

MARKETING LOCAL PRODUCTS & TOURISM

GROIX



ISLAND & IDEA TITLE

GROIX

MARKETING LOCAL PRODUCTS & TOURISM - BOOST VISIBILITY OF LOCAL PRODUCTS THROUGH MARKETING AND BETTER INTEGRATION WITH TOURISM.



TARGET GROUP

LOCAL PRODUCERS (FOOD, CRAFTS, ART, COSMETICS)
TOURISM OPERATORS AND ACCOMMODATION PROVIDERS
VISITORS AND TOURISTS
MUNICIPALITY AND REGIONAL TOURISM BOARDS
LOCAL ASSOCIATIONS AND MARKETING AGENCIES



PROBLEM AND OPPORTUNITY

MANY OF GROIX'S HIGH-QUALITY LOCAL PRODUCTS REMAIN UNDER-PROMOTED AND DISCONNECTED FROM THE TOURISM EXPERIENCE
CAN SUPPORT SMALL BUSINESSES, ENRICH VISITOR EXPERIENCE, AND PROMOTE SUSTAINABLE ECONOMIC DEVELOPMENT



SOLUTION

DEVELOP A LOCAL PRODUCT & TOURISM INTEGRATION CAMPAIGN



WHAT ALREADY EXISTS?

DIVERSE RANGE OF LOCAL PRODUCERS
TOURISM OFFICES AND SEASONAL EVENTS DRAWING THOUSANDS OF VISITORS ANNUALLY
LOCAL PRIDE IN ISLAND-MADE GOODS AND TRADITIONS
SOME EXISTING INITIATIVES BUT NOT UNIFIED OR WIDELY PROMOTED
REGIONAL INTEREST IN TERROIR BRANDING AND SUSTAINABLE LOCAL ECONOMIES



WHAT IS NEEDED?

APPROX. €45,000 STARTUP BUDGET
DESIGN AND LAUNCH OF A UNIFIED "MADE IN GROIX" LABEL
PARTNERSHIPS WITH LOCAL PRODUCERS, FERRY OPERATORS, AND HOSPITALITY SECTOR
DIGITAL AND PRINT CONTENT CREATION IN MULTIPLE LANGUAGES
INFRASTRUCTURE FOR REGULAR PRODUCER-TOURIST CONTACT POINTS



WHO IMPLEMENTS IT?

FREIJA AND PARTNER UNIVERSITY STUDENTS
MUNICIPALITY OF GROIX
LOCAL PRODUCERS AND COOPERATIVES
TOURISM BOARD AND ACCOMMODATION PROVIDERS
REGIONAL MARKETING EXPERTS AND NGOS



WHEN IS IT FEASIBLE?

CO-DESIGN & MAPPING: OCTOBER 2025 – JANUARY 2026
BRAND LAUNCH & MATERIALS ROLL-OUT: SPRING 2026
INTEGRATION WITH TOURISM SEASON: SUMMER 2026
MARKET ACTIVATION & EVALUATION: AUTUMN 2026



EXPECTED IMPACTS

INCREASED INCOME FOR LOCAL PRODUCERS
STRENGTHENED COMMUNITY IDENTITY AND PRIDE, INTERGENERATIONAL ENGAGEMENT
PROMOTION OF LOW-IMPACT, ISLAND-SOURCED GOODS
AWARENESS ABOUT SUSTAINABILITY AND ISLAND HERITAGE THROUGH STORYTELLING



RISK FACTORS AND MITIGATION

STRATEGIES

LOW TOURIST UPTAKE → FOCUSED PROMOTION AT ENTRY POINTS (FERRY, ACCOMMODATIONS)
PRODUCER RELUCTANCE → EARLY CO-DESIGN AND CAPACITY-BUILDING WORKSHOPS
BRANDING INCONSISTENCY → UNIFIED GUIDELINES AND VISUAL IDENTITY MANAGEMENT
SEASONALITY CHALLENGES → EXTEND PRODUCT VISIBILITY THROUGH DIGITAL SALES AND OFF-SEASON OFFERS



POSSIBLE FUNDING OR BUSINESS

MODEL

EU RURAL DEVELOPMENT AND CIRCULAR ECONOMY GRANTS
FRENCH REGIONAL CULTURAL AND TOURISM FUNDS
PRODUCER COOPERATIVE MEMBERSHIP FEES
EVENT-BASED REVENUES AND MERCHANDISING
LOCAL SPONSORSHIPS (BANKS, FERRY COMPANIES, TOURISM OFFICES)



SUGGESTED NEXT

STEPS

HOST A PRODUCER ROUNDTABLE TO CO-CREATE THE "MADE IN GROIX" CONCEPT
DESIGN BRAND AND STORYTELLING FRAMEWORK WITH STUDENT INPUT
MAP PRODUCER LOCATIONS AND CREATE PILOT MARKETING CONTENT
LAUNCH BRAND WITH AN ISLAND-WIDE MARKET EVENT IN SPRING 2026
EVALUATE TOURIST REACH AND PRODUCER SATISFACTION AFTER SUMMER SEASON

Island: Groix (France)

Title: **Marketing Local Products & Tourism** - Boost visibility of local products through marketing and better integration with tourism.

