



BENEFITING FROM CULTURAL HERITAGE IN A SUSTAINABLE WAY, RESULTS FROM 'PRESERVE' EU PROJECT

Brussels, March 24th 2011

Roberto RODRIGUEZ-PINDADO
European Area - AVILA COUNTY COUNCIL





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2. PRESERVE PROJECT

3. RESULTS FROM PRESERVE PROJECT





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1. INTRODUCTION

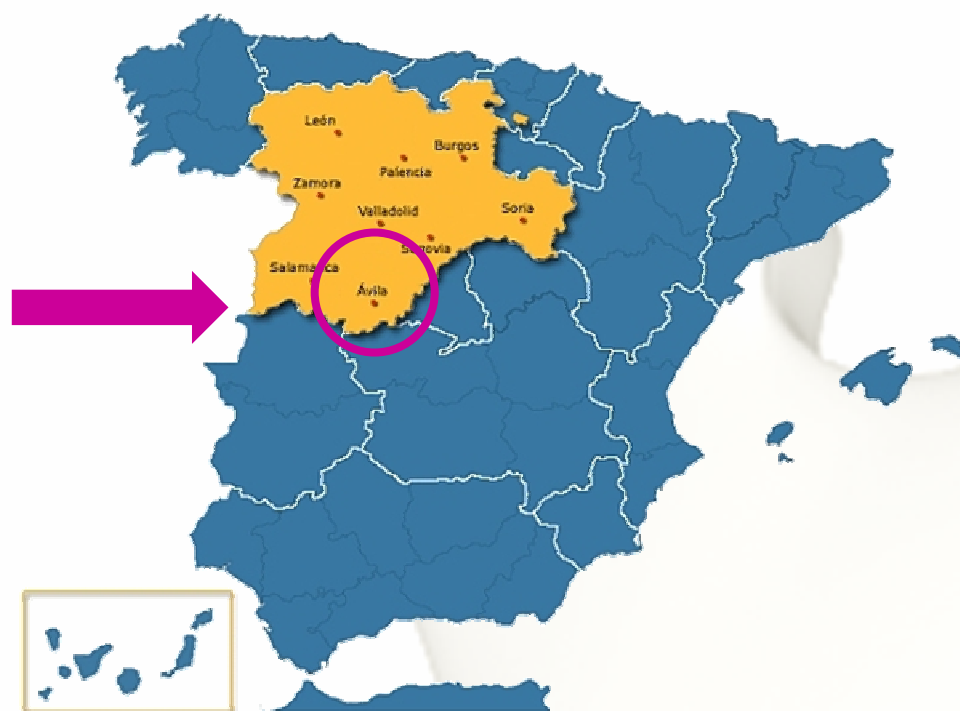
2. PRESERVE PROJECT

3. RESULTS FROM PRESERVE PROJECT





INTRODUCTION AVILA COUNTY



WHO?

AVILA COUNTY COUNCIL

WHERE?

CENTRE SPAIN

CASTILLA Y LEON REGION

248 MUNICIPALITIES

WHAT?

NATURAL & CULTURAL RESOURCES

MAIN SECTOR: TOURISM





COMBINING THE RESOURCES

NATURAL

CULTURAL

GASTRONOMY





HERITAGE: CELTIC+MUDEJAR+CASTLES+ROMAN PATH+ RURAL ARCH.+NATURE+LOCAL GASTRONOMY





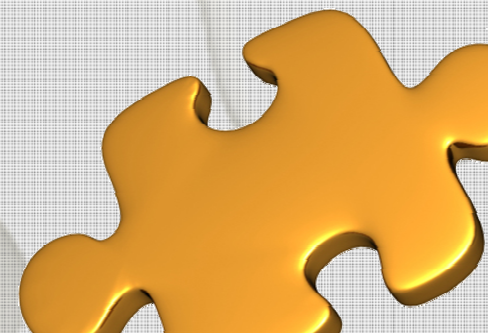
GATHERING PIECES TO GET OUR GOAL



ISOLATED ACTIONS TO PRESERVE
OUR CULTURAL AND NATURAL
HERITAGE FROM
TOURISM PRESSURE

...AND **LOSING COMPETITIVENESS**
FROM POTENTIAL SINERGIES
(visitor profile, low overnight ratio)

