

Webinar "Life Quality & municipalities"

Alliance in the Alpes - 17 March 2025

Securing services in the French Alps
Overview of the dynamics of third places in
the French Alps

WWW.ADRETS-ASSO.FR





ADRETS - Who are we ?

Association for the networked development of territories and services



- Since 2000
- Local development association working to improve the quality of life and services of general interest in the rural areas of the Alps.
- Supports elected representatives, associations and other stakeholders in the development of innovation and services, as well as training and cooperation projects.
- Themes: Digital services, Seasonality and multi-activity, Local and third-party places and services, Mobility
- Two offices : Gap (Région Sud Provence Alpes-Côte d'Azur) / Chambéry (Région Auvergne-Rhône-Alpes)
- Scope : French Alps, but also at national and European level (Interreg Espace Alpin SmartCommUnity project, Group 5 SUERA member, Smartalps network, etc.).



2025

The Team



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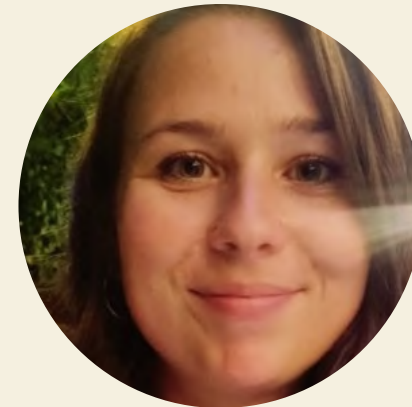
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TO FIND OUT MORE



RENCONTRE SAISONNALITÉ ALPINE

2024

78 participants
27 territoires



AGIR pour l'habitabilité en territoires de montagne

Avoir une **Vision Systémique**
Accès aux services
Logement
Préservation naturelle
Diversification économique
Mobilité
et agir en **Partenariat**

Tiers-lieux
La Clusaz
Veynes
Jausiers

Faire appel à la **participation citoyenne**

Gresse-en-Vercors

Choisir une **Approche Spécifique** par territoire
Village Station haute altitude
Village autonome
Village Station périurbain
Village enclavé isolé

Publications **ADRETS**

Notes 2024
"Des Préconisations pour une vie à l'année"

apports concrets des acteurs de terrain

Chantier Saisonnalité 2025

La suite ensemble ...

Observatoire de l'habitabilité

"HabitAlpes" Plateforme participative

Comprendre

Plénière

Carine Pachoud
Transformation des Territoires Alpains

S'inspirer

Avant rencontres

Visites

Fresque de la montagne

Ateliers

Co-construire

4 sites Fictifs

Table ronde

Leviers vers une meilleure habitabilité

4 Axes pour agir

Partir des **besoins du terrain**

Maison du Bois

coopération

Réfléchir et travailler ensemble

co-construction

Action

Expérimenter

Pas juste écouter...

Centre de ressources

Collecter de multiples expériences inspirantes

Se rencontrer

Visites de terrain

S'inspirer de ce qui existe déjà
Travailler à plusieurs territoires

En réseau

Les bonnes pratiques de la démarche **ADRETS**

Foire aux initiatives

Réfléchir ensemble

Collecte des projets

11 thématiques portées par les participants



2025

The current situation in the French Alps

France's rural Alpine regions suffer from a number of problems/Threats:

- remote areas
- mobility problems
- isolation from services
- problems of access to housing due to the high rate of second residency and the shortage of suitable land,
- Access to health services
- demographic ageing
- lack of attractiveness
- seasonal economy based on tourism and ski activities (with a declining snowfall)



