

#cooperation

## LET'S WORK TOGETHER TO BUILD A MEANINGFUL REGIONAL DEVELOPMENT PLAN CENTERED ON THE LOIRE RIVER BASIN

Structure : The Fertile Loire River



Pays de la Loire

The purpose of the FLEUVE LOIRE FERTILE association is to host, support, and initiate or promote cultural, economic, sports, and tourism-related activities.

By linking heritage with the future, it aims to help make the Loire River basin a resource and a powerful driver of social and economic development.

Its approach focuses on recognizing and harnessing the expertise and creativity of local residents.

It is firmly rooted in a commitment to ecological sustainability.

## What We Do

### **Promoting the natural and cultural heritage of the Loire**

The Fleuve Loire Fertile association is a collective of residents united by a shared heritage and common values to share the Loire between Auvergne and Rhône-Alpes with those who live and work there. It is a space for sharing, preserving, and promoting the natural and cultural heritage of the Loire.

### **Raising Awareness Among Diverse Audiences**

The association engages in awareness-raising initiatives to promote the preservation of the environment and biodiversity of the Loire and its banks.

### **Building a heritage**

**community** The association aims to build a community committed to preserving the Loire, by fostering exchanges and cooperation among residents, local stakeholders, and visitors.

### **Gentle Journeys Along the Loire**

Our friends from the "**Monregard**" association kicked off the 2025-2026 season with a day-long event centered around the canal in Briennon.

The packed program delighted everyone in attendance.

- 1.5-hour morning hike along the towpath
- shared meal in Briennon
- afternoon tour of the museum barge.

### **School Awareness Days:**

The Loire Education League organizes annual awareness days featuring barge tours, explanations of how river transport works, and more. The next events will take place on **May 20 and June 12** with three workshops

## Liens

<https://www.fleuveleirefertile.fr/actus>