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Development Fund

Duero-Douro River Transnational Route

development, management and promotion of the riverside territory in Spain
and Portugal

Jesús Rivas

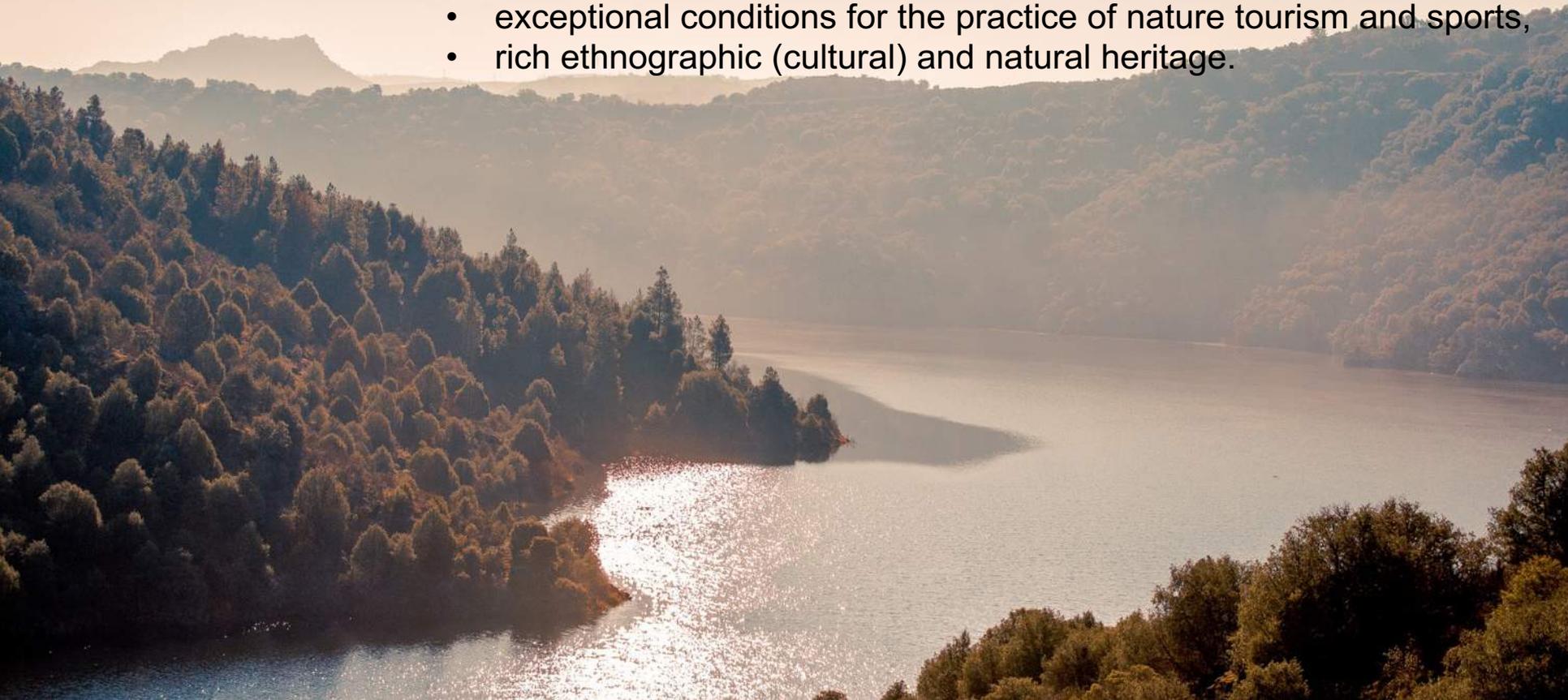
Iberian Association of Riverside Municipalities of Duero River
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7 February, 2019 | Cultural Routes Webinar

Duero-Douro River Transnational Route

Duero-Douro is a transnational route based on the shared identity factors with which the Duero river marks the Spanish and Portuguese regions it passes through:

- unique landscapes,
- high-quality wine production conditions,
- exceptional conditions for the practice of nature tourism and sports,
- rich ethnographic (cultural) and natural heritage.



Duero-Douro River Transnational Route

Source: Urbions' mountain range (Spain)

Mouth: Porto & Vila Nova de Gaia (Portugal)

927km divided in **26 stages** (35km average distance) passing through **150 municipalities** of Castile and Leon and of the North of Portugal regions

Long distance European footpath **GR14**



Duero-Douro River Transnational Route

WORK IN PROGRESS!



Duero-Douro River Transnational Route

2006 – until today

Coordination of the local administrations tourism policies.

Valorisation, protection and promotion of the historical and natural cross-border/shared heritage.

Development of GPS tracks, for walking and cycling (mountain bike).

Drones videos and photos.

Creation of the first **river guide for canoeing.**

Sub-routes development.

Tourism product development (sports and nature).

