



ALTER ECO — SYNERGIES WITH CO-EVOLVE

Leticia Ortega, ALTER ECO coordinator
Carolina Mateo, IVE international area coordinator
Instituto Valenciano de la Edificación - IVE



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Regional Development Fund

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/ THE MED IDENTITY

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3_ VALENCIA PILOT

4_ SyNERGIES?

Areas of high tourism attraction in coastal cities are reaching their **carrying capacity** limit, with a direct impact not only on the urban environment but on key elements that define the **Mediterranean Identity**.

WHY?

WHAT?

Objective: to enhance a **balance** among tourist attraction, as an **economic source of growth**, and the conservation of the **classical Mediterranean city model** as an example of **sustainability**.

Reduce the concentration of human activities in **hotspots** through the diversification of the offer

Reinforcing Mediterranean identity of touristic destinations

To enhance the coordination between **public and private stakeholders** to create **new business opportunities**

Testing, in 6 MED cities/regions, used as **LIVING LAB**, **existing methodologies and tools** arisen in previous high impact projects with the aim of reaching holistic and **realistic tourist strategies** at local and regional level that promote **local sustainable development** by preserving/restoring **Mediterranean Identity**.

HOW?

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HOW?

PILOTS

- Comunitat Valenciana: GANDÍA y VALENCIA
- Málaga
- Génova.
- Venecia
- Dubrovnik.
- Region Sur Aegea (Rodas).



THE MED IDENTITY — WHAT IT MEANS?

“The Mediterranean is a sea, a climate, a landscape, a way of life — all of these and much more.”



Manarola Scenic Viewpoint, Manarola, Italy

- Proximity to the sea.
- The landscapes (combination of sea and mountains).
- It's weather, thanks to the mountains near the sea (meteorological cataclysm).
- Its unique vegetation (holm oak, olive, Aleppo pine, figs, carobs, pistachios...).
- The Mediterranean diet, inside UNESCO's Intangible Cultural Heritage list.
- It's history, and passing civilisation, predecessors of nowadays traditions.

THE MED IDENTITY

“The Mediterranean is a sea, a climate, a landscape, a way of life – all of these and much more.”



Antalya, Turkey

- Proximity to the sea.
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THE MED IDENTITY

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Limassol Marina Street, Limasol, Cyprus

- Proximity to the sea.
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THE MED IDENTITY

“The Mediterranean is a sea, a climate, a landscape, a way of life – all of these and much more.”



San Pietro in Cariano, Italy

- Proximity to the sea.
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THE MED IDENTITY

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Moros y Cristianos at Sóller, Valencia, Spain

- Proximity to the sea.
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CV Main Data

- **A Mediterranean territory**
- Area: 23,255 km² (4.6% of the county)
- Coastline: 632km
- Population: 4,959,968 inhabitants
- Third tourist destination in Spain
- **23 million of tourists** in 2015
- Overnight stays in private accommodations (second residence, rented accommodation and family and friends): **120 million (76.7%)**



PRELIMINARY STUDY

How many different Med cities do we have?

> Main cities destination typologies for Valencia Region

- **Valencia:** as an urban destination affected by the amount of incoming cruisers
- **Gandía:** as a “sun and beach” destination.



GANDIA PILOT

1_ NOWADAYS SITUATION ANALYSIS

/ FRAMEWORK

/ STUDIES CARRIED OUT

2_ ALTERNATIVE STRATEGIES

/ GANDIA PLAN

Lack of reliable data – people counting device

Disconnection beach – centre (loss of identity)

Strong seasonality

/ ACTIONS TO BE TAKEN

FRAMEWORK

GANDIA



(www.visitgandia.com)

