



PROMOTER: GDR JANDA LITORAL (CADIZ-ANDALUCIA)

INVOLVED: GDR. AXARQUIA (DEVELOPMENT RURAL GROUP) AND GDP. PROVINCE OF MALAGA (FISHERIES LOCAL ACTION GROUP) (MALAGA-ANDALUCIA)

CONTEXT:

Spanish regulations: Proposal for transnational cooperation to submit to the Ministry of environment and the Rural and marine in accordance with the resolution of 4 March 2011, Environment Secretary of State of Rural Environment and water which is called, for the year 2011, the award of grants for projects of transnational and inter-territorial cooperation within the framework of the National Rural network.

Funding: Funding of State Spanish for development RURAL national groups, the project participants.

Other participants in the project: Groups of national fisheries development and other groups of the EU rural development. They will be participants of the project and of the common work that develops, however each group must cover their costs of participation such as travel, meetings, etc.

Proposed period of implementation: 4 years (2011-2012-2013-2014)

Budget will be proposed: 2,000,000 €

THE PROJECT:

Territories COASTS AGRO-PESQUEROS

Introduction:

Both within the Spanish as there are coastal areas comprising fishing and farming as well as an important environmental wealth in other countries of the EU, heritage and landscape in both areas and which are identified as elements of regional identity. These sectors are also fundamental basis of their resources and also in terms of the interrelationship of companies, employment and the active population both in the primary sector as secondary and tertiary. In the identification of a large number of countries of the EU coastal territories and particularly in Spain, equipped with a significant wealth of resources, they have come to characterize with specific problems on a dichotomy between interior and coast: a strong urban pressure, major population nuclei that live and interrelate with small population units and an important environmental wealth, an important historical culture favored by its proximity to the sea and has conditioned its traditions and ethnographic and economic resources from the sea to the mountain. Likewise this rich source of resources both agro and marina, the strategic position of these territories by its proximity to the sea and the population growth in these environments has been occurring, have given rise to conflicts of an economic nature having reduced the weight, in the economy locally, have brought the agricultural and fisheries sectors, but these

sectors remain an important implication of their population in the maintenance of these activities, their traditions and heritage that must be understood as a fortress. These sectors, even with the pressures of the most globalized markets and own limitations laid down by Community politics on the fishing and agricultural sectors, have benefited in recent years by the application in their territories of specific strategies for development either rural or fisheries. So far these policies have meant, for the origin of funds for which have been funded, a clear separation and independence between performances.

From our point of view, it is necessary to look for synergies between the two so that the concept of development is not exclusively understood from the point of view of sectors of activity but from the broader perspective of territory.

This latent in our territories dichotomy, and that separates a specific activity in the rural world versus activity in the fishing areas, we understand that it must be integrated on the broader conception of territorial development (in our case “agro-pesqueros” coastal territories) to integrate these resources along with the patrimonial wealth-ethnographical and environmental which presented both fields of action and to do likewise with the creation of products with a view to the tertiary sector.

In this sense both sectors both from an environmental point of view (natural parks and marine reserves) gastronomic (orchard and fishing products) can enhance heritage (Mudejar and ruins of salted fish), ethnographic (those assignments agricultural and fishing activities in the history of the Territories), etc.

Schematically, we can say that we justify our project for several reasons:

- Need for integration of sectors that live in coastal areas.
- Necessary coordination on policies for rural development and fisheries in coastal areas.
- Need for synergies between sectors making use of all available resources in the coastal territories.
- Need to joint development of resources of coastal areas for your consideration as inputs of relevant towards other sectors (tourism, gastronomy, environment, etc.), promoting the diversification of activities and the same appreciation.

On the basis of the social and economic importance of both sectors (they make up about 15% of the population active in our territories and to 20% of employment and where female unemployment exceeds 40 per cent), it is necessary to establish strategies to promote the synergies between the two in a way that there is a significant territorial potential or critical mass to promote the recovery of these resources, as well as its projection toward other sectors. Likewise the plus-activity between them depending on the limitations that affect them in many cases becomes possible (biological stops in the fisheries sector, abandonment of agricultural activity, etc). Also in both there are similar problems such as need for diversification, opaque markets, low labor integration of young people and women expelled from the sector, etc.

Ultimately these areas are characterized by the provision of resources varied in different dimension that together can create companies and the projection of the territory.