International promotion

Duero-Douro River Transnational Route

Main stakeholders:

- **AIMRD and local administrations**
- Regional and National Administrations (river basin bodies, protection of nature entities)
- Private sector (specially linked tourism, nautical and wine industry)
- Universities and research centres
- UNESCO



Creativity and collaborative work to joint together all the stakeholders needs and wills and **to overcome the differences** of legal frameworks and competencies among all the levels of governance that impact in the route territory

Duero-Douro River Transnational Route

Evidences of success:

- Increase of the number of users (empiric data)
- Catalyst of the wills of the regional and national governments that had worked together in the spatial planning of the route, in improving its accessibility and signalization
- Support of the successive Interreg Interreg A Spain-Portugal to the route development, after assessing the impact of the funded investments
- The international recognition of the Duero-Douro brand

Duero-Douro River Transnational Route



EUROPEAN GOOD PRACTICE

Duero-Douro River Transnational Route

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Duero Douro is awarded the Best Initiative for Local Development of Castile and León 2017

Oct 10, 2018

Ricardo Fortuoso, president of ADICE, and **Beatriz Alonso**, manager of the Duero Douro- Heritage for Development initiative, collected the award for the Best Local Development Initiative of Castile and León in its modality of economic development. It was granted by the Association of Local Development Professionals of Castilla y León (ADELCYL), that highlighted the quality of the Duero Douro 2015-20130 Strategic Plan.

This distinction implies valuing local development policies as an instrument for achieving equitable, harmonious, sustainable and global socio-economic development.

The Duero Douro initiative, developed by ADICE, is a reality thanks to its promoters and collaborators: Fundación Santa María La Real del Patrimonio Histórico, Patrimonio Inteligible, Coca Restauraciones, Decolera, Libryplan, José Santos Torres and Museo del Vino Pagos del Bay. It promotes collaboration between private and public agents and society, with the aim of achieving an active and dynamic axis of socio-economic development for the territory, based on the enhancement of its cultural heritage. At the same time, work is being done on the integration of the natural, enogastronomic and social heritage, in a joint action that adds value to this territory and contributes to positioning on the global scale.

The Duero Douro initiative gets the label of the European Year of Cultural Heritage 2018

Aug 31, 2018

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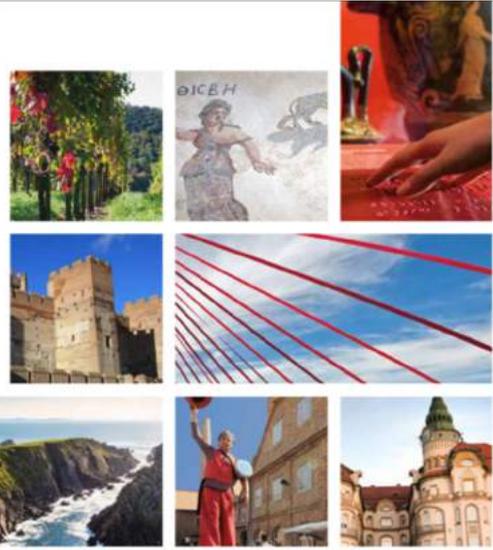
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ADICE - NEWS

Duero Douro concludes the first phase of data gathering for the H...
28/01/2019 - 13:06

ADICE strategic plan 2018-2022



Connecting Cultures, Connected Citizens

FLUMEN DURIUS

The Flumen Durus project is enhancing and promoting the natural and cultural heritage around the Douro river, which flows from its source in Soria Province across northern-central Spain and Portugal to its outlet at Porto. To this end, the project is conserving the tangible and intangible heritage of the Douro, embracing social media to promote the river's tourism resources and image, and promoting sustainable and high-quality tourism based on the cultural and landscape heritage of riverside municipalities. The goal is to attract new visitors and tourists to the region, which will translate into an upturn in economic activity.

The Flumen Durus project aims to promote a singular touristic and cultural heritage that can only be found around the Douro axis. Thanks to this project, it will be possible not only to enhance the natural and cultural heritage of the Douro area but also to value the culture and traditions of its inhabitants.

www.flumendurius.eu

€ 1,77 million 6 partners

Castilla León (Spain)



Duero-Douro River Transnational Route

POLICY INSTRUMENTS LEVEL:

the route represents a good practice (GP) because of the **consistence/coherence in supporting cultural and heritage protection and management according with the results of previous investments** and with the potential of the resources/heritage involved and along several programming periods.

CBC LEVEL:

it represents a GP because **it is being developed with the participation/involvement of several public and private stakeholders of Spain and Portugal** that are working together.

PROJECT LEVEL:

it represents a GP because it answers to a **long-term strategy for the cross-border management an protection of a shared natural heritage.**

Duero-Douro River Transnational Route

Further information on the good practice

<http://rutadelduero.es>

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Thank you!

Questions welcome



Project smedia