



European Union
European Regional
Development Fund

ACTION PLAN, TRANSFER OF GOOD PRACTICES AND REGIONAL IMPACT

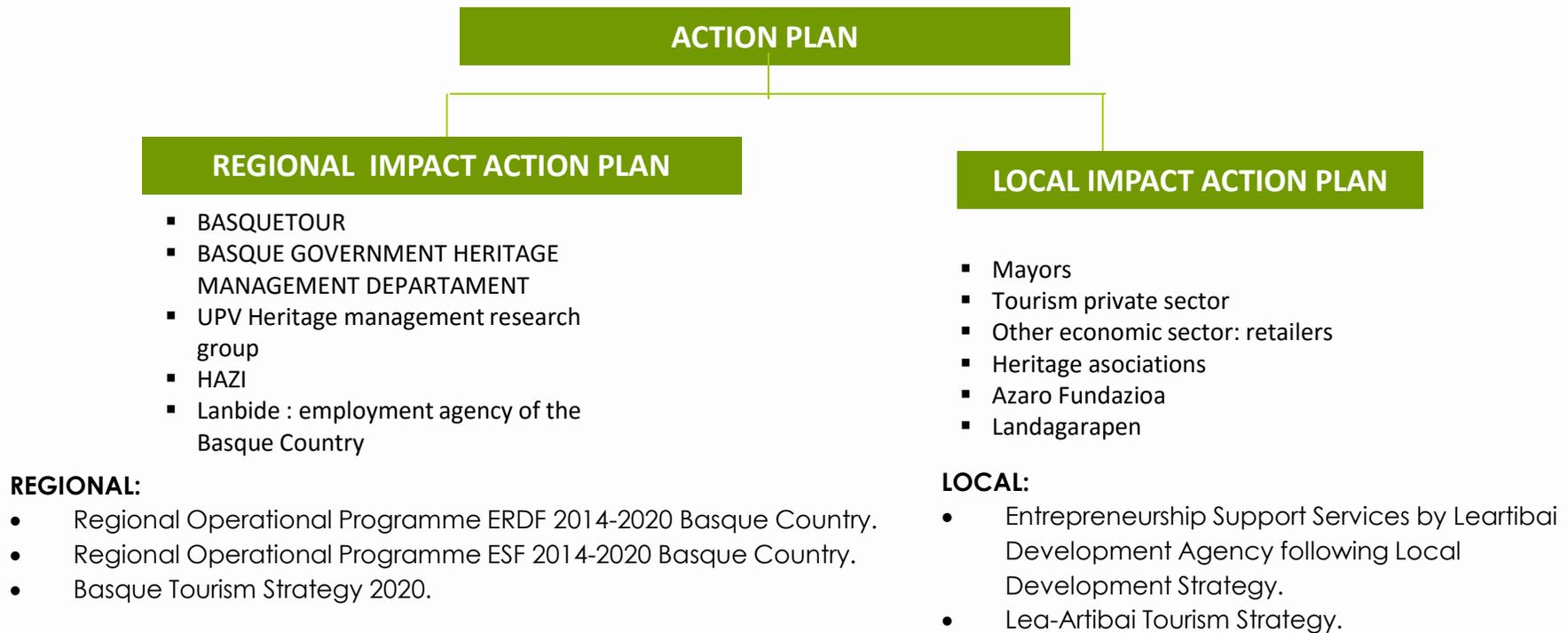
INTERREG EUROPE

FINAL EVENT –6th November 2019



Name of target policy instruments:

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



- **Regional Operational Programme ERDF 2014-2020 Basque Country.**

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 PA3.

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 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.



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



Action plan objective and policy improvement

What was your core objective?

1. Improve regional policies for heritage management in maritime and fluvial regional by facilitating policy learning and supporting exchange of experience.
2. Implementation of new tools for governance and planning of heritage management and stakeholders involvement.
3. The number of visitors to cultural heritage sites is expected to increase and public access to these sites expected to improve.
4. Operational programme of the Basque Country
 - ❖ Priority axis 3 → 3.3. Aims to develop measures for supporting the creation and enhancement of SME capacities to create new products and services needed to reduce the unemployment rate.
 - ❖ In this sense, tourism industry offers a great opportunity to take advantage of the coastal landscape and the cultural heritage embedded in it.



Action plan objective and policy improvement

Which policy instrument did you aim to improve and how?