On the other hand both sectors require three components has been in the various programs of development, both in rural development programs such as fishing and which correspond to:

- More valor of product.
- Diversification of activities
- Integration strategies in the territory

Triple here areas in this project that integrates both actions to evaluate these productions as way that will facilitate the diversification of activities understanding in this regard the territory as a unit of development integrating strategies that are developed in the same.

### OBJECTIVES.

The general objective is the integration of activities in territories agricultural and fishing, strengthening activities in both sectors and the synergies of these with the rest of resources from a perspective of territorial development.

### IDENTIFICATION OF PARTNERS.

Territories that are identified with some of the following items:

- Areas which due to its proximity to the coastal area and special geographical distribution combine characteristics of coast and mountain in the same territory (with both fishing and agriculture tradition) and seeking to combine the peculiarities of the littoral zone and interior around a fishing culture rooted rural and looking for their complementarily.
- Areas of protected natural areas (Nature 2000, nature parks, natural landscapes, reserves marine,... etc.).
- Zones with defined ethnographic offer, traditional fiestas, peculiar historic-artistic heritage, marine heritage, crops, dining, etc., related both to the fishing industry and agriculture.
- Areas where there are agricultural and fishery products clearly identified with it that are in greater or lesser degree identification of the territory and its traditions.
- Areas where converge both programs of Rural development and fisheries development programs.

### ITEMS OF WORK IN PARTNER

### SYNERGIES BETWEEN RESOURCES OF COASTAL

- Development of a guide to specific local products of coastal zones (Guide TierrayMar) (species, qualities, fisheries, agricultural and livestock activity most representative that corresponds,

identification of shots, etc.) aimed at an adult audience as well as others aimed at specific groups in particular to the public in school-age children and youth, incorporating activities in the school.

- Development of an interactive game, identifying species and products gastronomy, etc. in connection with fish and agricultural products of the area.
- Development of a gastronomic Guide and traditional recipes, in relation to the products of the land and the sea in the area, identifying these products as healthy and with the Mediterranean diet.
- Development of a guide for parties, events of ethnographic and traditional type, etc. related to the products of fishing and agriculture.
- Development of acts and events and exhibitions around the fishing and agricultural activity in the territories (gastronomic routes, visit to ports, visits to orchards, etc.).
- Holding of seminars/tastings/show cooking in the territories involved strengthening the matching of the products of the land and sea and collaboration with the schools of hotel and catering business.
- Realization of identifying videos of fishing ports and orchards in the area (history of fishing and farming as well as current activity) realization of videos of the most common species fishing and most significant agricultural production.
- Preparation one publication to collect terms and words of the land and sea.
- Production of video and guide of the craft trades linked to land and the sea.

#### LITTORAL QUALITY.

- Promotion of brands and quality systems for coastal products in its double aspect "land and sea", as well as tourist and environmental.
- Development of a guide of good practice in the fisheries and agricultural activity.
- Coastal Diversity Visa.
- Training for the Group of young people and women on the diversification of activities, the skilling, self-employment and green jobs programs.
- Demonstrations on forms of enhancement of agricultural and fishery products on IV range, sector catering sector, quality systems, trade online, channels of information, etc.
- Technical seminars on economic diversification in coastal areas (tourism, environment and services in general).
- Visits to coastal zones of other countries where has been a major shift in its economic structure, from the development of the traditional activities to the development of other activities of higher value-added (industrialization of sports tourism, local products, specialized services)(, cultural tourism, etc.).

#### COASTAL HERITAGE

- Analysis/diagnosis on issues of protection of the coast, either as a result of fishing, tourist activities, etc.
- Physical and virtual exhibition on the relationship between the Earth and the sea with regard to the development of economic activities: utensils, tools, arts, gear and crafts of the coastal territories, etc.



- Elaboration of a catalogue of coastal landscapes.
- Development of environmental guidelines and establishment of routes and itineraries both natural parks such as marine reserves those come together in these territories.

## RESULTS

- Awareness of the importance of the fishing and agricultural activities in areas, historical heritage and current situation.
- These resources in a manner promoting joint in its different fields (gastronomic, ethnographic more significant and entrenched in the culture, production, environmental, heritage, tourism, etc.)
- Training towards the diversification of activities, the skilling and green jobs (special relevance of the Group of women and youth).
- Identification of systems conducive to the enhancement of production (IV range, sector catering sector, quality systems, trade online, channels of information, etc.).
- Exchange of experiences among business of both sectors and establishment of channels of collaboration, as well as experiences in other countries.
- Creation of routes of tourism and environment by integrating both sectors.
- Promotion of brands and/or quality systems.