Overview on social and economic valorisation of the territory as rural development, sustainable tourism or marketing

Solsona, 6th November 2013
Solsona, 6 novembre 2013
1. Governance and participation improvement.

2. Operative priorities.

3. Target group focussed communication needs

4. Grus Reto project: Example of social and economic valorisation

5. Financial needs and opportunities

6. Conclusions
Each territory has enough natural or cultural resources to put in value.
Territory
Territory

But the most important “ressource” are us, the inhabitants of the rural areas, and the socioeconomic development WE can be able to do all together
1. Governance and participation improvement.

What is Leader?

The acronym ‘LEADER' derives from the French words "Liaison Entre Actions de Développement de l'Économique Rurale" which means, ‘Links between the rural economy and development actions'.

The idea was to enlist the energy and resources of people and bodies that could contribute to the rural development process by forming partnerships at a sub-regional level between the public, private and civil sectors.
1. Governance and participation improvement.

When did it started?

In 1990, when a group of officials at the European Commission came up with the proposal for LEADER, this concept of connecting with people was quite new.

How do we get funding?

There are regional, national and european funds.

Who it manage?

The basic administrative unit is a non-profit Local Action Group (LAG) open to all actors in a given territory.
1. Governance and participation improvement.

The **bottom-up approach** means that local actors participate in decision-making about the strategy and in the selection of the priorities to be pursued in their local area.
2. Operative priorities.

The operative is “simple” LEADER conceives the local people as the best experts on the development of their territory.

The involvement of local actors includes the population at large, economic and social interest groups and representative public and private institutions.

"The valuation of local skills and knowledge does not only boost the self-awareness of local people and changes their perception of the area in which they live, it also fosters innovative solutions and competitive advantage of value-adding activities, ultimately of the territory itself." (Lukesch & Schuh 2007)
2. Operative priorities.

Technical team (LAG) + private actors + public actors

Study, propose and agree with stakeholders the real objectives

Identify SWOT; strengths, weaknesses, opportunities and threats

Prepare the medium-term plan with different scenarios, sectors trying to diversify the proposals, working in a cross

We develop during 7 years
2. Operative priorities.

Projects we have developed

- Ornithological European Tourism Network
  - www.retoeurope.com

- Network of Spaces for Nature Watching Tourism in the Natura 2000 Network
  - www.retoeurope.com/rednatura2000/

- Adoption of a common and complementary actions to sustainable recovery of river, lagoon areas

- Through a historical and cultural context we sell the landscape and territory

12/11/2013
2. Operative priorities.

Projects we have developed

Youth network to boost our rural area

Continuous improvement of entrepreneurs in economic, social and environmental axis

Appreciate, promote and buy local products
3. Grus Reto project: Example of social and economic valorisation

**Leader I, The idea, the first contacts**
The interest of Adri Jiloca Gallocanta It was to develop in a socio economic key Gallocanta’ Lake. At this time, we have worked in the idea talking with other territory where they have the migration of one bird, the crane.

**Leader II, First Leader to cooperate**
“Grus, Crane’s Cultural Route”
We have presented as coordinators to the cooperation call with 6 more LAG’s from Spain, Sweden, Germany and France, to work with artisans, agrofood ans associations to build an european network of sustainable municipalities through the route of cranes. Main actions, change of experiences, one video explaining the route, touristic material…
3. Grus Reto project: Example of social and economic valorisation

Leader + Building the structure
Grus Reto, European Network of Ornithological Tourism

The project evolved from the idea to work only with cranes to work with all kind of birds, with 17 partners from Spain and France and 933.549 € euros of budget. The thematic axis it was to create a touristic network around Zones of Special Protection of Birds, Natural Places with Communitarian Interest and Natural Parks.