STUDIES CARRIED OUT



GANDÍA

- Analysis of the municipality of Gandía and its model of tourism

POLYTECHNIC UNIVERSITY OF
VALENCIA

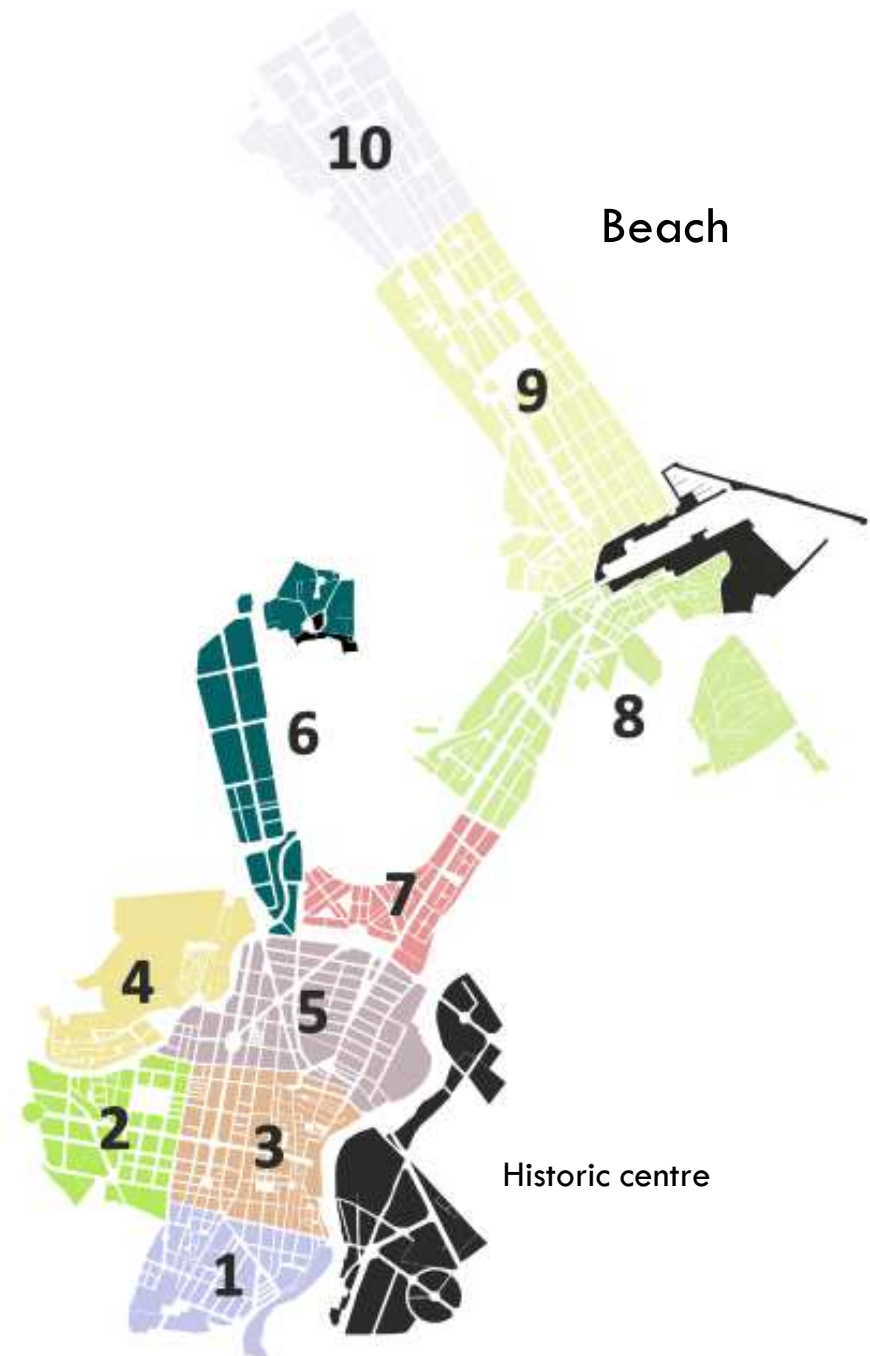
- Assistance for the development of Mediterranean Identity in the Gandía territory framework

UNIVERSITY OF VALÈNCIA

STUDIES CARRIED OUT

GANDÍA CONCLUSIONS:

- Strong seasonality.
- Disconnection (physical) between the beach and the cultural center of the historic center.
- Lack of up-to-date and reliable data.
- Obsolescence of tourist buildings/apartments.
- Exceeding carrying capacity in summer due to concentration in the hot spot (beach front).
- Loose of identity (past policies/investments).



