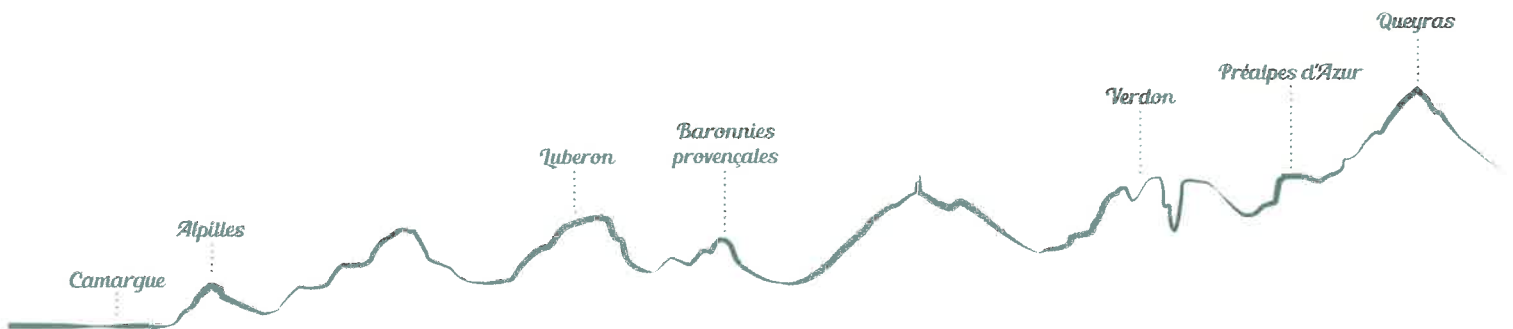
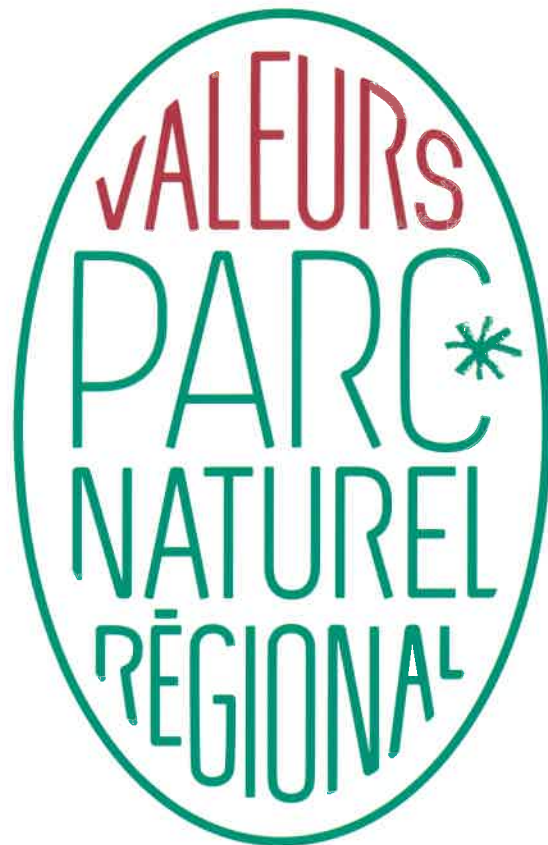