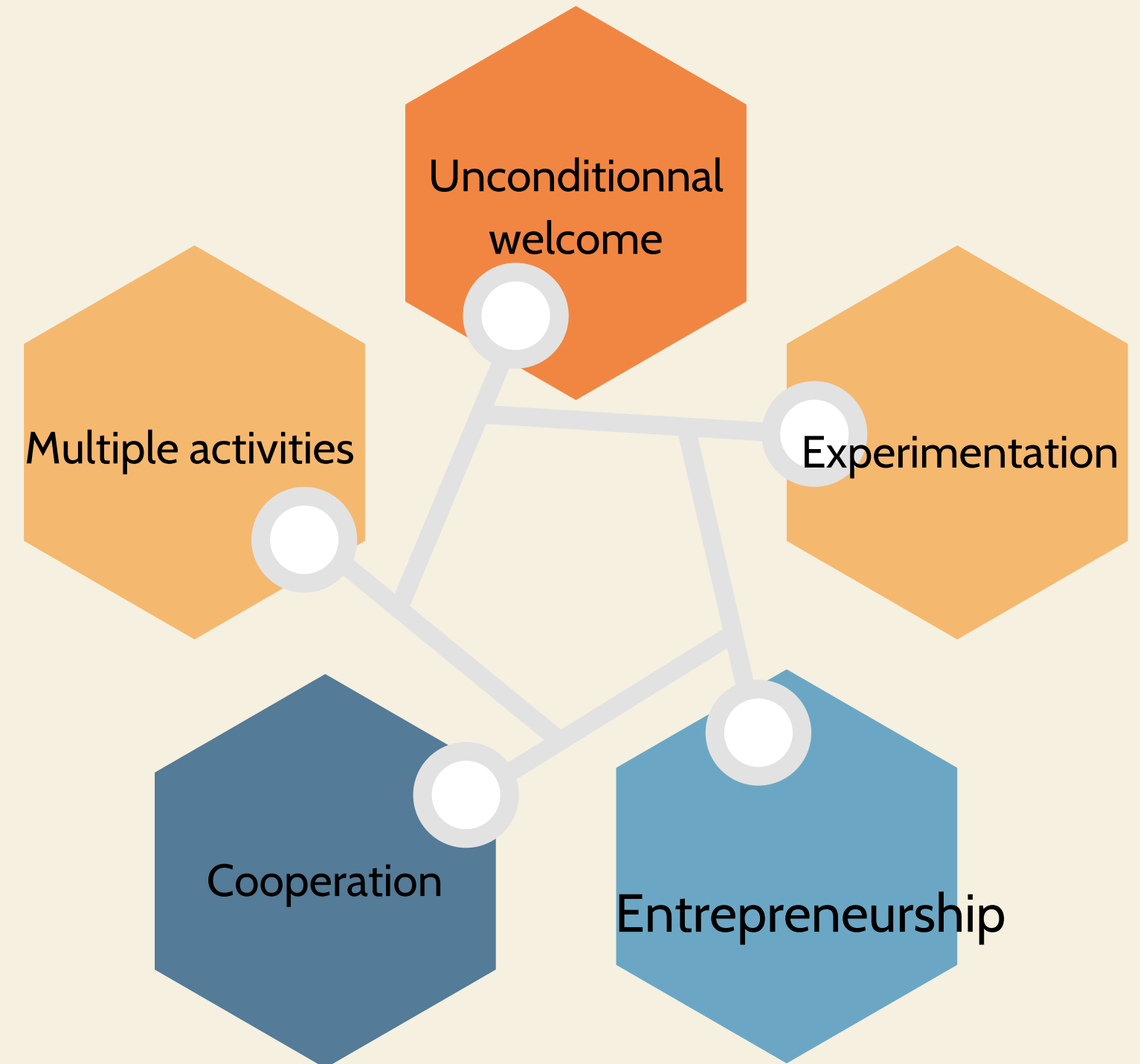
**One possible response:
develop the ability and
policies to maintain and
welcome residents**



Improving the life quality in the Alps through third places

Third places (tiers-lieux) : What is it ?

- word invented in the United States (Ray Oldenburg) in the 80's
- place between “home” and “work”





