



HERICOAST
Management of heritage in coastal
landscapes
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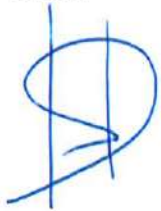
Regional Action Plan

Basque Country
Spain

Partner:
PP5 – Leartibai Development Agency

The 19th of September 2018 it took place the Mayors stakeholder meeting. The aim of this was to agree the action plan. The action plan was unanimously approved by all participants. These entities show their commitment in the implementation phase of this plan

We the undersigned, endorse the action plan prepared by Lea Artibai Garapen Agentzia and the implementation of the actions by Lea Artibai Garapen staff



Mayor of Etxebarria



Councillor of Markina-Xemein



President of Lea Artibai Garapen Agentzia and Mayor of Berriatua



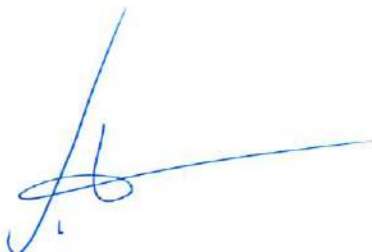
Mayor of Ispaster



Councillor of Ondarroa



Mayor of Lekeitio



President of Lea Ibarra union of village
Representative of Amoroto, Aulestia, Gizaburuaga, Mendexa and Munitibar

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PART I: GENERAL INFORMATION

Project: HERICOAST. Management of heritage in coastal landscapes.

Partner Organisation: Leartibai Development Agency.

Spain: Spain

NUTS2 Region: ES21 País Vasco.

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PART II: POLICY CONTEXT

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of target policy instruments:

HERICOAST Action Plan in Basque Country will address 2 different governance levels and several policy instruments:

REGIONAL:

- Regional Operational Programme ERDF 2014-2020 Basque Country.
- Regional Operational Programme ESF 2014-2020 Basque Country.
- Basque Tourism Strategy 2020.

LOCAL:

- Entrepreneurship Support Services by Leartibai Development Agency following Local Development Strategy.
- Lea-Artibai Tourism Strategy.

PART III: ACTION PLAN

POLICY CONTEXT

ROP ERDF 2014-2020 Basque Country.

The [Basque Country Operational Programme ERDF 2014-2020](#) has got 5 Priority Axes (PA):

- PA1. Research & Innovation.
- PA2. Use and quality of IT.
- PA3. Competitiveness of SMEs.
- PA4. Low carbon economy.
- PA5. Environment and resource efficiency.

Coastal Heritage is not directly addressed by the Operational Programme, but some measures do contemplate the possibilities of supporting Coastal Heritage related promotion and conservation activities, specifically under PA1 and PA2.

Under PA1, different measures are programmed aimed at:

- Funding of R&I projects of a strategic nature for the region.
- Funding of R&I projects for the development of new products and services.
- Funding for the creation of high-tech start-ups.
- Funding for investment on new equipment and infrastructure to boost the R&I capacities of companies.

The selection of the operations to be funded is linked to the priority sectors selected by the Basque Country S3 ([PCTI Euskadi 2020](#)), that identifies 3 priority sectors for the smart specialization of the region and 3 niche or emerging fields:

- Priority sectors: Advanced Manufacturing, Energy and Biosciences.
- Niche fields: Ecosystem services, urban planning and regeneration, and leisure and entertainment.

Under the ecosystems and leisure and entertainment niche fields, tourist related new services and products can be considered, including those related to the valorization of the natural and cultural heritage, such as the Coastal Heritage of the Basque Country.

Under PA3, different measures are programmed aimed at:

- Financial support for the development of innovative businesses.
- Support services for entrepreneurship.
- Support services for new businesses and start-ups in priority sectors and niche fields.
- Dissemination and awareness raising activities to support entrepreneurship.

The different business and entrepreneurship support services backed up by this PA are also closely linked to Basque Country S3, contemplating thus, the support of new businesses and services in the tourism field.

The Managing Authority of the ESF is the Basque Government, but the 3 Provincial Councils or Governments of the 3 territories of the region, Bizkaia, Gipuzkoa and Araba, act as Intermediary Bodies and co-manage with Basque

Government the measures contemplated in the ERDF OP, including those related to PA2. In the case of Leartibai Development Agency, the concerned Intermediary Body is the [Biscay Provincial Council](#).

ROP ESF 2014-2020 Basque Country.

The [Basque Country Operational Programme ESF 2014-2020](#) addresses 2 main thematic focus, Employment and Social Inclusion. We can differentiate 3 Priority Axes (PA):

- PA1. To support a sustainable and high quality employment and labour mobility.
- PA2. To promote the self-employment, entrepreneurship and the creation of new businesses.
- PA3. To promote social inclusion, fight against poverty and any other kind of discrimination.

Under PA1, different measures are contemplated:

- Lifelong learning opportunities for unemployed people in high demand sectors.
- Vocational training offer for unemployed people following dual (in company) model.
- Labor oriented training offer aimed at young unemployed people.
- Financial aid for the hiring of unemployed people in priority sectors.
- Financial aid for the hiring of unemployed people in companies with premises in third counties.

