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Application form "AEBR-Cross Border Award" 2010
Deadline: 20.09.2010

AEBR 'Sail of Papenburg' Cross-Border Award

"Territorial Cooperation in a Post-Crisis Scenario. Contribution of Cross-Border Cooperation."

1. General information

1.1 Applicant border / cross-border region:

Terras do Grande Lago Alqueva (*The Lands of the Grand Lake Alqueva*)

1.2 Title of the cross-border cooperation measure* [project(s), programme(s)/strategy(ies), concept(s)/project idea(s)]:

PEGLA - Projecto Estruturante para o Desenvolvimento das Terras do Grande Lago Alqueva (*Structuring Project for the Development of the Lands of the Great Lake Alqueva*)

1.3 Period:

01/01/2007

31/12/2010

1.4 Project initiator:

Associação Transfronteiriça dos Municípios
das Terras do Grande Lago Alqueva

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1.6. Financing of the cross-border cooperation measure (e.g. INTERREG):

Remark: It has to be visible how financing of the concept(s)/project idea(s) can be realised.

ERDR- 75% National counterpart - 25%

1.7 Links to other projects, measures and/or programmes (only if applicable):

2. Contents

2.1 Objectives of the cross-border cooperation measure:

- The promotion of cross-border cooperation;
- The reduction or elimination of socio-economic inequalities within the territory;
- Improving connectivity and basic infrastructures in the border areas;
- The exploitation of the great potential created by the dam system (Great Lake Alqueva);

2.2 Organisational structure and activities to implement the objectives (e.g. joint secretariat, contract etc.):

Joint technical secretariat

2.3 How far has the cooperation measure been implemented, respectively up to which point of time can it realistically be implemented?

The mission of the Associação Transfronteiriça dos Municípios das Terras do Grande Lago Alqueva – ATMTGLA - (Cross-border Association of the Municipalities of the Lands Great Lake Alqueva) is to promote long-term and permanent cooperation between partners. It includes an annual action plan and the development and implementation of projects financed by European Union, of which PEGLA is an example.

In this context, cooperation is permanent and continuous as, besides European co-financed projects, Portuguese and Spanish partners are carrying out of joint initiatives.

3. Contribution of the measure (added value) to the development of the border/cross-border region:

(Please tick where applicable and explain shortly)

3.1 Economy (e.g. globalisation, necessary structural change, development of new markets, technological development)

A positive influence upon economic activity is expected from the joint use of the great potential created by the Great Lake Alqueva. The tourist sector is expected to undergo progressive development, as the combination of such factors as the territory itself, water and natural environment shall be particularly appealing to visitors. Fluvial tourism will acquire importance as a potential for the development of the territory. Tourism will play the major role in the development of the region. Adding to the great tourist potential of the region (e.g. natural and built heritage, gastronomy, culture and nature), the existing tourist offer will greatly benefit from the recreational opportunities provided by the Lake, as well as from the development of nautical tourism which, taken as a new segment of the tourist trade, will also spawn businesses for that purpose. The Great Lake Alqueva offers excellent conditions for leisure and for the practice of nautical or other recreation activities such as: rowing, motorboating, water skiing, canoeing, and sailing.

Innovative solutions and new technologies will be implemented, such as the use of renewable energies in equipments and infrastructures for nautical activities, the fight against water pollution and the conservation of natural resources.

3.2 Demographic change (e.g. birth rate, ageing, migration, effects on the labour market)

The success of this project will certainly contribute to the settlement of rural populations, especially in urban spaces close to the water. They will host the supporting infrastructures to the development and improvement of the tourist offer and will, simultaneously, benefit from the development of the lake potentialities and from the creation of employment and income-earning opportunities for young people.

Tourism industry involves areas with direct and indirect impact upon the economy, employment and the use of natural resources, contributing to the growth of regional economy in both sides of the border.

3.3 Climate change (e.g. draught, storms, flooding, global warming)

3.4 Transport and accessibility / mobility (e.g. Trans-European Networks, cross-border traffic links, motor highways on the seas)

3.5 Energy supply and removal, energy efficiency (e.g. water, electricity, gas)

3.6 Geography (e.g. dangers of territorial concentration / depletion of rural areas, centres of excellence in cross-border rural areas, polycentric development)

This region has suffered a severe depopulation process given the inability to create jobs. At the environmental level there were also negative impacts concerning soil degradation and local forest. This project will contribute to improve local conditions by boosting economic activity, with a positive effect for both the region and its inhabitants.

4. Further annexes yes no

Which ones?

a) Short description of the project contents – *PEGLA_short_description.pdf*

17/09/2010

Date



Signature

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* A cross-border cooperation measure is given, when partners from both sides of the border participate as regards contents, organisation, staff and finances.

