



CCI de Lyon – Délégation de Tarare Description of activities ; Progresses and limits

27/07/2011

Workshop COMUNIS ASTI

Inter-municipal cooperation for Strategic Steering of
SME-oriented Location Development in the Alpine Space
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DELEGATION DE TARARE



TIMETABLE according to meetings with CC

Action 6.2	Implementation of the strategy on CLD																																	
	<i>Meeting with communautés de communes</i>	X																																
	"Village d'accueil" (see below the various component)																																	
	Contruction of the governance (steering comitee and technical team)																																	
	Contruction of the communication policy: communication medium, exibitions, target population)																																	
	Tools (web platform, documentation)																																	
	Search and Animation of the pilot municipalities																																	
	<i>Support to businesses through associations</i>																																	
	<i>Territorial marketing</i>																																	
	Booklet, promotion of the area (in partnership with the ADERLY and the participation of local authorities)																																	
	Booklet, promotion of the entrepreneurship and the tools available within the area as business incubator...																																	
	Business concept																																	
	<i>SMADFOR</i>																																	
	Survey to clarify the endoge-nous demand																																	
	Tool for land and premises availability																																	
Action 6.3	Developing a common knowledge management																																	

2 important meetings with CC

03/03/2011 : Topics adressed and elements of minutes

05/05/2011 : Local network

06/07/2011 : topics adressed, purpose and workingframe, minutes

Next local network in Fall 2011

Politique d'Accueil en Beaujolais Vert / "Hosting policy in Beaujolais Vert

Recap : What is the hosting policy ? Working step, issues and objectives



Politique d'Accueil en Beaujolais Vert / "Hosting policy in Beaujolais Vert

Governance :

- first steering committee : 19/04/2011
- Definition of the milestones and the working groups
- Agreement/convention between CCIL and the local authorities involved in the project.

FAIRE LIEN VERS SHEMA GROUPE DE TRAVAIL

Politique d'Accueil en Beaujolais Vert / "Hosting policy in Beaujolais Vert

Communication Policy :

- Communication tools (web site/platform and booklet) : invitation to tender, soon selection of services providers.
- Development of the communication policy based on
 - Web tools
 - Media planning
 - Participation in exhibition
 - Animation of the local groups
 - Partnership with the local economic development agency.

2 others working groups : economic and life

Territorial Marketing

Booklet promotion of the area, in partnership with the Aderly :

- 1500 printed copies
- Over 500 copies disseminated and very welcome

Booklet about the entrepreneurship :

- Should have been ready and printed for June 2001 (Exhibition)
- Postponed to November (event in Tarare) because of a matter about content.

Business Concept : Territorial Marketing and SMADEOR

- Still a concept but getting more and more concrete...
- Objectives : provides a prospective view and propositions for the pilot region...
- Partnership ?

Support to businesses through associations

- Etat Généraux des Entreprises
- TararEvolution
- Meeting in January : topics adressed, Outputs
- Union Commerciale et Artisanale (UCA) : 3 Associations and retailers on 3 different area (CC) willing to pool ressources etc.

SMADEOR

- Situation not clear for me... very few feedbacks
- No survey about the land for now, maybe next year. The CC are rather interested in us working on territorial marketing. (critical masse)...