STUDIES CARRIED OUT





AJUNTAMENT DE GANDIA

GANDIA PLAN

SOLUTIONS

/LACK OF RELIABLE DATA – **PEOPLE COUNTING DEVICE**



outdoor
wireless
device





AJUNTAMENT DE GANDIA

GANDIA PLAN

SOLUTIONS

/LACK OF RELIABLE DATA – **PEOPLE COUNTING DEVICE**



outdoor
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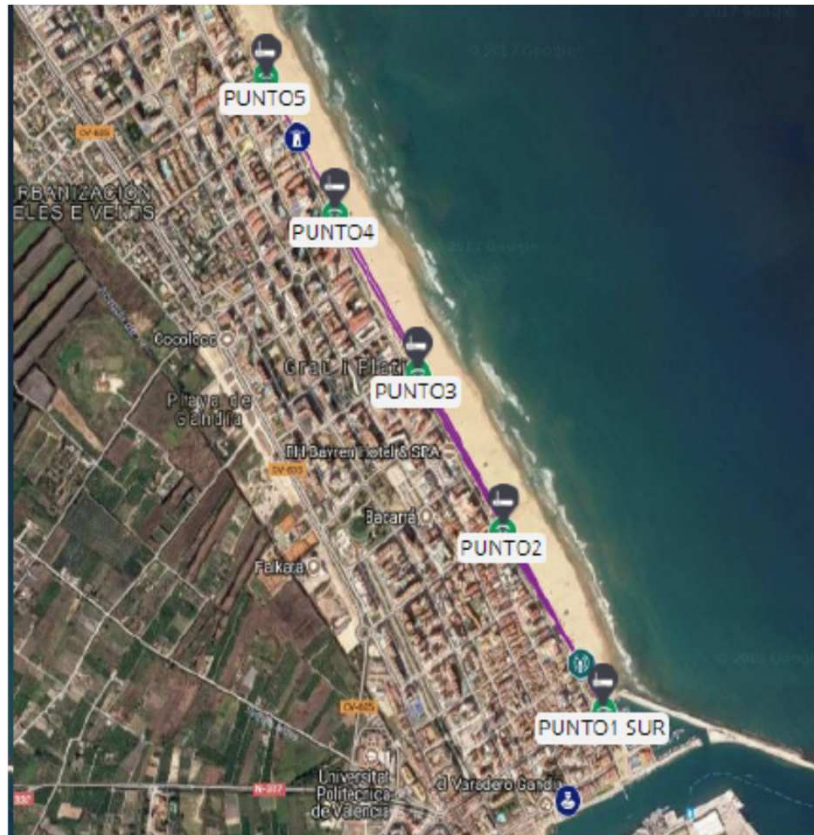