Under PA2, two main measures are programmed:

- Business support services for unemployed people looking to start a new business or be self-employed.
- Grants for unemployed people starting up new businesses or becoming self-employed.

The Managing Authority of the ESF is the Basque Government. [Lanbide-Basque Employment Service](#), is an Intermediary Body which manages almost all of the measures. In this task, Lanbide also relies on a number of beneficiaries, including the Municipalities and Local groupings, through an instrument named Local Actions for Employment ([Planes Comarcales de Empleo](#)), allowing deconcentrating these employment and entrepreneurship support services to give a rapid and efficient response to the local demands. A budget of 21.000.000 € co-financed by the ESF Operational Programme is devoted to the support of these actions for the 2014-2020 period through Lanbide and the 3 Provincial Councils.

Basque Tourism Strategy 2020.

The [Basque Tourism Strategy](#) promoted by the Basque Country aims at the improvement of the Basque Tourism brand positioning and to an increase in the number of visitors. The strategy is built upon 5 Strategy Axes:

- A1. Innovation in the management of the tourism sector, products and services.
- A2. Differentiation strategy based upon singularity of destination.
- A3. Development of a destination brand.
- A4. Support of the tourism business sector through cooperation, strengthening of value chains and new business models.
- A5. Tourism governance.

As part of Axes 2 and 3, the Strategy has been deployed into a Marketing Strategy and Plan that is being implemented by [Basquetour](#), the Basque Agency for the promotion of Tourism, linked to the Basque Government.

The [Marketing Strategy and Plan](#) includes a reflection on the positioning of the regional tourist destination, the development of the Basque destination brand, the portfolio of services and products, the target markets to conduct commercial and communication activities.

The positioning of the Basque destination is built upon 4 pillars, gastronomy, quality of life, identity and diversity, structured into 2 axes: BASQUE STYLE linked to the idiosyncrasy of the Basque way of life and culture and DIVERSITY, focusing on the broad offer of different products.

The DIVERSITY strand comprises the following characteristics:

- City breaks: Bilbao, Donostia-San Sebastian and Vitoria-Gazteiz.
- **Basque Coast destination.**
- Vineyards in La Rioja region.
- Nature destination.
- Gastronomy destination.
- Culture destination.
- Events and fairs destination.

As niche markets, the religious tourism, surf destination and sports tourism are identified.

As part of Axis 5, the Strategy contemplates the setup of a sophisticated inter-institutional, public and private coordination system, providing voice and coordination platforms to the wide number of stakeholders engaged in the tourism sector. These include:

- The interdepartmental cooperation between Basque Government departments responsible for Rural Development and Heritage for the development and mainstreaming of rural areas and natural and cultural heritage into the tourism strategy, positioning and product development.
- The creation of sector based Tourism Framework Plans with the coordinated efforts of all the public and private actors engaged in related value chains.

Focusing on HERICOAST's field of focus, it can be noted, that following the selection of the Basque Coast as one of the tourist products of the strategy, and the governance model put in place, that the region has since 2010 a [Tourism Framework Plan for the Basque Coast destination](#), which was last updated in 2016.

Entrepreneurship Support Services by Lea-Artibai following Local Development Strategy.

Lea-Artibai region's strategy is the result of a participatory process carried out by the Entrepreneurship and Innovation ecosystem of the area, composed by Learthibai Development Agency, AZARO Fundazioa, Learthiker Technology Center and Lea-Artibai Vocational School. The Strategy has 4 Axes of smart specialization for the area:

- HEALTH.
- HEALTHY FOOD.
- TOURISM & WELLNESS.
- BLUE LAB: CIRCULAR ECONOMY SOLUTIONS.

The goals of the strategy are ambitious in terms of the number of new businesses created and the number of new jobs. The strategy is deployed into 6 strategic objectives:

- Innovation and diversification of the business sector: support of innovation and business modelling in existing companies.
- Technology transfer support to the companies of the region.
- Technology and business surveillance to identify new opportunities in the 4 target priority areas.
- Attract and train human capital for the development of new businesses in priority areas.
- Foster a cooperation culture between all kind of agents from all sectors.
- To become referent agents for the socio-economic development and cohesion of the territory.

The portfolio of services provided by the 4 referred agents are the following, and can be grouped into 3 main areas:

Business Support:

- Intra-entrepreneurship within companies.
- Entrepreneurship support to the individual plans of entrepreneurship, from the viability stage to the consolidation of the company.
- Dissemination and awareness raising activities of entrepreneurship culture.
- Blue Lab-Circular Economy Lab.

Innovation & competitiveness:

- Integration of innovation method and processes within companies, based upon a business intelligence tool. INTOOL.
- Support to the generation of collaborative innovation projects.
- Support to Internationalization Plans for companies.
- Creativity training following the Creative Problem Solving method.
- Acceleration support services for diversification activities.

Surveillance:

- Observatory for the identification of new business and opportunities following the business intelligence methods.

Lea-Artibai Tourism Strategy.

Lea-Artibai Tourism Strategy has been defined in 2017 following a participatory approach promoted by Leartibai Development Agency. The strategy sets up a Vision for 2025 where the Lea-Artibai area has positioned itself as a tourist destination within the Basque Country – Biscay Province overall destination, specifically the Biscay Coast brand, built upon Authenticity and Genuine Experiences drivers.