1. Target group

Local producers (food, crafts, art, cosmetics). Tourism operators and accommodation providers. Visitors and tourists. Municipality and regional tourism boards. Local associations and marketing agencies.

2. Problem and Opportunity

Many of Groix's high-quality local products remain under-promoted and disconnected from the tourism experience. Tourists often miss out on the opportunity to engage with authentic, sustainable island products. By improving the visibility, accessibility, and storytelling around these products, the island can support small businesses, enrich visitor experience, and promote sustainable economic development.

3. Solution

Develop a Local Product & Tourism Integration Campaign, including:

- Creation of a unified brand and label for Groix's sustainable, locally-made products.
- Design of marketing materials (maps, guides, digital platforms) showcasing product stories and producer locations.
- Integration of local products into tourism offers (e.g., welcome baskets, guided tasting tours, product-themed excursions).
- Collaboration with ferry services, accommodations, and tourism offices for distribution.
- Seasonal local markets and events where tourists can meet producers and buy directly.

4. What already exists?

- Diverse range of local producers (seaweed-based cosmetics, seafood, crafts, honey, art)
- Tourism offices and seasonal events drawing thousands of visitors annually
- Local pride in island-made goods and traditions
- Some existing initiatives (e.g. local markets, boutique sales) but not unified or widely promoted
- Regional interest in terroir branding and sustainable local economies

5. What is needed?

Approx. €45,000 startup budget (branding, marketing materials, event logistics)
Design and launch of a unified “Made in Groix” label
Partnerships with local producers, ferry operators, and hospitality sector
Digital and print content creation in multiple languages
Infrastructure for regular producer-tourist contact points (markets, kiosks, tours)

6. Who implements it?

FREIIA and partner university students (branding, mapping, campaign design)
Municipality of Groix (strategic coordination, funding, logistics support)
Local producers and cooperatives (content, product displays, storytelling)
Tourism board and accommodation providers (distribution and outreach)
Regional marketing experts and NGOs (training, evaluation)

7. When is it feasible

Co-Design & Mapping: October 2025 – January 2026
Brand Launch & Materials Roll-Out: Spring 2026
Integration with Tourism Season: Summer 2026
Market Activation & Evaluation: Autumn 2026

8. Expected Impacts

Economic: Increased income for local producers, diversified tourism economy
Social: Strengthened community identity and pride, intergenerational engagement
Environmental: Promotion of low-impact, island-sourced goods
Educational: Awareness about sustainability and island heritage through storytelling

9. Risk Factors and Mitigation Strategies

Low tourist uptake → Focused promotion at entry points (ferry, accommodations)
Producer reluctance → Early co-design and capacity-building workshops
Branding inconsistency → Unified guidelines and visual identity management
Seasonality challenges → Extend product visibility through digital sales and off-season offers

10. Possible Funding or Business Model

EU rural development and circular economy grants
French regional cultural and tourism funds
Producer cooperative membership fees
Event-based revenues and merchandising
Local sponsorships (banks, ferry companies, tourism offices)

11. Suggested Next Steps

- Host a producer roundtable to co-create the “Made in Groix” concept
- Design brand and storytelling framework with student input
- Map producer locations and create pilot marketing content
- Launch brand with an island-wide market event in Spring 2026
- Evaluate tourist reach and producer satisfaction after summer season

Municipality’s Facilitating Role (RUDDER Framework)

Leadership: Appoint a municipal lead on local economic development and branding.

Connector: Unite producers, tourism sector, and marketing agencies under one initiative.

Facilitator / Creator: Support co-creation workshops and storytelling sessions.

Provider: Offer seed funding, event space, and municipal branding support.

Ambassador: Promote Groix’s local identity through tourism channels and regional networks.

Leverage / Capitalize: Use the campaign to attract media, tourists, and future investment.

Network Orbiting: Link Groix to regional and European networks of local product promotion.

Procurement Trendsetter: Prioritize local sourcing in municipal events and services.

Stakeholder	Role in project	Interest / Motivation
Students (FREIIA, partner universities)	Brand development, mapping, campaign design	Creativity, entrepreneurship, regional value creation
Municipality of Groix	Strategic owner, facilitator, funder	Local economic development, cultural pride
Local producers and cooperatives	Content providers, event participants	Visibility, increased sales, sustainable livelihoods
Tourism board and accommodation sector	Promotion, integration with tourism services	Tourist satisfaction, added value experiences
Ferry operators and local businesses	Distribution partners, sponsors	Brand visibility, positive traveler engagement
Regional marketing agencies and NGOs	Training, monitoring, strategy input	Regional economic promotion, sustainability alignment
Visitors and tourists	Consumers, experience seekers	Authenticity, unique souvenirs, connection to place