

# THE *BIOVALLÉE* TERRITORIAL BRAND FOR INCLUSIVENESS & COMPETITIVENESS

The *Biovallée*, in the French Region of Rhône-Alpes, is a biodiversity rich territory where its inhabitants, local authorities, enterprises and associations practice a sustainable development. In 2002 the community decided to register the Biovallée as a Territorial Brand: an innovation of its kind because the product ensures that the brand is the territory as a whole.

The Biovallée Brand proposes to local actors to cooperate in order to contribute to the realization of the sustainable territory project and by 2012, ten actors (amongst which municipalities, enterprises and associations) created an Association for the promotion and management of the brand and an agreement of participation which represents another innovation of general interest: the *Charte Biovallée*.

In 2014 Biovallée gathers more than 70 territorial structures, including municipalities, enterprises and associations.

The strategic objectives of this first innovative Territorial Brand are to:

- Manage the territory in order to preserve its natural resources (water, air, land and biodiversity);
- Valorize its natural resources by responding the real needs of the population in terms of drinkable water, nutrition, habitat, health, energy, and culture.
- Develop a territory-school to support innovation, to identify and disseminate best practices and to promote the intersectoral approach.

The benefit for each participant is the possibility to present its structure and their products under the Biovallée Brand as part of the territorial sustainable development. Each partner, [by signing the partnership contract](#), commits to the Biovallée goals, such as the reduction by half of their energy consumption, produce renewable energy, buy and produce local and organic products, promote ethical finance.

Through a concerted work between its local actors, the Association drafted the *Charte Biovallée*, which articulates its great objectives in 55 actions related to a specific score system. The members who manage, according to their specific role (as enterprises, service companies, or associations) to sum a minimum of 30 (out of 100) points in 3 years keep the status of members of the Biovallée Brand. The contract is renewed every 5 years.





The Biovallée objectives are ambitious and animate all of the participants to achieve them. Amongst these objectives are: reach 100% renewable energy production and consumption by 2020, 50% of bio production by 2015, and use by 2015 80% of organic food in local services, reduce waste production by 50% within 2015, reduce the use of agricultural land for urbanization purposes and create before 2015 1000 new jobs in the local bio production chain.

The specific and concrete projects [can be found in the Biovallée Charte](#) and are articulated in the following various sectors: economy, agriculture, environment, management of natural resources, and governance. These initiatives are characterized by their innovative approach like in projects to use local materials for construction, thermal rehabilitation of buildings, rebates for the installation of solar heaters, projects to convert farmers to bio production, initiatives to sensitize the local population on water and energy saving issues.

To reach these goals, Biovallée emphasizes on innovation and formation. Through its *know-do Observatory*, it identifies innovative practices to promote know-how exchanges between its members and at a national and international level through newsletters, meetings and visits.

Rhône-Alpes Region recognized the Biovallée as a [strategic project for the regional development](#).

Biovallée Territorial Brand, the brand management Association and the Biovallée Charte demonstrate an innovative method which can be adapted and adopted by all interested territories to promote, in a structured manner, their sustainable development and bring important benefits to all of their members and populations.

#### To know more:

[Website Biovallée](#)

[Biovallée Territorial Brand](#)

[Biovallée Charte](#)

[Biovallée in Facebook](#)

[Slideshare.net Biovallée](#)

[Slideshare.net Biovallée](#)

[Article in France TV](#)

[Article in Territoires a Energie Positive](#)

[Article in RTES](#)

[Article in Ouvertures](#)

[Video Biovallée en Youtube](#)



[Video Biovallée in Youtube](#)

[Article in Blog Terra Symbiosis](#)