ASSESTMENT NEED
TO GET THE PUZZLE:
“PRESERVE” EU PROJECT





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THE PRESERVE PROJECT



PEER REVIEWS FOR SUSTAINABLE ECO-REGIONS VIA EUROPE

Interreg IV C

Subtheme: Cultural heritage and landscape

November 2008 - October 2011

Total budget: 1.589.281 euros

UE Co-financed 75% ERDF

www.preserve.aer.eu



LEADER:

ASSEMBLY OF EUROPEAN REGIONS -AER-

PARTNERS (14P/10ME)

JÖNKÖPING – (SWEDEN)

ÉSZAK-ALFÖD – (HUNGARY)

BANSKA BYSTRICA – (SLOVAK REP.)

SYDDANSK – (DENMARK)

ALYTUS COUNTY – (LITHUANIA)

ALBA COUNTY – (ROMANIA)

ÖREBRO – (SWEDEN)

STEREA ELLADA – (GREECE)

TUSCANY REGIONE – (ITALY)

CARINTHIA – (AUSTRIA)


ABRUZZO REGIONE – (ITALY)

STYRIA – (AUSTRIA)

AVILA COUNTY COUNCIL – (SPAIN)



PRESERVE PROJECT GOAL



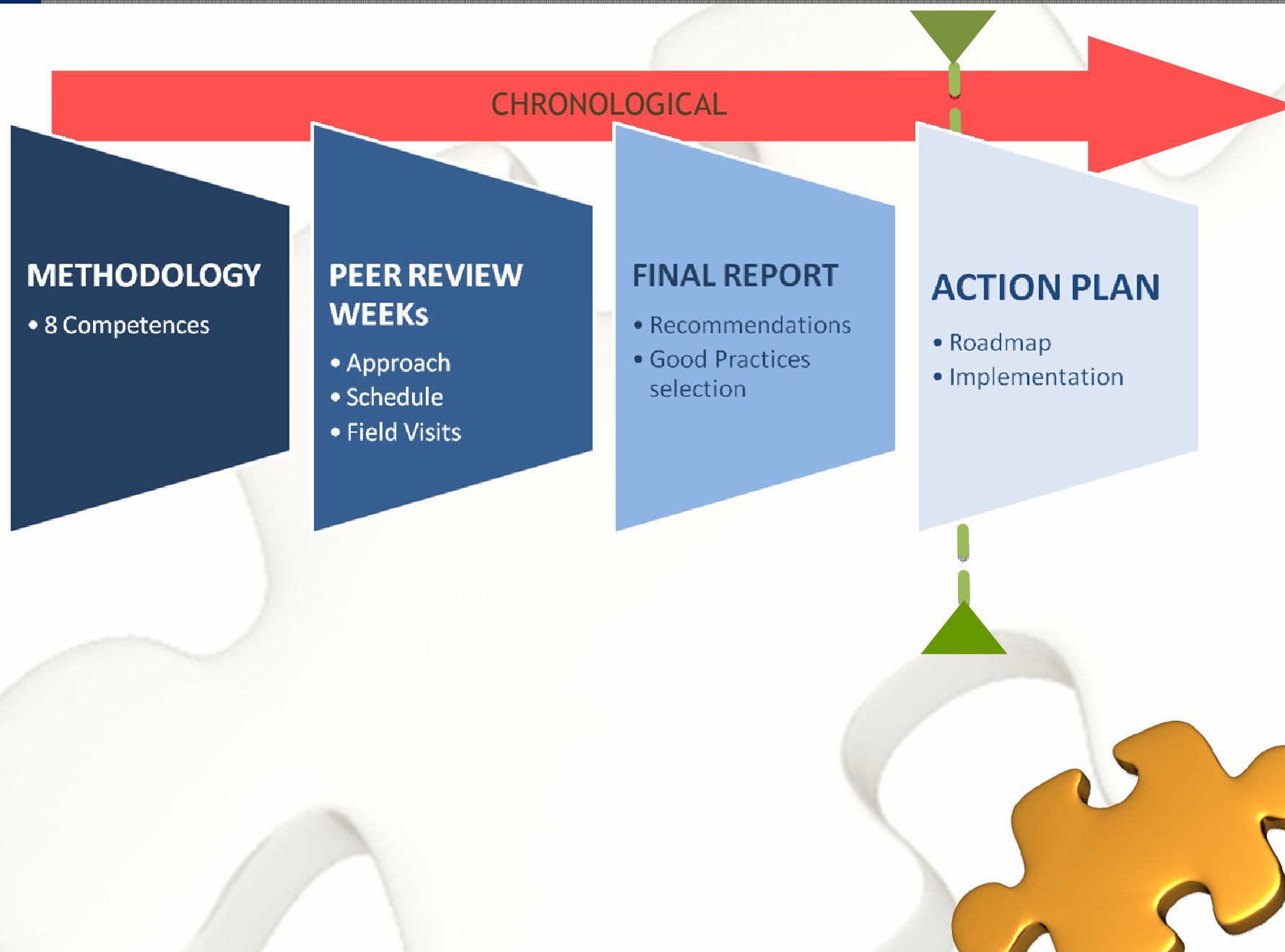
To improve effectiveness of regional development policies, supporting sustainable tourism through the **peer review** methodology considering the **cultural heritage** as an endogenous factor of economic development.