The attributes of Lea-Artibai as a tourist destination are linked to:

- A territory for genuine and authentic experiences linked to culture, nature and identity.
- Cultural and natural Heritage based upon the Coast-Interior and Rural and Coastal combinations.
- Idiosyncrasy and personality based upon the Basque identity: heritage, culture, language, tradition, etc.
- Local products and gastronomy: fresh produce, seafood, fishing and preserves, etc.
- Tranquility and authenticity.
- Active tourism, a sustainable and active leisure and sports offer in contact with nature.

The Strategy is deployed into a tourist destination plan composed of 3 strategic projects, aligned with referred attributes, and that respond to the interests and demands from the tourist private sector. These strategic projects also look for the territorial cohesion, looking for synergies and links between the coastal and interior territories in Lea-Artibai.

The 3 strategic projects are linked to 3 tourist products selected for the region:

- "Zaporea" (Taste in Basque language): linked to gastronomy product.
- "Your outdoor adventures in Lea-Artibai": active leisure and sport outdoors product.
- "With authentic personality": linked to Basque identity product.

As for the governance of the Lea-Artibai Tourism Strategy, it is built upon a **Tourism Work Group** with representatives from all public and private stakeholders, with 3 subgroups: Catering, Accommodation, and Tourist Services. The Tourism Work Group and Leartibai Development Agency are the ones responsible for the coordination, implementation and monitoring of the 3 strategic projects, engaging the 3 subgroups.

METHOD

The Action plan has been elaborated by Learthibai Development Agency, following the method of HERICOAST project:

- Diagnosis of the Coastal Heritage assets and valorisation good practices.
- Mapping of the policy instruments and measures at different governance level that might be addressed or concerned to the valorisation of Coastal Heritage.
- Field Visits to the Good Practices reported by other HERICOAST partners with selected stakeholders from Local Stakeholders Group.
- Strategic reflection and thinking process with Local Stakeholders Group on the policy gaps or improvement areas in the current policy framework, following a participatory approach.
- Definition of the goals of the Action Plan and selection of the actions to be implemented in order to respond to identified policy gaps or areas of improvement.
- Drafting of the Action Plan with the feedback from stakeholders from Local Group.

Following this process, the following policy gaps or areas of improvement have been identified:

- **KNOWLEDGE:** Comprehensive knowledge of the Coastal Heritage assets at local and regional level is missing.
- **STRATEGY:** There is no concerted strategy for the valorisation of the Coastal Heritage within broader strategies at local and regional level.
- **GOVERNANCE:** Insufficient cooperation between players managing Heritage, Tourism and Entrepreneurship at different governance level.
- **SUPPORT SERVICES:** Insufficient entrepreneurship and business support in Coastal Heritage Tourism related services at regional and local level.

GOALS OF THE ACTION PLAN

The goals of the Action Plan respond to the policy gaps identified and are deployed into different governance levels, target policy instruments and actions.

O1. To define and implement an integrated Coastal Heritage valorisation strategies with the coordination of stakeholders.	
Action 1. Lea Artibai Coastal Heritage Tourism Strategy	
Governance level	Local. Regional.
Target policy Instruments	Lea-Artibai Tourism Strategy.
Category	New strategy.
Action 2. To integrate Coastal Heritage into the Coastal Tourism Work Group of Basque Country	
Governance level	Regional.
Target policy Instruments	Basque Country Tourism Strategy.
Category	Improved governance.

O2. To increase entrepreneurship and business support services in Coastal Heritage Tourism			
Action 3. Integration of Coastal Heritage into the Entrepreneurship and Business Support Services			
Governance level	Local	Local/Regional	Regional
Target policy Instruments	Entrepreneurship support services by Lea-Artibai following Local Development Strategy	Regional Operational Programme ESF 2014-2020 Basque Country.	Regional Operational Programme ERDF 2014-2020 Basque Country.
Category	New portfolio of services. Update of evaluation/selection criteria of grants and aids.		

SUMMARY OF ACTION PLAN

N°	Action	Inspiring Good Practice	Governance level	Target policy Instrument
1	Lea-Artibai Coastal Heritage Tourism Strategy	<p>Molise Orientale Tourist District – Italy</p> <p>Municipal planning and involvement in Agder – Norway</p> <p>Seascape Character Assessment, County Donegal</p>	Local	Lea-Artibai Tourism Strategy.
2	Integration of Coastal Heritage on Coastal Tourism Work Group of Basque Country	Fanad Head Lighthouse – Ireland	Regional	Basque Country Tourism Strategy
3	Integration of Coastal Heritage on Entrepreneurship and Business Support Services	<p>Fanad Head Lighthouse – Ireland</p> <p>Touristic route Castilla Waterway - Spain</p>	Regional /Local	<p>Entrepreneurship support services by Leartibai Development Agency following Local Development Strategy</p> <p>Regional Operational Programme ESF 2014-2020 Basque Country.</p> <p>Regional Operational Programme ERDF 2014-2020 Basque Country.</p>

ACTION 1: LEA-ARTIBAI COASTAL HERITAGE TOURISM STRATEGY

1.1 Background.

The brand new Lea-Artibai Tourism Strategy has selected 3 strategic projects. The third strategic project "With authentic personality" is based upon the tangible and intangible cultural heritage assets of Lea-Artibai region, closely linked to the Basque identity idiosyncrasy, such as the following: caserio (Basque farm), cesta punta traditional Basque sport, traditional rural sports with horses, and oxes, legends and mythology, traditional trades (coalfish, shipbuilder, etc), pilgrimage to churches and hermitages, folklore (music and dances), industrial and maritime heritage (mills, shipyards, dams, ironworks, lighthouses, etc).

