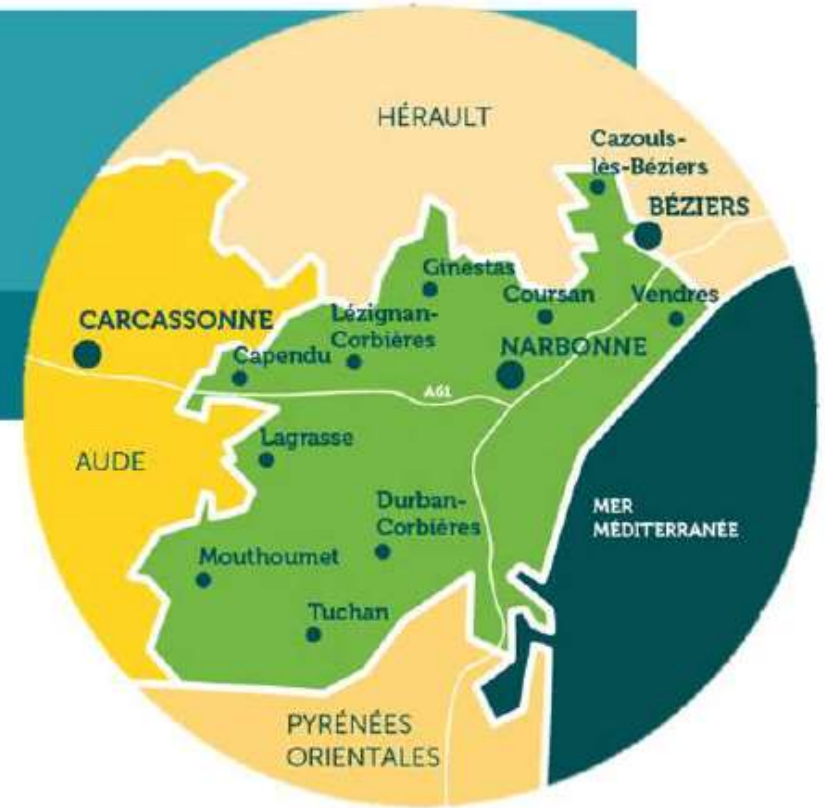




PROGRAMME LEADER 2014-2020

GAL de l'Est-Audois

Grains d'ici Unusual suspects



François Galabrun – AMCM director



PROJET COFINANCÉ PAR LE FONDS EUROPÉEN AGRICOLE POUR LE DÉVELOPPEMENT RURAL
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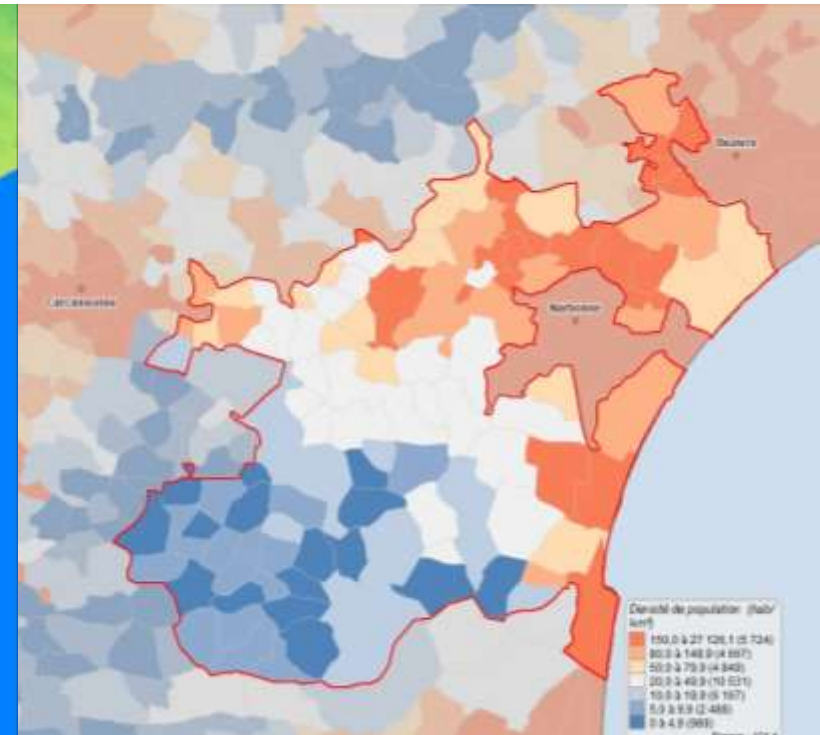
LAG's Presentation

The LAG's territory

- 2000 km²
- 150 000 Inhabitants
- Central city is about 50 000 people

But a really contrasted area :

- From lagunas to mediterranean montains
- From crowded or dense areas to almost desertic lands



Grains d'ici

- Noémie and Athanael, two young urban exiled
- Have fine knowledge of local social problematic
- The willing to create a social store in a small village (500 ppl)

But

- In one of the poorest region of France
- In a village not far from the city with a commuting community

=> Small commercial potential



Grains d'ici – a multiservice store



- 50 local producers
- Bread and first needs
- Snacking and drinks
- Concerts
- Animations (citizens café, cooking courses...)
- Animations out of the store
- Contracted out-services



Grains d'ici – A new project

- Locavore catering With Educationnal purposes :
- Enlightens short circuits with buffets and cocktails
- Enlightens women empowerment in agriculture and rural areas



Videos enlightening women entrepreneurs



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L'Europe investit dans les zones rurales

From the project to the programming comity

- There is a lack of representation in the comity


More and more awareness on the subject, especially lots of interrogation in France since the yellow jacket movement about the elected representative's representativeness

The decision was made to introduce new people, young entrepreneurs, men and women to tend to more representativity

⇒ The project leaders and the LAG was the perfect shell for that

⇒ « A short-cut from the ground to the sky »



- 
- Noemie have integrated the comity
 - With other entrepreneurs
 - One of the main concern for the next period

Thank you for your attention

More information on www.gal-estaudois.fr

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