



The Mont Blanc area

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SECTORS OF ECONOMIC COOPERATION

In terms of economic cooperation, the French-Italian border is home to many projects linked to the development of tourism, often with the aim of promoting natural resources. Cooperation initiatives across natural spaces (both mountainous and marine) are thus among some of the most advanced in Europe. Low-impact tourism that respects the environment forms part of these development projects.

As for the productive economy, projects are aimed at creating networks among SMEs, particularly in order to encourage innovation (projects focusing on the territory's specialisms, such as perfumery).

- ↘ The concept of a “living laboratory” has been adopted, which constitutes a new form of innovation: tested within the framework of the INTERREG ALCOTRA⁶⁰ programme, this method places users at the heart of the design and decision-making process, by testing and optimising solutions on the ground rather than in a laboratory, hence the name. This method also allows for the creation of a network linking all of the socio-economic players involved in innovation, in a cross-border setting: pilot actions have been carried out within the framework of cross-border public procurement (Aosta Valley) and intelligent mobility (Piedmont and Liguria).

Promotion of the timber industry has also formed part of cross-border cooperation projects.

⁶⁰ As part of the “Innovation” project, which took place from 2010 to 2013, financed by ALCOTRA 2007-2013.