This strategic project looks to position Lea-Artibai as a tourist destination where visitors can get to know in situ the essence of the Basque identity. It looks for a balanced definition of a tourist product combining both the attraction of new tourists and visitors with a preservation of the identity traits of locals and reinforce the pride and sense of belonging of the population.

A specific call is made among the identity assets for the Coastal Heritage and the nautical and fishing tradition of the coastal area of Lea-Artibai, fully aligned with HERICOAST project. Action 1 is aimed at the development of a local plan for the valorization of the Coastal Heritage, embedded in the framework of Lea-Artibai Tourism Strategy. This local plan will be defined following a community approach, as learnt in Molise, Agder and County Donegal good practices.

GOOD PRACTICE: MOLISE ORIENTALE TOURIST DISTRICT, ITALY

Molise is located in south-central Italy and lies between the Apennine ridge and the Adriatic Sea. Nature, history, art, age-old traditions and good food are the treasures of this still largely undiscovered region. Molise Orientale tourist district comprises 40 municipalities.

Aware that a rich tangible and intangible heritage is not enough to build a successful tourist attraction, the municipalities of Molise Orientale, private operators and associations have carried out a participatory process leading to the definition of a common strategic plan for heritage preservation and tourism development.

This plan has been defined following 2 stages: a territorial analysis of the cultural heritage assets of the area and the agreement of an action plan with specific actions. The territorial analysis included the tangible and intangible coastal and fluvial heritage of the area.

Main success factor of the resulting framework has been the smart governance system put in place through different work groups, where stakeholders have been able to match and create new synergies in the definition of new products, overcoming their restricted views and goals.

GOOD PRACTICE: MUNICIPAL PLANNING AND INVOLVEMENT IN AGDER, NORWAY

With 90% of the population living nearby the coast and Agder being one of the most popular regions for domestic tourism there is a huge pressure for exploitation of the seaside areas for housing and tourism purposes. In order to improve involvement of local communities and stimulate sustainable management of heritage, the National Directorate for Cultural Heritage has launched a national programme for local Heritage Plans.

With the support from the national programme many of the coastal municipalities (e.g. Arendal, Lindesnes, Farsund, Mandal) in the Agder region have taken the initiative to develop such plans, following a community based approach, where municipalities, local associations and volunteers participate in the different working groups giving inputs on the different chapters in the plan. Local Heritage Plans are a possibility for the municipalities to update their current knowledge on heritage and revise their existing policies.

Learnings extracted from these local Heritage Plans show:

- No clear division is made between tangible and intangible heritage.
- Heritage assets closer in time and space are valued as more important than distant.
- Local history is more important than national history.
- Heritage value is closely linked to the type of current use rather to authenticity and architectural features and design.

Further information in [link](#).

GOOD PRACTICE: SEASCAPE CHARACTER ASSESSMENT, COUNTY DONEGAL

The coastal landscape in County Donegal is synonymous with the character and identity of the County and inherent in the complex history of the region. Its coastal location has played an important role in the history and development of Donegal as a landing port for first settlers, as a food resource for our people, for transport and communications, for defence, for commercial fishing, enterprise and export. The change in use and capacity, informed by increasing visitor numbers, sea levels rising, new and evolving technologies and social and cultural change require sensitive and informed consideration.

The Seascape Character Assessment followed best practice guidance document in referencing the Interreg funded 'Maritime Ireland/Wales Guide to Best Practice for Seascape Assessment' informed by the Historic Landscape Classification process whilst aligning to the National Landscape Strategy for Ireland 2015-2025. The process will provide a base layer of information to feed into and inform the Landscape Character Assessment, establishing an

understanding of how a place is experienced perceived and valued by people. This process continues as a work in progress working with members of the municipalities raising awareness of the value of the coastal resource and the importance of appropriate management.

Further information in [link](#).

1.2 Action.

As part of the deployment of the "With authentic personality" strategic project of the Lea-Artibai Tourism Strategy, the definition and implementation of a **Coastal Heritage Plan** is proposed following a community based approach.

The Coastal Heritage Plan will comprise the tangible and intangible cultural assets of 4 coastal towns of Lea Artibai: **Lekeitio, Ondarroa, Mutriku and Berriatua**.

Definition of the Heritage Plan will be promoted by Leartibai Development Agency, who will call representatives from the 4 municipalities and the private operators and associations linked to the intangible Cultural Heritage on a **Coastal Heritage Work Group**, that will carry out the following activities:

- Identification of Coastal Heritage.
- Analysis of the added-value and differentiation of the assets vis a vis the Coastal Heritage of nearby coastal areas.
- Definition of complementary and common actions that can be carried out for the joint valorization of the identified heritage.
- Definition of a common framework highlighting a common story thread applicable to the 4 municipalities and the destination as a whole, as well as the differences and complementarities between the assets.