Regional action plans to modernise and increase competitiveness with **sustainability and preservation of cultural heritage**



STAGES





METHODOLOGY: 8 Competences tackled





PEER REVIEW WEEK: Organization in advance

CHRONOLOGICAL

METHODOLOGY

- 8 Competences

Strategy
Partnership
Social Cohesion
Community Engmt.
Spatial Planning
Environment
Communication
Innovation

PEER REVIEW WEEKs

- Approach
- Schedule
- Field Visits

Task in
advance

FINAL REPORT

- Recommendations
- Good Practices selection

ACTION PLAN

- Roadmap
- Implementation





MUTUAL LEARNING APPROACH



13 INTERVIEWS

1 MEDIA CONFERENCE

4 FIELD VISITS

1 WORKSHOP

8 SOCIAL EVENTS





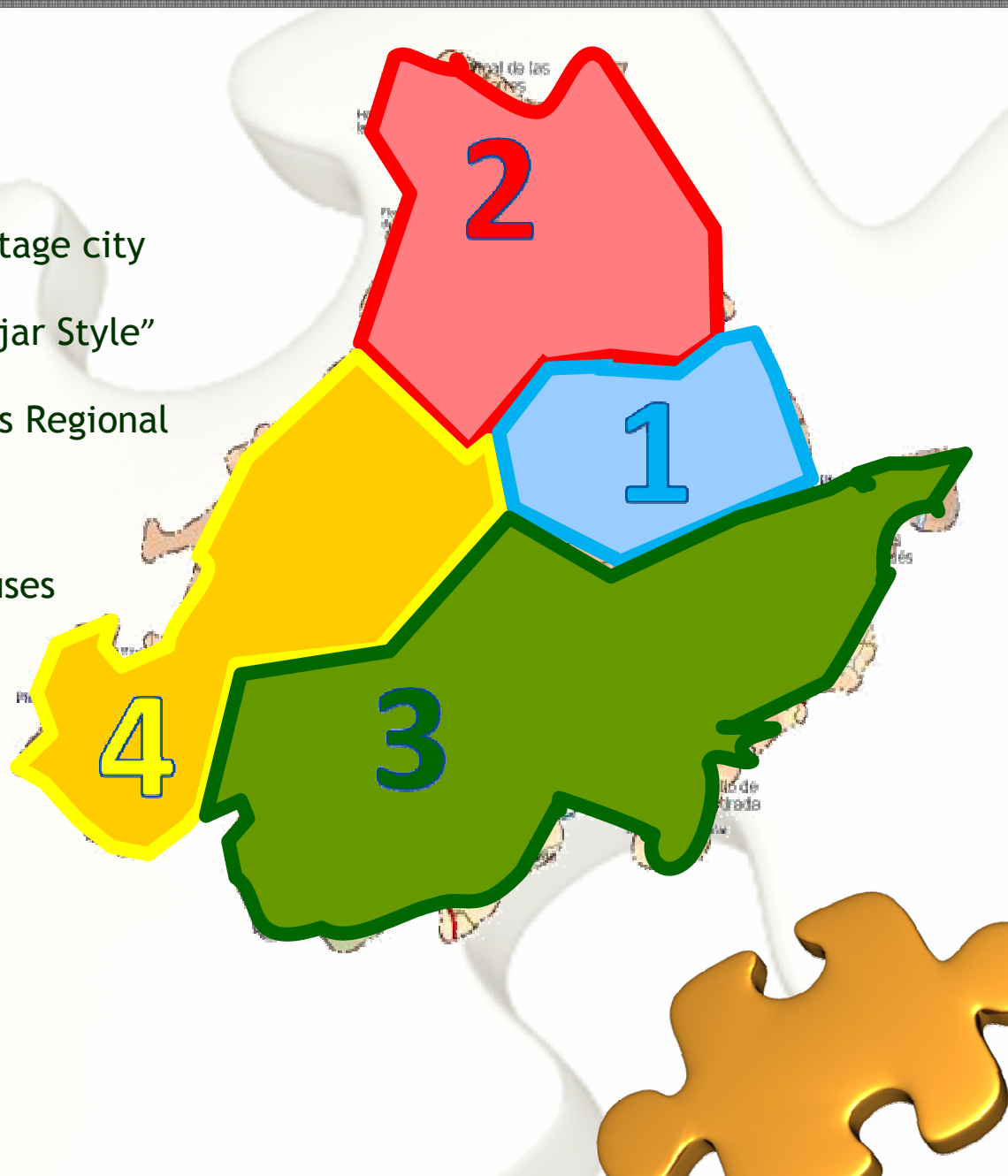
PEER REVIEW WEEK: Schedule

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
30-may	31-may	01-jun	02-jun	03-jun	04-jun
	WELCOMING Media Covered	Environment, Promotion Strategy, Partnership, Spatial Planning,	Partnership, Strategy, Community Engagement, Partnership	WORKSHOP at University + Social Cohesion, Partnership	
	Internal Meeting Group				
	SOCIAL EVENTS				
	FIELD VISIT : Exhibition Avila City	Field meeting FIELD VISIT: Cultural	Field meeting FIELD VISIT: Natural	Field meeting FIELD VISIT: Agrofood	
	Summary	Summary	Summary	Summa	
	SOCIAL EVENTS				





1. CULTURAL: Avila, human heritage city
2. CULTURAL: La Moraña “Mudejar Style”
3. NATURAL + CULTURAL: Gredos Regional Park & Rural Architecture
4. CULTURAL + GASTRONOMY: Castros & Verracos, Rural Houses and Agrofood



