

Association (Local Action Group) „Kraina Drwęcy i Pasłęki“ („Land of Drwęca and Pasłęka Rivers“) – is a one of eleven LAG in voivodeship (region/area) warmińsko-mazurskie in Poland. It covers 8 communes (72 thousand inhabitants in the area of 1735 km²). Association acts for developments of rural areas through multidirectional activation local community, promotion of the area and optimal use cultural and natural heritage. Every Year, we organize a culinary contest with a polish culinary TV star as President.

Duration of the project: 2016-2019

The Pays de Saint-Brieuc and „Kraina Drwęcy i Pasłęki“ want to initiate cooperation **on gastronomy, tourism, diversification and the upgrade of local economic sectors**

This cooperation is to:

- Raise our profile and visibility towards tourists thanks to communication and promotional actions
- Attract new visitors (essential parameter in the tourism economy) and increase the visibility of the territory, especially in the tourism point of view.
- Structure and promote of the gastronomy and the local products such as Coquille Saint-Jacques (Scallop shell), mussels, Potato or the Coco paimpolais (local bean), Ham ripening, Dairy products (Milk products?), homemade ice cream, “Sour apple” (apple cider).

The Pays de Saint-Brieuc and „Kraina Drwęcy i Pasłęki“ want to engage an important cooperation project with real scope over a period of 3 years. That’s why both LAG want to engage cooperation only with LAG which already have targeted in their local development strategy the following items:

- Tourism as attractive feature of the territory with the presence of tourism professionals.
- Local development strategy Leader program includes a priority related to economic and tourism development

The Pays de Saint-Brieuc and „Kraina Drwęcy i Pasłęki“are willing to draft the project cooperation along with its partners.

As a result, the project description is intentionally short. So the future partners will works together and bring ideas to build a common project which will meet every partners expectations or needs.

Thank you to transmit your interest via the following reply coupon:

Your identity :

LAG NAME :

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ADRESS :

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Technical contact (LAG facilitator) :

e-mail contact :

Quick Overview of the LAG (location in Europe, size, number of inhabitants ...):

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LAG program:

=> What are the priorities of the EAFRD-Leader program in connection with the economic and tourism development?

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Cooperation project of your LAG :

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Preferred language for exchanges:

French for the LAG of Pays de Saint-Brieuc, Polish for the LGD „Kraina Drwęcý i Pasłęki“ and possibly to exchange in English.

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For more information, please contact:

LAG of Pays de Saint-Brieuc

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