Once the Coastal Heritage Plan is defined by stakeholders the Plan will be presented to the Lea-Artibai Work Group put in place in the framework of the Lea-Artibai Tourism Strategy, who will back it up and oversee the deployment of the Plan to be implemented by Leartibai Development Agency with the stakeholders from the Coastal Heritage Work Group.

The Plan will also be presented to the Tourism Department of Biscay Provincial Council, to the Basque Government – Heritage and Fisheries and Aquaculture Departments and to the Coastal Museum and Public Agents Work Groups created by Basquetour in the Tourism Framework Plan for the Basque Coast destination.

1.3 Players involved.

The following stakeholders will be involved:

- Leartibai Development Agency: Promotion and coordination.
- Lea-Artibai Municipalities of Lekeitio, Ondarroa, Mutriku and Berriatua.
- Private operators with interest on the definition of new products in the coastal heritage field.

1.4 Timeframe.

The definition of the Plan will take place in 2018. Deployment of agreed actions will take place between 2019 and 2020.

1.5 Costs.

The process leading to the definition and implementation of the Plan has an estimated budget of 100.000€ devoted to the mobilization of stakeholders and the subcontracting of external services for the development of promotional materials.

1.6 Funding sources

Leartibai Development Agency looks to support the initiative thanks to public funds for the 4 concerned municipalities, and the collaboration agreements existing with the Tourism Department of Biscay Provincial Council and the Fisheries and Aquaculture Department of the Basque Government.

ACTION 2: INTEGRATION OF COASTAL HERITAGE ON COASTAL TOURISM WORK GROUPS OF BASQUE COUNTRY

2.1 Background.

Following the selection of the Basque Coast as one of the tourist products of the Basque Tourism strategy, the region has since 2010 a Tourism Framework Plan for the Basque Coast destination, which was last updated in 2016. The Plan has 2 main axes:

A1. MANAGEMENT.

- Governance model.
- Tourism sector business development support.
- Networking with external stakeholders for dissemination of destination.
- Improvement of destination's infrastructure and mobility solutions.

A2. MARKETING.

- Observatory/Surveillance of tourist destination performance.
- Development and coordination of destination products.
- Joint promotional efforts and campaigns.
- Support to commercialization efforts by the private sector.

The Tourism Framework Plan for the Basque Coast includes a conceptualization of the territory situation that involved local communities as much as the economic and private sector. The highly diverse and disorganized tourism sector necessitated the establishment of mechanisms and channels for the coordination and cooperation of all local and regional activities. This integrated management approach was to be extended to the spatial development measures, since the tourist activity requires common goods such as infrastructures, lodgings, urban and natural spaces, etc.

The governance model contemplates thus the creation of 4 sector based work tables, composed by companies and public bodies, which periodically meet to coordinate the different strategies:

- Public Agents Work Table.
- Coastal Museums Work Table.
- Surf Work Table.
- Nautical Sports Work Table.

The valorization of the Coastal Heritage of the Basque Coast is addressed by the first two work tables, whose representatives take part in the Tourism Work Group with representatives from Basque Government and Basquetour as main decision-making body on the monitoring of the overall Basque Tourism Strategy.

In total 179 companies are involved in these Work Tables in different regions. These companies are divided into several sectorial working groups in each region. One representative of each working table is chosen to join the general board of the sector, which is managed by Basquetour.

The mobilization of a broad number of stakeholders coming from public and private sector is deemed as necessary for a successful tourism strategy as learnt in the Fanad Head Lighthouse good practice.

GOOD PRACTICE: FANAD HEAD LIGHTHOUSE, IRELAND

The Coastguard station in Fanad provides a unique and dramatic setting perched on the edge of sea in North Donegal. The building was unused, but Donegal County Council with the Commissioner of Irish Lights and the local community took part on an Interreg project that allowed to restore the building and remodel the space to provide self-catering accommodation for visitors.

The objective of the Interreg project was to bring a new use to the heritage asset and in doing so to provide an opportunity to the local community to sustain the local area. The success of the project relied in the central role played by the local community on a broad sense, including public and private associations linked to the heritage and to other community groups, who on a concerted thinking process with tourist service providers managed to put in place a strategy and plan for the valorization of the lighthouse.

Further information in [link](#).

In this Action the mainstreaming of such close community based strategy is planned within the governance level proposed by the Tourism Framework Plan for the Basque Coast, at 2 levels: 1) community based approach within comarcas / sub-regional level and 2) coordination approach between different Departments of Basque Government and other public authorities.