A BRAND IN THE SERVICE OF SUSTAINABLE LOCAL DEVELOPMENT



Région
Provence
Alpes
Côte d'Azur



OUR VALUES ARE YOUR VALUES



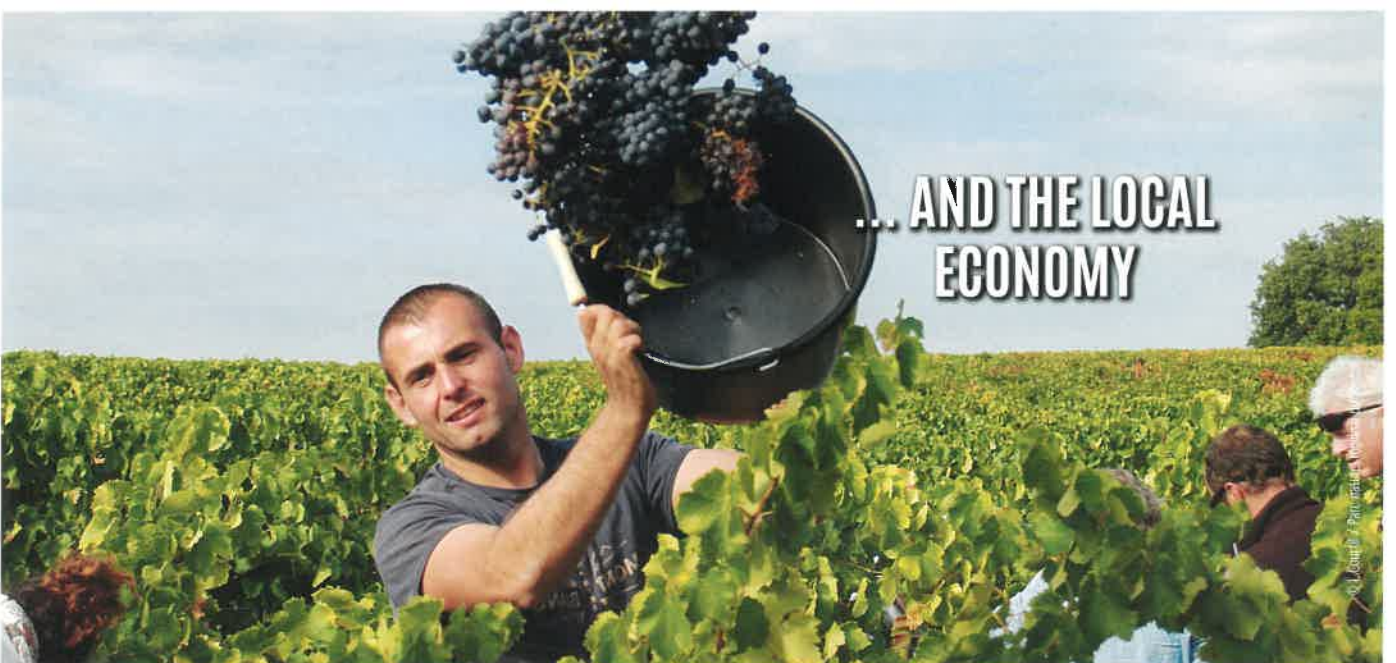
COMMITTED TOGETHER FOR NATURE ...

© Martin Leijonhult



... HUMAN WELL-BEING ...

© Philippe / Les amis du Parc naturel de la Vanoise



... AND THE LOCAL ECONOMY

© Comité d'Aménagement du Parc naturel de la Vanoise

VALEURS PARC NATUREL RÉGIONAL

WHY DID THE PARKS CREATE A SHARED BRAND?

Working together for the protection of the environment, the well-being of women and men, and the local economy, the French regional natural parks are committed to the promotion of the natural and cultural resources and heritage specific to each local area.

It was to that end that the regional natural parks jointly created the brand VALEURS PARC NATUREL RÉGIONAL, trademarked by the French State and promoted at both local and national level.

WHAT DOES THE BRAND PROVIDE FOR BENEFICIARIES AND CONSUMERS?