AJUNTAMENT DE GANDIA

GANDIA PLAN

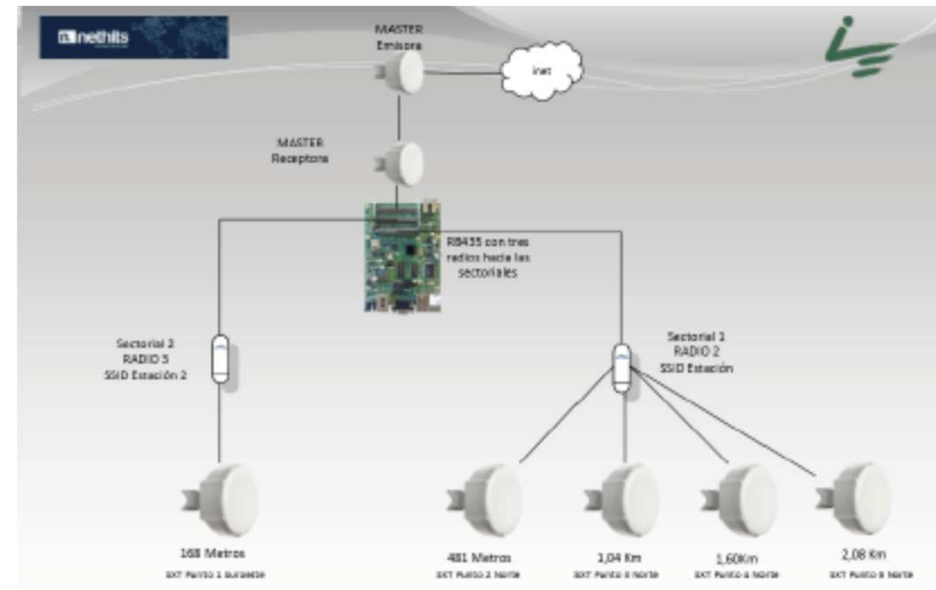
SOLUTIONS

/LACK OF RELIABLE DATA – **PEOPLE COUNTING DEVICE**



AirTight
Networks
is now

mojo



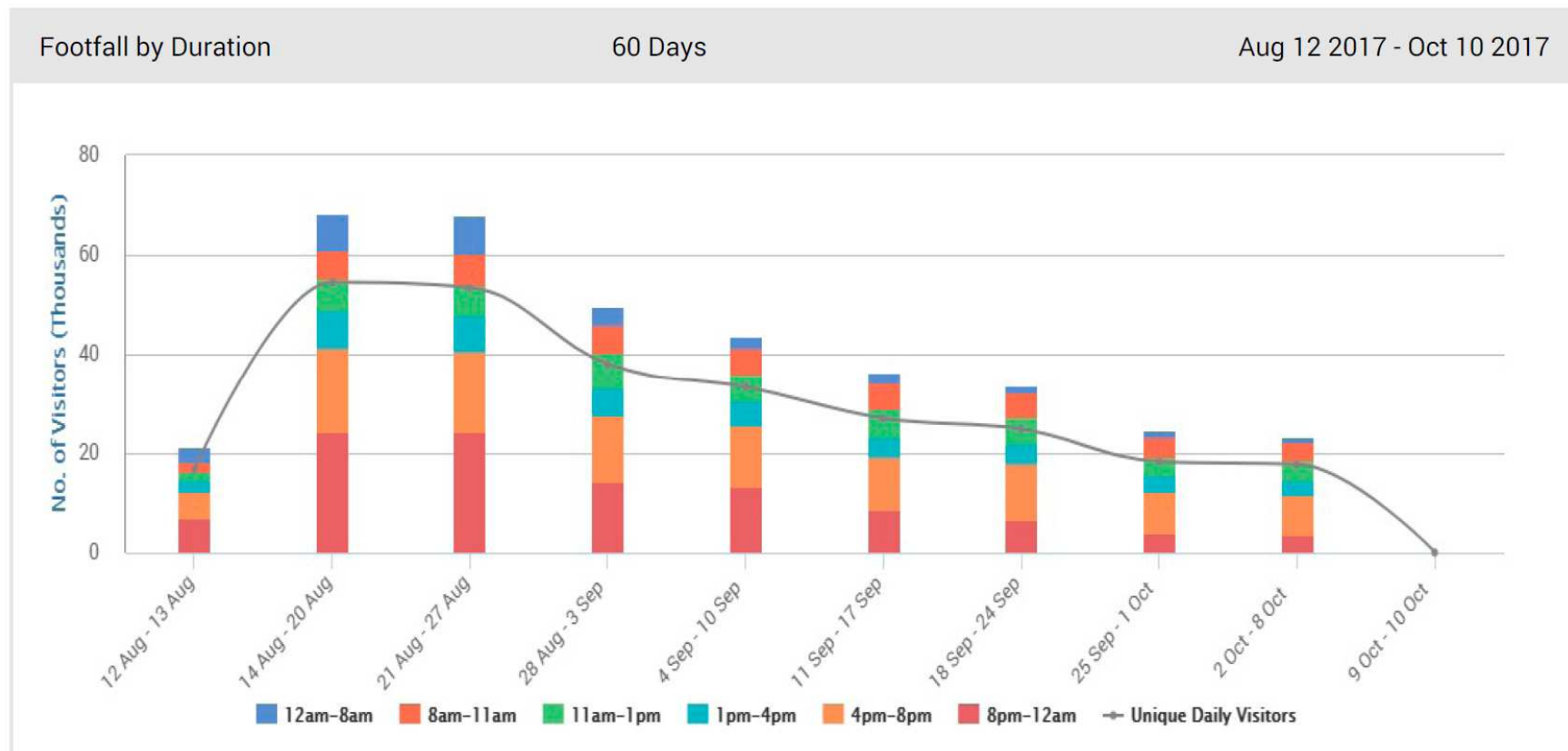


AJUNTAMENT DE GANDIA

GANDIA PLAN