2.2 Action.

The following actions are planned that will make evolve the current governance of the Tourism Framework Plan for the Basque Coast, under the leadership of Basquetour:

- To set up new inter-comarcial Work Groups for identifying the common and complementary identity signs and maritime heritage on which to generate common projects. A limited number of Work Groups can be created grouping the whole of the Basque Coast into 4-5 geographical areas.
- To create a new Inter-departmental Work Table composed by representatives from Basque Government Departments responsible for Cultural Heritage, Fisheries and Ports and Basque Coast Tourism Strategy for a close coordination and the identification of synergies between the different departments.
- Development by Basquetour with the support of concerned comarcas in the Work Groups of a top 20 coastal heritage attractions that can be supported

from the Inter-departmental Work Table through an Integrated Plan for the valorization of Coastal Heritage.

2.3 Players involved.

The following stakeholders will be involved:

- Basquetour.
- Public Agents Work Table.
- Basque Government: Cultural Heritage Department.
- Basque Government: Ports, Fisheries and Aquaculture Department.
- Learthibai Development Agency is part of the Public Agents Work Table and will support Basquetour, stakeholders having taken part in HERITAGE Field Visits on the set up of the new work groups and table.

2.4 Timeframe.

- The new Work Groups and Work Table will be deployed in 2018.
- Top 20 destinations will be selected in 2019 when the Integrated Plan for the valorization of Coastal Heritage will be agreed by the Inter-Departmental Work Table.
- Implementation of the Integrated Plan to take place in 2019 and 2020.

2.5 Costs.

The setup of the new Work Groups and Work Table will fall under the current activity and budget by Basquetour.

The implementation of the Integrated Plan for the valorization of Coastal Heritage will entail a new budget that will be supported by concerned Basque Government departments.

2.6 Funding sources

The implementation of the Integrated Plan for the valorization of Coastal Heritage will entail a new budget that will be supported by concerned Basque Government departments.

ACTION 3: INTEGRATION OF COASTAL HERITAGE ON ENTREPRENEURSHIP AND BUSINESS SUPPORT SERVICES

3.1 Background.

The improvement of the employability of the local population and the support to entrepreneurs in the development of new businesses are among the main strategic challenges addressed by Leartibai Development Agency. These efforts are conducted in coordination with the other players of the Lea-Artibai innovation and entrepreneurship ecosystem - Azaro Foundation, Leartiker research center and Lea-Artibai Vocational School -, and fully aligned with Lea-Artibai Development Strategy.

The portfolio of services of Leartibai Development Agency under the **Entrepreneurship and Business Support** field include the following:

- Awareness raising activities on entrepreneurship, mostly aimed at unemployed people, young people and women.
- Lifelong learning training offer aimed at unemployed people in creativity, innovation and entrepreneurship and high demand skills by local companies (HAZILAN project).
- Vocational Training offer for unemployed people in dual (in company) model.
- Financial aid for the hiring of unemployed people by companies from the region strategic sectors.
- Entrepreneurship support to the individual plans of entrepreneurship, from the viability stage to the consolidation of the company.

Some of these activities are supported by Lanbide-Basque Employment Service, that with **Basque Country ESF Operational Programme 2014-2020** co-finances the Lea-Artibai Plan for Employment (Plan Comarcal de Empleo), where these measures are included, with a budget of 225.000 € for 2018-2020 managed by Leartibai Development Agency.

Likewise, **the Basque Country ERDF Operational Programme** also plans for the delivery of support services for entrepreneurship and new businesses and start-ups in priority sectors and niche fields in the 3 provinces of the region, under Priority Axis 2 (PA2). This support is mainly managed through the coordination of Basque Government with Intermediary Bodies, the 3 Provincial Councils or Governments, who support networks of local entrepreneurship and support services.

In the case of Biscay province, where Lea-Artibai is located, the Intermediary Body to support the measures planned under PA2 of ERDF OP is the Biscay Provincial Council, that co-finances different Business and Innovation Centers and entrepreneurship and innovation support services all along the territory. In the case of Lea-Artibai region, such innovation ecosystem is composed as previously referred by Leartibai Development Agency, Azaro Foundation, Leartiker research center and Lea-Artibai Vocational School. Specifically, the Entrepreneurship and Business Support of Leartibai Development Agency is co-financed by Biscay Provincial Council with ERDF OP funds. At present time, thus, the Entrepreneurship and Business Support services of Leartibai Development

Agency are both supported by the ERDF and ESF Operational Programmes of the Basque Country.

Focusing on the Coastal Heritage field, Learthibai Development Agency is aware that so far this particular niche has not been considered or contemplated on the delivery of such support services, reason why it proposes this specific action aimed at 1) integrating such field in the Agency's portfolio of services, co-financed by ERDF and ESF OPs, as well as to transfer the resources and methods developed to Lanbide (Intermediary Body of ESF OP), Biscay Provincial Council (Intermediary Body of ERDF OP), and other players at Basque level in the Entrepreneurship and Innovation field, such as [Garapen](#), the network of local development agencies of the Basque Country.

This strategic decision of Learthibai Development Agency has been influenced by the learnings from 2 of HERICOAST good practices:

- From the Fanad Head Lighthouse good practice, Learthibai has learnt that the unused Coastal Heritage can be a source of new businesses and entrepreneurship in the local economy, following different approaches and management models and that it can engage young local people in new jobs aligned with the identity of the territory.
- From the touristic route of Castilla waterway good practice, Learthibai has learnt how the entrepreneur community is key for the successful definition and implementation of a new tourist route and product, so a more decided support to entrepreneurs willing to make bets in the Coastal Heritage niche can be a perfect tool to boost the new Lea-Artibai Coastal Heritage Tourism Strategy to be promoted in Action 2 of the Action Plan. Moreover, the creation of an association like ADECO, the one managing the Castilla Waterway tourist destination, might also turn as an interesting model to be followed in the long term in Lea-Artibai as a means to fully exploit the future Lea-Artibai Coastal Heritage destination.