PEGLA – Projecto Estruturante para o Desenvolvimento das Terras do Grande Lago Alqueva

(Structuring Plan for the Development of the Lands of the Great Lake Alqueva)

Short description of the project

Aims of the project

Priority 1 - Cooperation and joint management for the improvement of competitiveness and the promotion of employment

- Exploitation of the great potential created by the Great Lake Alqueva, aiming at contributing to the balanced development of the surrounding territory in both sides of the border;
- Sustainable development of the territory. Quality will be a sustainable competitive advantage in several domains at contributing to the balanced development of this territory through five major principles: consolidation of the territory's image, management of space and resources, enhancement of quality in urban and environmental interventions, technological innovation and reinforcement of cross-border cooperation.
- Promotion of local products - local high-quality products will be certified and promoted. The foreseeable increase in the demand for new products will encourage local producers to guarantee product quality and meet the high standards of emerging markets;
- Attract new business investments and new visitors, enhancing and improving the tourist offer in the Lands of the Great Lake Alqueva (LGLA).

Priority 2 - Cooperation and joint management in environment, cultural heritage and risk prevention

- The establishment of a direct connection between the Great Lake Alqueva and the territory in both sides of the border will play a decisive role in the exploitation of the great potential of the region;
- Promotion of a quality tourist offer. Tourism management activities such as cultural and sports events will encourage the tourists to stay in their selected destination for an extended period;
- Valorization and conservation of natural and built heritage, which would bring greater recognition of LGLA "identity";
- Contribution to the promotion of a quality tourist offer, enhancing natural environment, culture and heritage;
- Risk prevention and safety measures in water plan management.

Priority 3 - operation and joint management in spatial planning and accessibility

- Creation of recreational areas and facilities in the border area, enhancing cross-border cooperation and joint initiatives.
- Implementation of new accessibilities to the water and ground facilities.

- Development and implementation of land use plans for lakeside villages;
- Creation of a GIS for mapping and management of local resources (Project SIG - Alqueva).

Priority 4 - Technical assistance for the process of cross-border cooperation

- Reinforcement of ATMTGLA¹ management capacity;
- Reinforcement of cross-border cooperation (between municipalities, institutions, business...);
- Establishment of a management unit for technical assistance and cross-border development.

Actions

Priority 1

- Identification, cataloguing and promotion of local high-quality products;
- Consolidation of the brand "TGLA" (LGLA) for catalogued products;
- Definition of a network for distribution of the catalogued products - "Sabores do Grande Lago" (*Flavours of the Great Lake*);
- Promotion of typical products with the aid of a suitable marketing strategy;
- Development and establishment of tourist routes based on catalogued products.

Priority 2

- The construction of a stand to promote the tourist destination in regional events and exhibitions;
- The development and promotion of an appealing tourist offer will encourage the visitors to stay in the LGLA. Tourism management activities such as cultural and sports events will encourage the tourists to stay in their selected destination for an extended period;
- A broad range of cultural opportunities including the preservation and revitalization of built heritage sites, e.g., border castles and fortifications;
- Development of a planning for local resources around the concept of "Alqueva Territory-Museum";
- Land and water resource management, tourist offer and safety measures will be enforced under the PEGLA project.

Priority 3

- Establishment of permanent cross-border cooperation networks and improvement of accessibilities;
- New accessibilities will be built along the implementation of nautical (piers) or ground facilities for nautical or other recreational activities;
- Joint spatial planning for border regions and lakeside villages;
- Implementation of a Geographic Information System for displaying graphic and alphanumeric data.

¹ Associação Transfronteira dos Municípios das Terras do Grande Lago Alqueva

Priority 4

- Enhancement of cross-border cooperation by the reinforcement of ATMTGLA management capacity;
- Establishment of a strong and permanent cross-border network as well as the reinforcement of the Association's human resources and infrastructures.

Results

Priority 1

- Establishment of LGLA as a high-quality tourist destination;
- The foreseeable increase in the demand for new products will encourage local producers to guarantee product quality and meet the high standards of emerging markets, contributing to the settlement of population and the creation of employment;
- Strengthening of cross-border relationship and trade.

Priority 2

- The development and promotion of an appealing tourist offer will encourage the visitors to stay in the Lands of the Great Lake Alqueva;
- The diversification of touristic "products" will certainly attract new visitors and foster private investment and economic growth;
- Enhancement of cross-border cooperation based on common resources.

Priority 3

- Better accessibilities and a deeper understanding of LGLA as an attractive destination;
- Spatial planning and management;
- Enhancement of a greater permeability of the border, contributing to strengthen the relations between local populations.

Priority 4

- Development of a supporting infrastructure to the development and promotion of LGLA as well as to enhancing cross-border cooperation;
- Establishment of a better institutional relationship and strengthening of cross-border cooperation mechanisms within ATMTGLA and between partners;
- Enhancement of management skills to support the implementation and execution of common cross-border initiatives and projects.