SOLUTIONS

/LACK OF RELIABLE DATA – **PEOPLE COUNTING DEVICE**



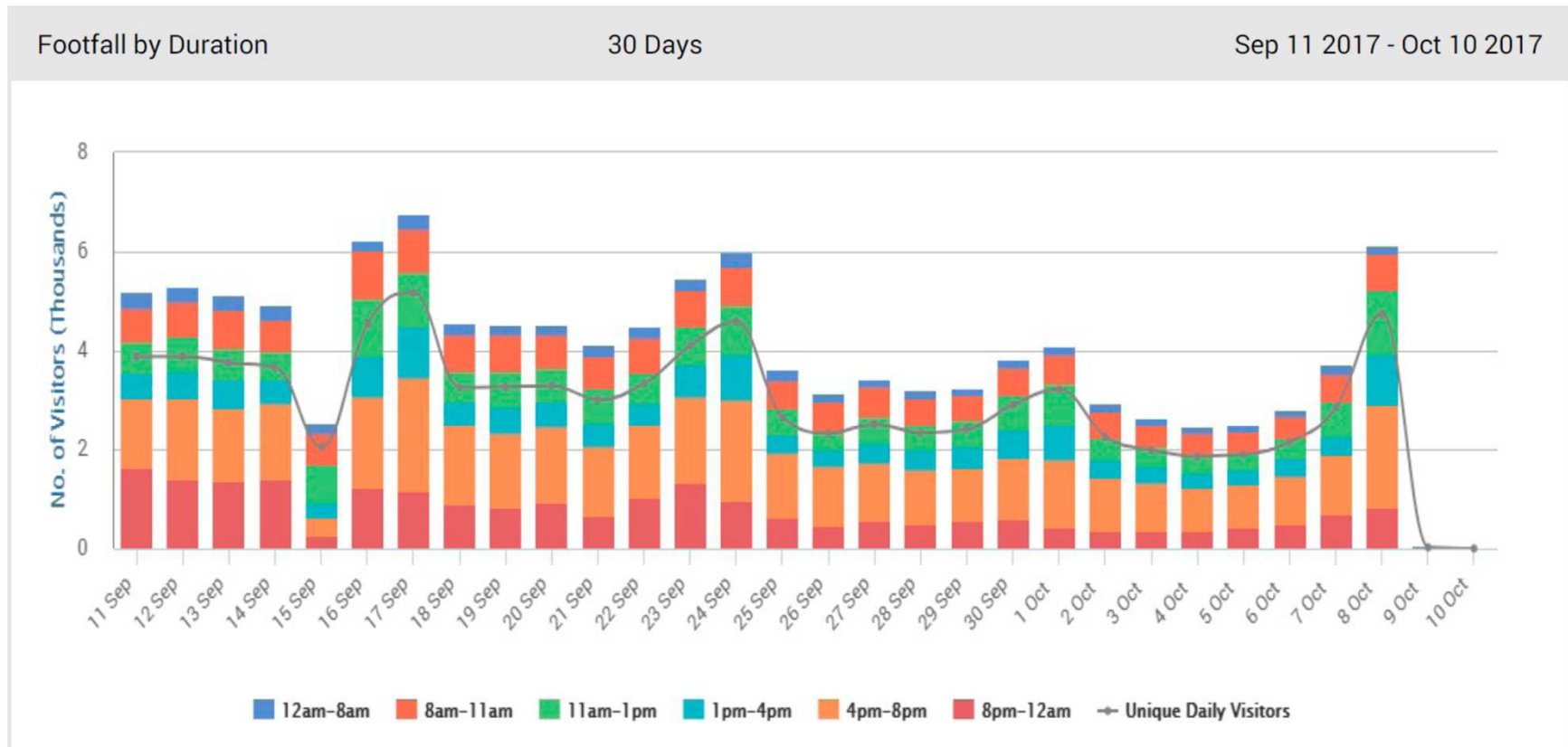


AJUNTAMENT DE GANDIA

GANDIA PLAN

SOLUTIONS

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AJUNTAMENT DE GANDIA

GANDIA PLAN