Leader 2007-2013 Global development
Reto Natura 2000, spaces of nature tourism network

Now, in this period, 30 spanish LAG, we are working to know the reality of the socio economic influence for inhabitants, entrepreneurs and tourist to edit local and global development plans in Natura 2000 areas. The budget is 378.000 euros from 2009-2011.
Cultural route of the cranes

European Network for Ornithological Tourism

Tourism Network Of Nature-Watching Space

1998-2000

2004-2008

2009-2011

12/11/2013
Local Action Groups

Adri Jiloca Gallocanta (Aragón, Spain)
Adegaso (Gállego-Sotón, Aragón, Spain)
Omezyma (Mezquín-Matarraña, Aragón, Spain),
La Serena (Extremadura, Spain)
Natural Park of Schaalsee (Mecklenburg, Germany)
Swedish Crane Working Group (Skaraborg, Sweden).
The Rural Economy and Agricultural Society of Skaraborg (Sweden).
La Creuse (Limousin, France)
Ludwigslust, (Germany)
Nort-West-Mecklenburg, (Germany)
Rügen (Mecklenburg, Germany),

Description of the project

Objectives

Personal meeting and discover-sharing concerns and objectives of the other.
To create a cultural route around a common bird, the crane.
Main actions

• Promotional video around the migration of the cranes and the people who live in these territories.
• Crane concerts
• Changes between ornithologist, young people, associations, artisans and farmers.

Difficulties

• Language barriers
• Different mentalities
• Complicated attitudes

Results

• 9 transnational meetings
• 2 Crane Festivals (Gallocanta, Rügen)
• 1 promotional video
• 1 travelling exhibition “Nature’s Spirits”

Added value of the project

• At this time, the whole project, to do TNC with other countries.
Local Action Groups

• 15 spanish
• 2 french

Description of the project

The main **objective** is the creation of network around Special Protection Areas, Important Bird Areas, Natural Parks...

• Specific Objectives
  - Increase transnational cooperation
  - Sustainable development looking for the balance between tourism and nature
  - Encourage local people to work in
  - Change of knowledge
  - To have more conscience into environmental themes
  - To Increase natural tourism
  - Support the associations
Main actions

MANAGEMENT

PROMOTION
- M.I.C. / Communication Plan
- Official project presentation

ENVIRONMENTAL
- Environmental information to the local territory
- Nature Classroom
- Conference of Environmental Voluntary people
- Environmental training

TOURISM
- Elaboration of a strategy of tourist development; creation of a tourist products
- Study and implantation of systems of tourist management, formation of the tourist sector and edition of a manual of good practices.

NEW TECHNOLOGIES
- Migranet
Official presentation
Agriculture Ministerium of Spain
2005
Promotion: Brochures +20,000 units
Site web

www.retoeurope.com

+200,000 visitors
CD Environmental for schools
+10,000 units
Class nature
+1500 students
Environmental volunteer journey
+35 associations
Strategy, training for business man
+ 30 touristic products

ASISTENCIA TÉCNICA PARA LA ELABORACIÓN DE UNA:

“ESTRATEGIA PARA LA CREACIÓN DE UNA RED DE ESPACIOS DE TURISMO ORNITOLÓGICO”

Estudio y Bases Para la Implantación de Sistema De Gestión Turística.
Manual de Buenas prácticas.
Orientaciones para la Formación del empresariado RETO.

Acción formativa de RETO

Marzo 2007
Formation for entrepreneurs
+ 100 businessman
Fairs, Exhibitions
+ 10 national / international
Fio Monfragüe (Spain) 2005-2008
Fairs, Exhibitions
+ 10 national / international

British Birdwatching Fair (UK)

Expotural (Madrid)
2006 - 2007
Fairs, Exhibitions
+ 10 national / international

**Fiera Internazionale Birdwatching** (Italy) 2007
3. Grus Reto project: Example of social and economic valorisation

Spain – Aragon
Cranes, Lammergeiels & Wallcreepers
12 November to 19 November 2013
Principal Leader: Steve West
Maximum of 14 clients (two leaders with more than seven clients).
2013 Cost: £1,499 single room supplement £100

Early November sees the gathering of thousands of Common Cranes at their single most important stopover site in Western Europe. These birds breed in the swamps and marshes of Scandinavia, Finland and Russia, before making a short stop on their southward migration, which will take them to the deserts of Extremadura, while others will stay around Donana to benefit from the safe haven provided by the lagoon and the fields available in the surrounding fields. We shall be treated to one of the world’s great spectacles as these birds fly in large flocks overhead, increasing as they go. Our local guide Steve West will also lead us to explore some great habitats where we can look for some of the special birds of Spain. Who cannot be tempted when there is mention of Dunlins, Barrels’ Eagles, Great Bustards, Lammergeiers, Wallcreepers, Bech Woodpecker and Collie Finch? We stay at three very comfortable and well-located hotels. At this time of year, the day length is getting shorter and the birds are active, feeding up before winter arrivals. This tour is packed with some great birds and some little-visited locations. Why not travel with Steve and see why he thinks this itinerary is such a winner.
Spain – Aragon
Crane, Lammergeiers & Wallcreeper