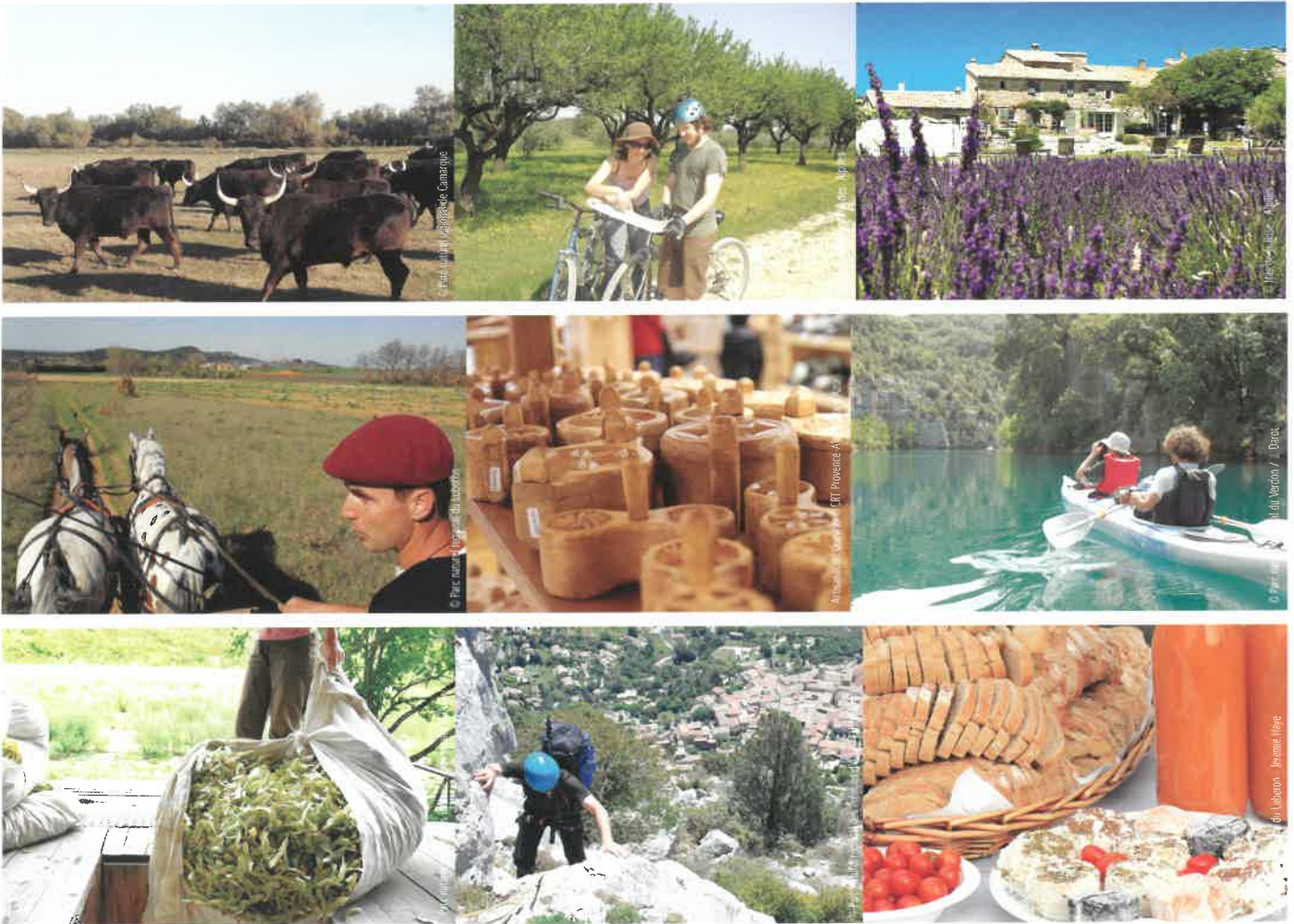
The brand showcases local products and services that comply with specific criteria for consumers who are increasingly aware of sustainable development issues, in keeping with the brand's values.

The beneficiaries (self-employed, companies, cooperatives, etc. corresponding with the values of the brand) are shown to be responsible economic stakeholders, committed to the development of their local area.

They join a regional and national network in a process of continuous improvement. They share their experiences and benefit from the advice and technical support of the Parks' staff and partners.

The beneficiaries can display the brand label on their communication tools: documentation, website, packaging, sales outlets, stands ... and by means of the brand they are supported by a regional and national promotion campaign for their products and services.





WHICH PRODUCTS AND SERVICES CAN BE GRANTED THE BRAND LABEL?

Agricultural produce, food & drink, and craftwork produced and processed inside the Park, tourist services (accommodation, restaurants, guide services, leisure activities inside the Park).

www.consommer-parc.fr (in French)

"The 7 regional natural parks in Provence-Alpes-Côte d'Azur cover 30 % of the region's surface area and are home to more than 750 000 people."

**PARCS NATURELS RÉGIONAUX
de Provence-Alpes-Côte d'Azur**