GOOD PRACTICE: FANAD HEAD LIGHTHOUSE, IRELAND

The Coastguard station in Fanad provides a unique and dramatic setting perched on the edge of sea in North Donegal. The building was unused, but Donegal County Council with the Commissioner of Irish Lights and the local community took part on an Interreg project that allowed to restore the building and remodel the space to provide self-catering accommodation for visitors.

The objective of the Interreg project was to bring a new use to the heritage asset and in doing so to provide an opportunity to the local community to sustain the local area. Local young people act as tour guides for visitors to the Lighthouse sharing a local knowledge of the building and the stories associated with the land and seascape providing an authentic immersive visiting experience and reinforcing a pride in place and civic responsibility for future generations.

Further information in [link](#).

GOOD PRACTICE: CREATION OF THE TOURISTIC ROUTE CASTILLA WATERWAY, SPAIN

The association for the rural and integral development in the Castilla waterway influence area (ADECO-Castilla Waterway) was created in 1994 with the objective of promoting the heritage of the Castilla waterway.

The Castilla waterway is a large linear park, an open-air museum, a work of hydraulic engineering located in the Castilian plateau that the population has not appreciated in spite of the economic repercussion that its construction supposed for the region. The value of the Castilla waterway, was based on getting the existing resource (the waterway) a tourist product, where leisure and recreation activities could be carried out, both in and out of the water, on foot, by bike and by boat.

The creation of a tourist product was a long-term project, starting with rising awareness of local municipalities, private sector and population about the Castilla waterway, unknown and overseen as a tourist asset. An action plan was formulated with conversations and materials (brochure, video, CD) addressed to groups and scholars where they could learn about the history of the Castilla waterway and its repercussion in the local and regional economy. Little by little, a network of touristic establishment was created in different riverside towns that allowed designing step by step the so called "Castilla waterway route".

The main stakeholders were those who took gamble on the value of this resource, focusing its development on sustainable tourism: the entrepreneurs who decided undertake their projects related to the Castilla waterway.

Further information in [link](#).

3.2 Action.

Two main actions are planned:

Mainstreaming Coastal Heritage niche in the portfolio of services of Lertibai Development Agency Entrepreneurship and Innovation services.

- One specific dissemination and demonstration event on Coastal Heritage valorisation business models aimed at the entrepreneur and business community, including students and young people.
- Support to potential entrepreneurs in the niche of Coastal Heritage in the individual plans of entrepreneurship, from the viability stage to the consolidation of the company.
- Support to potential entrepreneurs in this niche in mobility schemes funded by ERASMUS+ programme in order to get to know and exchange with other entrepreneurs in this field in Europe.

- Integration of the Coastal Heritage valorisation among the priority sectors for the local economy, so that financial aid for the hiring of unemployed people by companies from this sector are eligible in the framework of the Lea-Artibai Plan for Employment co-financed by ESF OP.
- Lifelong learning training offer aimed at unemployed people in creativity, entrepreneurship and business models in coastal heritage niche field, co-financed by ESF OP.

All of these activities will be closely implemented in coordination with the members of the Lea-Artibai Coastal Tourism Work Group set up by Leartibai Development Agency in Action 2 of the Action Plan, led by the Agency.

Transfer of resources and methods for mainstreaming Coastal Heritage niche in entrepreneurship support services.

The transfer of materials and resources is planned to the following agents, through bilateral meetings:

- Lea-Artibai Entrepreneurship and Innovation Ecosystem: Azaro Foundation, Leartiker research center and Lea Artibai Vocational School.
- Lanbide-Basque Employment Service, specifically the department managing the Local Employment Plans (Planes Comarcales de Empleo) co-financed by ESF OP.
- [BEAZ](#), the Biscay Economic Development Agency, managing the support from Biscay Provincial Council to the network of Business and Innovation Centers and initiatives in Biscay province.
- Garapen, the network of local development agencies in the Basque Country, providing support services similar to the ones offered by Leartibai Development Agency all along the Basque territory.
- Basque Government. Specifically the Department of Economic Development, managing the [Up! Euskadi](#) Entrepreneurship Plan of the Basque region, mainly deconcentrated at provincial level, and co-funded by ERDF Operational Programme.

The transfer of the following resources is planned:

- Good practices and business models identified and disseminated.
- Information about the mobility schemes project proposals to be submitted to ERASMUS+ so that other entrepreneurs from other regions can join the proposal.
- Training programme and contents aimed at entrepreneurship in the Coastal Heritage niche field.