Tuesday 12 November – Tuesday 19 November 2013
Principal Leader: Steve West
2013 Cost: 31,399 single-room supplement £100

Early November sees the gathering of thousands of Common Cranes at their feeding grounds in the Spanish province of Aragon. Nowhere else in Europe can you see this incredible sight, with thousands of cranes taking their turn to feed in the lagoons that have been specially created in this area. By late November they will have dispersed to their wintering grounds in the west of Africa, where they can feed on the abundant grain from which they have fattened. This is the last opportunity to see these amazing birds in Europe. We will also spend time searching for other species that are resident or passage migrants throughout Europe and will aim to see some of the special birds of Spain. Wildlife species on this trip are likely to include Eurasian Stone-Curlew, Stone-Curlew Sandpiper, Spotted Sandpiper, Northern Wheatear, Whinchat, and a variety of birds of prey.

Inclusions:

- Accommodation
- Meals and drinks
- All ground transportation
- All travel costs
- Entrance fees
- All travel permits
- Airport transfers

Exclusions:

- Airfare
- Travel insurance

Day 1-5 & 8

Day 1-5: Private minibus: Aragon to Graus, where we collect our minibus and transfers to our base at Huesca. We spend the day exploring the lagoons, with the cranes staging in the afternoon, where they will gather in huge numbers. This is the best time to see the cranes, as they are tame and feed around the edge of the lagoon. In the evening we travel to Graus to spend the night in our accommodation. Days 6-9: Private minibus: Huesca to the lagoons, where we begin our exploration of the lagoons. The cranes are most active in the morning, so we start early and spend the day exploring the lagoons, with the cranes staging in the afternoon, where they will gather in huge numbers. In the evening we travel to Huesca to spend the night in our accommodation. Days 10-13: Private minibus: Huesca to the lagoons, where we continue our exploration of the lagoons. The cranes are most active in the morning, so we start early and spend the day exploring the lagoons, with the cranes staging in the afternoon, where they will gather in huge numbers. In the evening we travel to Huesca to spend the night in our accommodation.

Outline Itinerary

Day 1: Private minibus: Aragon to Graus.
Day 2: Private minibus: Graus to the lagoons.
Day 3: Private minibus: Huesca to the lagoons.
Day 4: Private minibus: Huesca to the lagoons.
Day 5: Private minibus: Huesca to the lagoons.
Day 6: Private minibus: Huesca to the lagoons.
Day 7: Private minibus: Huesca to the lagoons.
Day 8: Private minibus: Huesca to the lagoons.
Day 9: Private minibus: Huesca to the lagoons.

Cost:

- 2013 Cost: 31,399 single-room supplement £100

- Cost includes:
  - Accommodation
  - Meals and drinks
  - All ground transportation
  - All travel costs
  - Entrance fees
  - All travel permits
  - Airport transfers

- Exclusions:
  - Airfare
  - Travel insurance

For a previous tour report or further information please call: 01794 519845
To make a booking please call: 01794 519845
3. Grus Reto project: Example of social and economic valorisation
3. Grus Reto project: Example of social and economic valorisation

Wild Spain - La Montana Palentina

**Outlines**

**Day 1**
Fly Santander & transfer to Contellana

**Day 2**
The Peculiar Mountains

**Day 4**
Return Santander, fly London

**Dates**
Thursday 7th June - Thursday 14th June

**Cost**
£1,015 (London/London); £1,055 (Santander/Santander)

Single room supplement
£150

**Guiding**
All

**Joining**
A little longer than usual walk sometimes involving substantial altitude gain, but not generally over difficult terrain

**Pack**
Bike, mountain bike, picnic

**Naturetrek Tour Itinerary**

**Wild Spain - La Montana Palentina**

The itinerary is on the history of the wild landscape, comprising high mountains, peaks, steep cliffs, ravines, and complex geological formations. The mountainous region of the Peculiar Mountains is characterized by a rich variety of flora and fauna, including rare and endangered species. The itinerary includes visits to various natural and historical sites, such as the Peculiar Mountains National Park, the Sierra de Cantabria, and the Cantabrian Sea Coast. The itinerary also includes opportunities for birdwatching and wildlife observation, with a special focus on the grizzly bear, which is a rare and endangered species in the region.

