



PADIMA

Policies Against Depopulation In Mountain Areas

Seminar: **How can we diversify the economy in mountain areas?**

29-30th of November 2011,
Le Puy en Velay, France

Agenda

Languages: English, French

Venue: Hotel-Dieu, Le Puy en Velay, France

29th of November – Public seminar

Opening

9.00 Welcoming speech from:

- **Laurent Wauquiez**, Mayor of Le Puy en Velay, Minister of Higher Education and Research in France
- **Jean-Michel Guerre**, Vice-President of Region Auvergne, France

9.30 Introduction to PADIMA by **André Marcon**, Euromontana President

Introductory SESSION: challenges and opportunities

9.45 “Why is economic development and diversification needed in mountain areas?” by **André Malet**, Maceo President

9.55 “What are the key challenges regarding the economic diversification for partner regions?” by **ERSAF** consultant

10.15 Coffee break

Second SESSION: Focus on Good Practices from partner regions

10.30 Presentation of economic diversification Good Practices from 4 partners regions

- Innovative women, Buskerud county, Norway
- Financial support to business projects, Suma Teruel, province of Teruel, Spain
- Horses as driving forces for settlement, employment and quality of life, Hedmark county, Norway
- Cultivation of the truffle in the Lombardy region, ERSAF, Italy

Questions from the public

11.45 Lunch/buffet

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Second SESSION : Focus on Good Practices from partner regions (next)

13.20 Presentation of economic diversification Good Practices from 4 partners regions

- Public Video Place in Auvergne region, UCCIMAC, France
- Agrischool for infancy, Torino Province, Italy
- Green project: Borderless Energy Cooperation between ski resorts, Dalarna region, Sweden

Questions from the public and debate on the relevance and transferability of good practices identified

Third SESSION: Policies to foster economic diversification

14.30 An insight into French policy making from a territorial perspective: Massif Central experience
- State and Region approach - **Odile Stefanini** - DATAR representative

14.45 Coffee break

Round table discussion

15.00 What policies are needed to foster the economic diversification in mountain areas?

Moderator: **François Constantin**, Journalist

Introduction: Economic diversification in mountainous territories: What can we keep in mind from the literature and the observation?, **Dario Musolino**, CERTeT Bocconi University

Participants: **Jean-Michel Guerre**, Vice-President of Region Auvergne, France

Monique de Wys, Dutch immigrant in Bourbonnaise Mountain
Euromontana representative

Maurice Brun, President of Chambers of Commerce and Industry of Hautes-Alpes,
President of French Mountain Chamber of Commerce and Industry Club

Juanan Gutiérrez, Euromontana's Member

Raffaele Raja, Region of Lombardy Representative, Italy
Region Dalarna Representative, Sweden

Discussions with the audience

CONCLUSION

17.00 Summary of the day, by **André Marcon**, Euromontana President

17.15 End of the Seminar / Aperitif.

20.00 COMMON DINNER with the participants to the study visit of the 30th of November

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30th November – Study Trip

Number of participants: 60 people, registration done on the principle first come, first served

Languages: English, French

8.30: Departure from the hotels in Le Puy en Velay

La diversification dans une boutique : l'exemple du Point Multi Services

9h30 Meeting with Mr and Mrs Joassard -Relay Bertignat – a “Multi Services Station”

Presentation of Livradois-Forez Regional Park policy for economic diversification :

10.30 Arrival at the House of Livradois-Forez Regional Park - (www.parc-livradois-forez.org).
Interventions from:

- **Tony Bernard**, President of the Park: Welcome and Introduction
- **Jacques Fournier**, Director of the Park: Presentation of French Regional Nature Parks
- **Etienne Clair**, Project Manager at the Park: Mission Park Development
- **Laure Descoubes**, responsible for "Cap Actif"- network for business in Livradois-Forez

12.00 Lunch prepared by “La Marmite Ecologique” – from local products coming from farmers committed to respect the environment. The chef will present his approach, the menu and his sources to guests.

Example 1 : Agricultural diversification

14.00 Visit of Bioverger, Piocelle in Sauviat - **Organic farming: orchard fruit and juice production on farm.** (www.bioverger.com)

Speeches about: **Agricultural diversification, organic farming, fruit growing tradition in Livradois-Forez, welcoming of new businesses** by:

- **Laurent Bodineau**, farmer in Bioverger of Piocelle
- **Lucien Compte**, Project Officer Agriculture in the Park
- A representative from the Chamber of Agriculture

Example 2 : Economic conversion and diversification in Massif Central

15.30 Visit of the company Cappers in Thiers (www.cappers.fr)

Company manufacturing pumps, installed in a business incubator,

Speeches about: **conversion and diversification of Thiers cutlery region, the network Cap'Actif, Crea Thiers, the “Transformance” cluster, the hosting of new activities**

- **Jean-Claude Foucher**, co-manager of Cappers
- **Thierry Deglon**, Mayor of Thiers
- **Philippe Fouet**, President of the Delegation of Thiers Chamber of Commerce and Industry

18.00 Arrival in Clermont-Fd at the Royal Saint-Mart (for partners) or airport or railway station

19.30 Arrival in Le Puy en Velay (if needed).

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