3.3 Players involved.

The following stakeholders will be involved:

- Leartibai Development Agency: promoter of the action and in charge of its implementation.
- Azaro Foundation, Leartiker research center and Lea-Artibai Vocational School, will coordinate with the Agency in the capture and support of entrepreneurship initiatives in the target field.
- Lea-Artibai Coastal Tourism Work Group, where new needs and opportunities will be captured, as potential new business ideas.

- Lanbide-Basque Employment Service, with whom an update of the Lea-Artibai Employment plan will be agreed for the inclusion of the Coastal Heritage as a strategic sector.
- BEAZ, Garapen and Basque Government for transferring resources and methods.

3.4 Timeframe.

The mainstreaming of Coastal Heritage into the services of Leartibai Development Agency will take place in 2018, including the dissemination event. From that time on, it will become part of the ongoing offer of Lea Artibai.

The transfer of resources to other agents will take place in 2019, once the resources, materials and method have been tested and results can be showcased.

3.5 Costs.

An estimated budget of 75.000 € is planned. This includes the financial aid for hiring unemployed people (2 people a year), the organisation of the dissemination event and the specific training on Coastal Heritage business models. The support to individual plans by entrepreneurs in this niche field is not budgeted as this is financed by the current budget of the Agency.

3.6 Funding sources

The action will be financed by Lea Artibai Development Agency, including those funds transferred by Lanbide in the framework of Lea-Artibai Employment Plan co-financed by ESF Operational Programme and the funds received as a Business Innovation Center for the region by BEAZ, co-financed by ERDF Operational Programme.



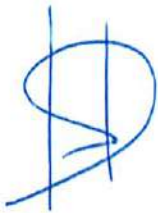
HERICOAST
Management of heritage in coastal
landscapes
PGI00031

Regional Action Plan

Basque Country
Spain

Partner:
PP5 – Leartibai Development Agency

We the undersigned, endorse the action plan prepared by Lea Artibai Garapen Agentzia and the implementation of the actions by Lea Artibai Garapen staff



Mayor of Etxebarria



Councillor of Markina-Xemein



President of Lea Artibai Garapen Agentzia and Mayor of Berriatua



Mayor of Ispaster



Councillor of Ondarroa



Mayor of Lekeitio

To: Lea Artibai Garapen Agentzia, Partner in HERICOAST "Management of coastal heritage" Project-code
PGI00031

Att: Jon Arriola, President of Lea Artibai Garapen Agentzia

Ref: HERICOAST project Action Plan

Dear Mr. President,

Following the analysis of the Action Plan developed by Lea Artibai Garapen Agentzia in the framework of Hericoast project, Basquetour, the Public Company of the Ministry for Tourism, Trade and Consumer of the Basque Government in charge of the promotion and implementation of the strategy for competitiveness established for the Basque Country, defined nowadays in the "Strategic Plan for Basque Tourism, 2020", acknowledges the measures to be carried out by Lea Artibai Garapen Agentzia, namely:

Action 1: Lea Artibai Coastal heritage Tourism Strategy. Target policy instrument: Lea Artibai Tourism Strategy.

Action 2: Integration of coastal heritage into the Coastal Tourism Work Group of Basque Country. Target policy Instruments: Lea Basque Country Tourism Strategy.

Action 3: Integration of Coastal Heritage into the Entrepreneurship and Business Support Services. Target policy Instruments: the Priority Axis 2 competitiveness of SMEs of the Basque Country ERDF Operational Programme under the measure "support services for entrepreneurship".

During the second phase of HERICOAST project implementaton, as promoter of the tourism strategy, Basquetour will continue supporting Lea Artibai Garapen Agentzia in the implementation of activities foreseen in the Action Plan, in order to reach the general objective of the project which is improvement of 2014-2020 Regional Operational Program implementation.

Yours Sincerely,
**BASQUE
TOUR** turismoaren
euskal agentzia
agencia vasca
de turismo
p. p.

Arkaitz Millán Echezarreta

General Manager

March 2019

Dear Mr. President,

Following the analysis of the Action Plan developed by Lea Artibai Garapen Agentzia in the framework of Hericoast project, the Foreign Promotion And Tourism Direction in charge of the promotion and implementation of the strategy for competitiveness established for Bizkaia, defined nowadays in the "Bilbao Bizkaia Tourism Action Plan 2018-2025", acknowledges the measures to be carried out by Lea Artibai Garapen Agentzia, namely:

Action 1: Lea Artibai Coastal heritage Tourism Strategy. Target policy instrument Lea Artibai Tourism Strategy

Action 2: Integration of coastal heritage into the Coastal Tourism Work Group of Basque Country. Target policy Instruments Lea Basque Country Tourism Strategy.

Action 3: Integration of Coastal Heritage into the Entrepreneurship and Business Support Services. Target policy Instruments, the Priority Axis 2 competitiveness of SMEs of the Basque Country ERDF Operational Programme under the measure "support services for entrepreneurship"

During the second phase of HERICOAST project implementation, as promoter of the tourism strategy, the Foreign Promotion And Tourism Direction of Bizkaia will support Lea Artibai Garapen Agentzia in the implementation of activities foreseen in the Action Plan, in order to reach the general objective of the project which is improvement of 2014-2020 Regional Operational Program implementation.

Yours Sincerely



Asier Alea Castaños
General Manager of Trade Promotion and Tourism