**Contellana de Aguiar**

The departure point is Santander, a city located on the western coast of Spain. From Santander, we will travel to the Peculiar Mountains region, where we will spend the first night in Contellana de Aguiar. The Peculiar Mountains are known for their unique geological formations and abundant flora and fauna. The itinerary includes visits to various natural and historical sites, such as the Peculiar Mountains National Park, the Sierra de Cantabria, and the Cantabrian Sea Coast. The itinerary also includes opportunities for birdwatching and wildlife observation, with a special focus on the grizzly bear, which is a rare and endangered species in the region.

**Days 2-7**
Contellana de Aguiar

The itinerary includes visits to various natural and historical sites, such as the Peculiar Mountains National Park, the Sierra de Cantabria, and the Cantabrian Sea Coast. The itinerary also includes opportunities for birdwatching and wildlife observation, with a special focus on the grizzly bear, which is a rare and endangered species in the region.

**Food & accommodation included in the price**

- All food and accommodation in included at the price of the holiday.
- One accommodation comprises up to 3 adults and 2 children. Please note that facilities are not on site.
Difficulties
• Ambitious project / objectives
• Few French groups not connected between them and with Spanish groups
• To have other countries
• To have enough businessman to create the network
• To have continuity to finish better
• Financial, administrative and legal restrictions

Results
• More than 30 national and international presentations of the project.
• More than 100 schools and 10,000 students
• More than 200,000 visitors in the web
• More than 100 businessman formed
• More than 30 touristic products created
• Two other cooperation projects had been created

Added value of the project
• Application of the Leader philosophy
• Technical and professional staff (LAG’S) and implication of the public target
• Monitoring and evaluation by the Secretary General of Tourism of Spain
Local Action Groups
30 Spanish LAGS

Description of the project

Objectives
The aim is to equip rural areas of planning strategic principles from participatory, cooperative and commissioning sustainable socio-economic value values of the Natura 2000 network.

Main actions
• Knowledge and analysis of Tourism experiences
  nature observation
• Training sessions and exchange of knowledge and
  experience
• Defining a global strategy and developing strategic
• Territorial and global plans
• Promotion

2009-2011
Difficulties
• It was a huge field work
• No funds for personal staff
• Not enough time to develop the plans

Results
• More than 300 meetings with local businessman
• More than 15 official presentations
• 28 strategic territorial plans, 1 global plans

Added value of the project
• Well sized
• Knowledge from Leader II
• Same base more partners
• We did that Public Administration couldn’t do.
4. Target group focussed communication needs

We define the different target groups:

Depending of the priorities of different sectors:
Education - Environmental – Culture – Agrifood - Tourism
4. Target group focussed communication needs

We define the way of communication

• Mass Media
• Social Network

Depending on the objectives and target groups

Profiting also the seminars, congress, technical journeys...
5. Financial needs and opportunities

For the moment, Leader and national funds, for working on projects, but it is very important to have continuity for the actual fulfillment of the objectives.

But we continue to work, in the search for other sources of financing, local, provincial, regional, national or international.

We have begun to call for private sector financing as a way to contribute to the objectives; they were more involved.
6. Conclusions

In rural areas, all is connected
Well defined objectives
Mid - Long term work
Same actors different projects
Involve local actors
Formation and change of experiences
Collaboration between actors
Co-financing public – private sector
Level of satisfaction of the sectors
To harness the joint vision
To Share Knowledge
6. Conclusions

In my opinion, Mediterranean countries has several resources to work...

- Clima
- Nature
- Culture
- Heritage
- Open mind
- Creativity
- Desire to improve
- Good technical staff

To work together is the only way to obtain more benefits with less cost.
6. Conclusions

THINK IN GLOBAL,
SHARE KNOWLEDGE,
WORK TOGETHER,
ACT IN LOCAL
THANKS FOR YOUR ATTENTION