1. We will act on the heritage management current policy instrument through improving governance, as it lacks tools to assess, monitor and evaluate heritage dimensions of the planned measures.
2. New tools for improving cooperation between regional government and the different actors.
3. Define an action plan based on an integrated and participatory approach regarding coastal heritage.
4. Define a manual for municipal heritage management methodology.
5. New governance model specifying a clear distribution of roles and tasks of the actors concerned and paying special attention to public-private partnerships as a tool for obtaining a comprehensive sustainable development approach.



Transfer of good practices

Which lessons learned did you bring with you from the project?

1. We have learnt to develop a more holistic view of our natural and cultural coastal heritage.
2. We have seen new ways of bringing heritage closer to citizens, facilitating participatory processes and guaranteeing awareness about heritage.
3. We have known models of coordination between different agents, with different objectives, different actions, but who have been able to develop a common work plan around heritage.



Transfer of good practices

Which was your most urgent need?

The coastal heritage in our county has not been understood or analysed holistically, so several municipalities are unaware of all elements that comprise their cultural and natural coastal heritage with a corresponding need to identify and compile an inventory.

On the other hand, public investment in heritage preservation is decreasing.

So we need to analyse those elements and decide how to address each one.

It's important to find new ways to raising community awareness of their cultural heritage.

The region, therefore, needs to improve accessibility of cultural heritage to citizens in a physical, educational and digital way.



Transfer of good practices

Why was that particular good practise interesting?

1. Molise Orientale Tourist District – Italy → Methods to energize public- private relationship.
2. Municipal planning and involvement in Agder – Norway → We learnt how to involve citizens in the definition of what heritage is.
3. Seascape Character Assessment– Ireland → The holistic assessment of heritage.
4. Touristic route Castilla Waterway – Spain → Coordination between different public stakeholders and private companies to develop a common project.



Transfer of good practices

How did you apply?

1. We have made an inventory of our natural and cultural heritage, with a wide vision.
2. We have define a plan for heritage activation, in collaboration with public- private stakeholders, with a touristic point of view, defining the strategic projects for our county development.
3. We are managing participatory processes to bring heritage closer to citizens.
4. We are developing employment programs for heritage valorisation.



Transfer of good practices

What changes did you make implementing it?

We improve policies based on new participatory and integrated models of heritage management implemented by the partners in regional Action Plans.



Regional results in phase 2 and beyond

What has been your main achievement (short term) from the action plan implementation?

To develop the annual heritage dynamization plan, focused in a touristic strategy, with the definition of three strategic projects for regional development: gastronomic tourism, nature tourism-active leisure and identity-heritage. Biggest achievement has been the commitment and involvement of all agents to develop a planning tool that allows a balance between the conservation and exploitation of heritage resources. The activation of heritage as a tourism resource thus maintains a balance with its conservation.



Regional results in phase 2 and beyond

Which results are you expecting on a longer term?

Linked to RIS3, the project will enhance our cultural heritage, including our slow healthy lifestyle, the healthy and local consumption and gastronomy.

Related to ACTION 1 (Lea-Artibai Coastal Heritage Tourism Strategy), as part of the deployment of the “With authentic personality” strategic project, the definition and implementation of a Coastal Heritage Plan has been 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, Mendexa and Berriatua.

Related to ACTION 2 (To integrate Coastal Heritage into the Coastal Tourism Work Group of Basque Country), we are working with the other coastal regions of Bizkaia, in order to develop an innovation project in the value of natural and cultural resources and to create new bussines and products related to this assest.



Regional results in phase 2 and beyond

Which results are you expecting on a longer term?

Related to the ACTION 3 (Integration of coastal heritage on entrepreneurship and business support services), as a development agency, for us is very important to maintain the following actions that we are developing:

- ❖ Support to potential entrepreneurs in the niche of Coastal Heritage in the individual plans of entrepreneurship, from the feasibility stage to the consolidation of the company.
- ❖ The transfer of materials and resources 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 co-financed by ESF OP.



Regional results in phase 2 and beyond

And are there unexpected results?

To participate in a European project has meant a reinforcement of our local development strategy, including heritage preservation and exploitation as an important issue.

The commitment of the municipalities in all the activities developed in the Hericoast project in both phases (exchange of experiences and action plan).





HERICOAST

Interreg Europe



European Union
European Regional
Development Fund

Questions welcome

Nekane Irusta

Project manager

nirusta@leartibai.com