Improving the life quality in the Alps through third places

A wide variety of activities

Community café

Fablabs/makerspace

Recycling center

Coworking places

community gardens

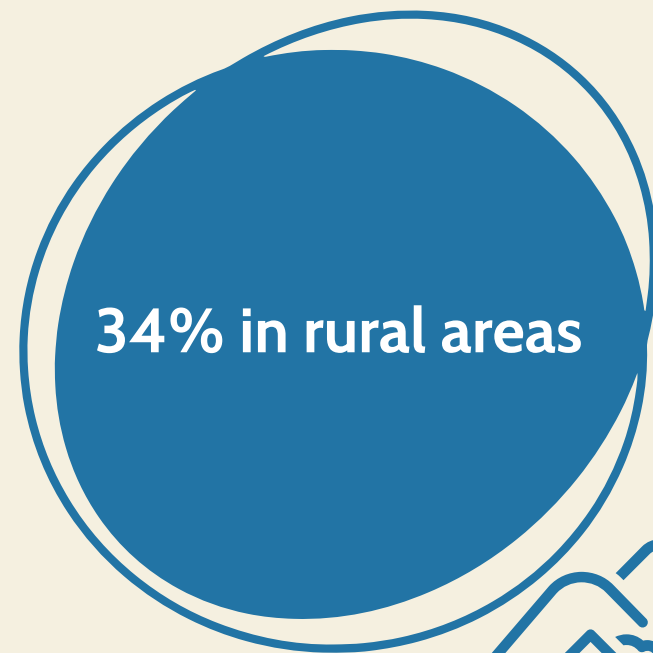
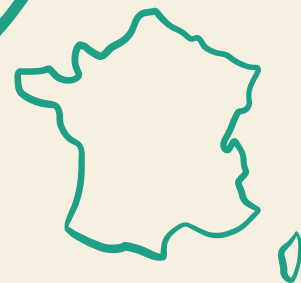


Cultural spaces



Improving the life quality in the Alps through third places

In numbers





Improving the life quality in the Alps through third places

Some examples

“Chez Romain” - Saint-Véran (Southern French Alps)



- Highest village in Europe (2042m)
- 200 inhabitants
- An old typical house in the valley being restored
- Activities : café, micro-brewery, bakery, coworking space, storage space (food products), repair-café



Improving the life quality in the Alps through third places

Some examples

“Le Buffet de la gare” - Veynes (Southern French Alps)



- 3244 inhabitants
- Former inn located next to Veynes station (nerve centre of the South of France train interchange)
- History linked to the train
- Renovated during Covid
- Café, Coworking space, room rental, grocery, recycling centre, bike workshop, cultural events
- 300 members



Improving the life quality in the Alps through third places

Some examples

“La place des possible” - Saint-Laurent-en-Royans (Northern French Alps)



- 1383 inhabitants
- Former brownfield textile factory transformed into a third place
- Multiple activities : Fablab, “Microfolies” (digitalized masterpieces from the major parisian museums, wood workshop, sport and cultural activities, etc.



Improving the life quality in the Alps through third places

The third-places are factors of ...

Creation of links through the community and development the cultural life

Development of economic activity (circular economy, tertiary activities with the support of remote work)

Sustainability of the communities (local food supply chain, soft mobility, etc.)

Cooperation between stakeholders

Innovation



Improving the life quality in the Alps through third places

Partnership between third places and municipalities

Although national funding has led to strong growth of third places, the support of local authorities is essential for their development

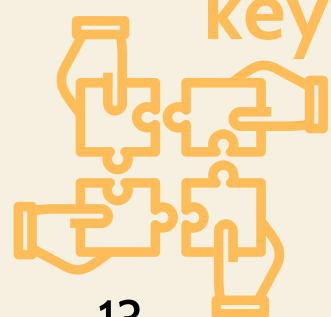
Variety of partnerships :



Technical/methodological support



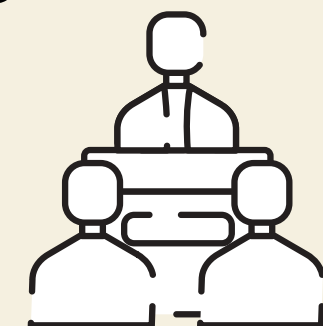
Facilitation/links with the key players of the area



Communication



Part of the governance





2025

Improving the life quality in the Alps through third places

Partnership between third places and municipalities

To find out more

- Observatoire des tiers-lieux (only available in French)
- Association France Tiers-lieux (only available in French)
- “Smart villages, for a French model to serve rural regions”, 2022, ADRETS for the National Rural Network
- “Third place and european public authorities”, 2025 (National agency for territorial cohesion)



2025

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