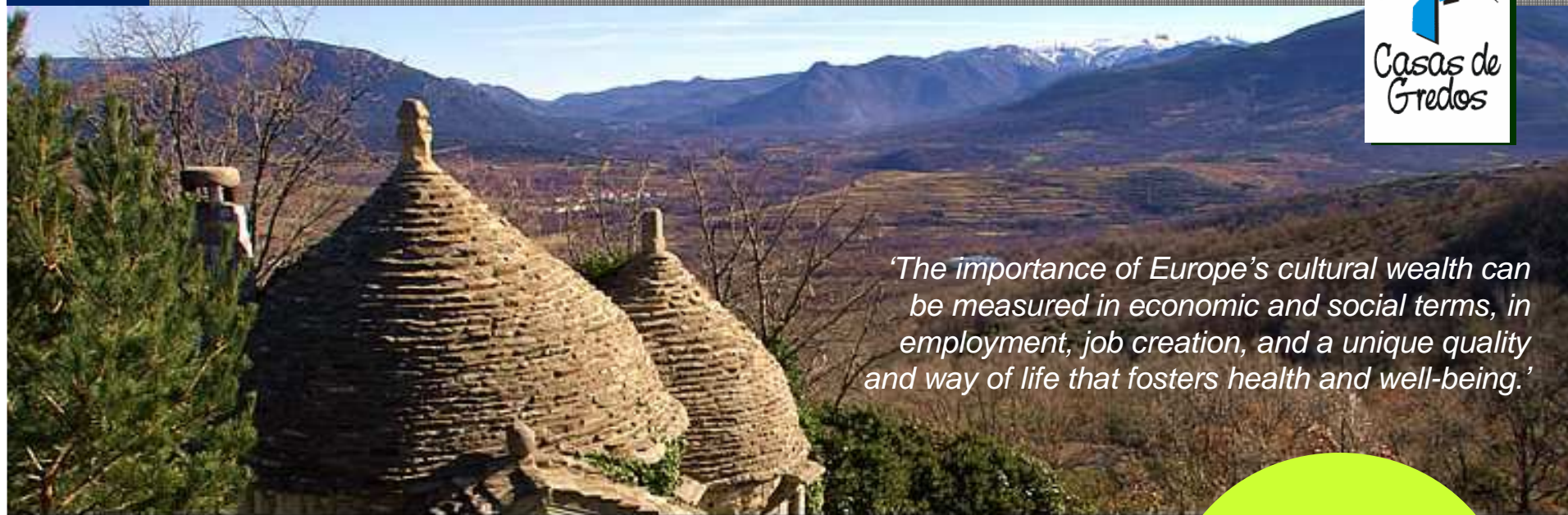


FINAL REPORT: Recommendations & Good Practices selection





FINAL REPORT: Good Practice “Avila Rural Houses”



‘The importance of Europe’s cultural wealth can be measured in economic and social terms, in employment, job creation, and a unique quality and way of life that fosters health and well-being.’

Rural Houses Net “Casas de Gredos” Initiative from Avila County Council, set up in 1995 >800 houses in 2011 to **refurbish abandoned houses** owned by municipalities: doctor, teacher, priest, mills, school, blacksmith workshop...

According with **local traditions** and using **sustainable materials**, local workers

recover
traditional
architecture

rural
female
jobs



- ✓ **SUSTAINABLE** TOURISM STRATEGY: CLEAR GOALS
- ✓ **COORDINATED SUSTAINABLE ACTIONS** BY DEPRTS.
- ✓ **TARGET: + EUROPEAN VISITOR PROFILE**
- ✓ **INTEGRATED OFFER: OVERNIGHTS RATIO UP**
- ✓ **USE OF INNOVATIVE TOOLS**
- ✓ **INCORPORATION OF “GREEN” LABEL**





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ACTION PLAN

CHRONOLOGICAL

METHODOLOGY

- 8 Competences

Strategy
Partnership
Social Cohesion
Community Engmt.
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Environment
Communication
Innovation

PEER REVIEW WEEKS

- Approach
- Schedule
- Field Visits

Task in advance

FINAL REPORT

- Recommendations
- Good Practices selection

GOOD PRACTICES:

1. Rural Houses
2. Interpretation Centre
3. Tree Adventure Park

ACTION PLAN

- Roadmap
- Implementation

IN PROCESS





ACTIONS IN ADVANCE

Based on findings and recommendations:

- **Integration of Tourism Area** with European Area + Promotion + Sust.Energy
- **Integrated offer package:** Cultural+Natural+Gastronomy (*'Avila Unica'*)
- **Innovative tools :** WEB 2.0 + youtube+twitter+facebook
- **English:** material + facilities staff
- **Protection of tangible heritage:** restricted seasons, areas, signposting, monitoring, rational use of energy measures
- **Lesson learnt** other peer reviews





BENEFITS FROM PRESERVING THE HERITAGE





...building Europe

Thanks for your attention





EUROPEAN
COMMISSION

European
Research Area



European Network on Research Programme Applied to the Protection
of Tangible Cultural Heritage

NET- HERITAGE

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SPAIN - ESPAÑA



EU PROJECTS PORTFOLIO

