

## Objective

The management of the Castile Waterway and its landscape through a participatory model.



## Policy improvement

European Regional Development Fund Operational Programme 2014-2020 for Castile and Leon

To promote and encourage the protection and cultural heritage development.



## How?

-  Influence in the local planning
-  Working with a participatory model in terms of sustainability as the followed to agree and implement the action plan



## **Lessons learned from the project**

-  Public-private cooperation
-  Participatory management
-  New management models


## **Transfer of good practice the Dolphins Coast (Molise region)**

-  Awareness of municipalities in relation to their identity
-  Establish synergies to manage human activity
-  Public-private cooperation - participatory work



## How?

Implementing a common marketing strategy based on a brand in the Castile Waterway in 3 steps

-  Updating logo
-  Drafting regulations and registration in the Spanish Patent and Trademark Office
-  Dissemination campaign

Stakeholders group involvement (public and private sector)

Activities focused on the Cultural Landscape of the Castile

Waterway as part of the identity of the municipalities



## Regional results expected in phase 2





Launch Event in the Valladolid dock  
16 DECEMBER 2019



International Tourism Trade Fair in Madrid  
22-26 ENERO 2020



## Regional results expected on a longer term



# Thank you for your attention

**Laura Cuevas Ortiz** / [laura.cuevas@jcy.es](mailto:laura.cuevas@jcy.es)

Planning, research and dissemination Department

Regional Ministry of Culture and Tourism  
General Directorate of Cultural Heritage  
[www.jcy.es](http://www.jcy.es)



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