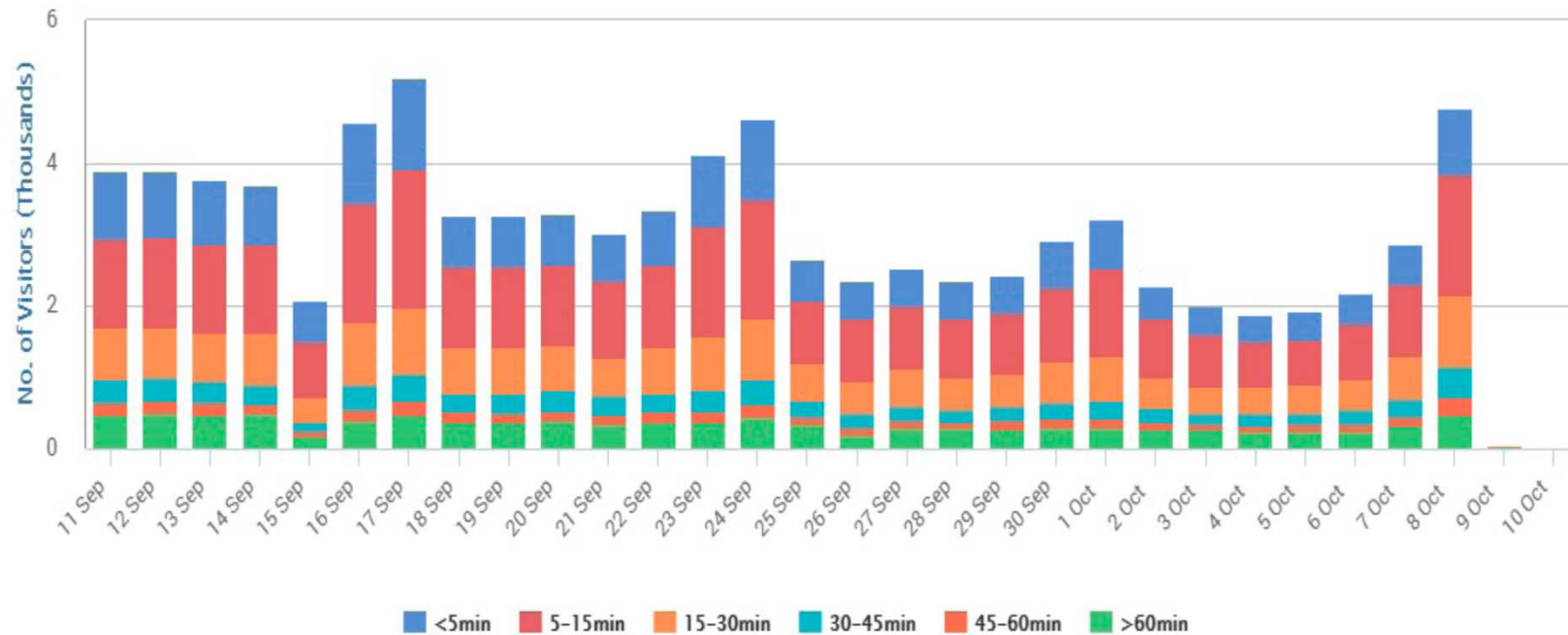
SOLUTIONS

/LACK OF RELIABLE DATA – **PEOPLE COUNTING DEVICE**

Dwell Time by Duration

30 Days

Sep 11 2017 - Oct 10 2017





AJUNTAMENT DE GANDIA

GANDIA PLAN

SOLUTIONS

/DISCONNECTION BEACH – CENTRE (**LOOSE OF IDENTITY**)

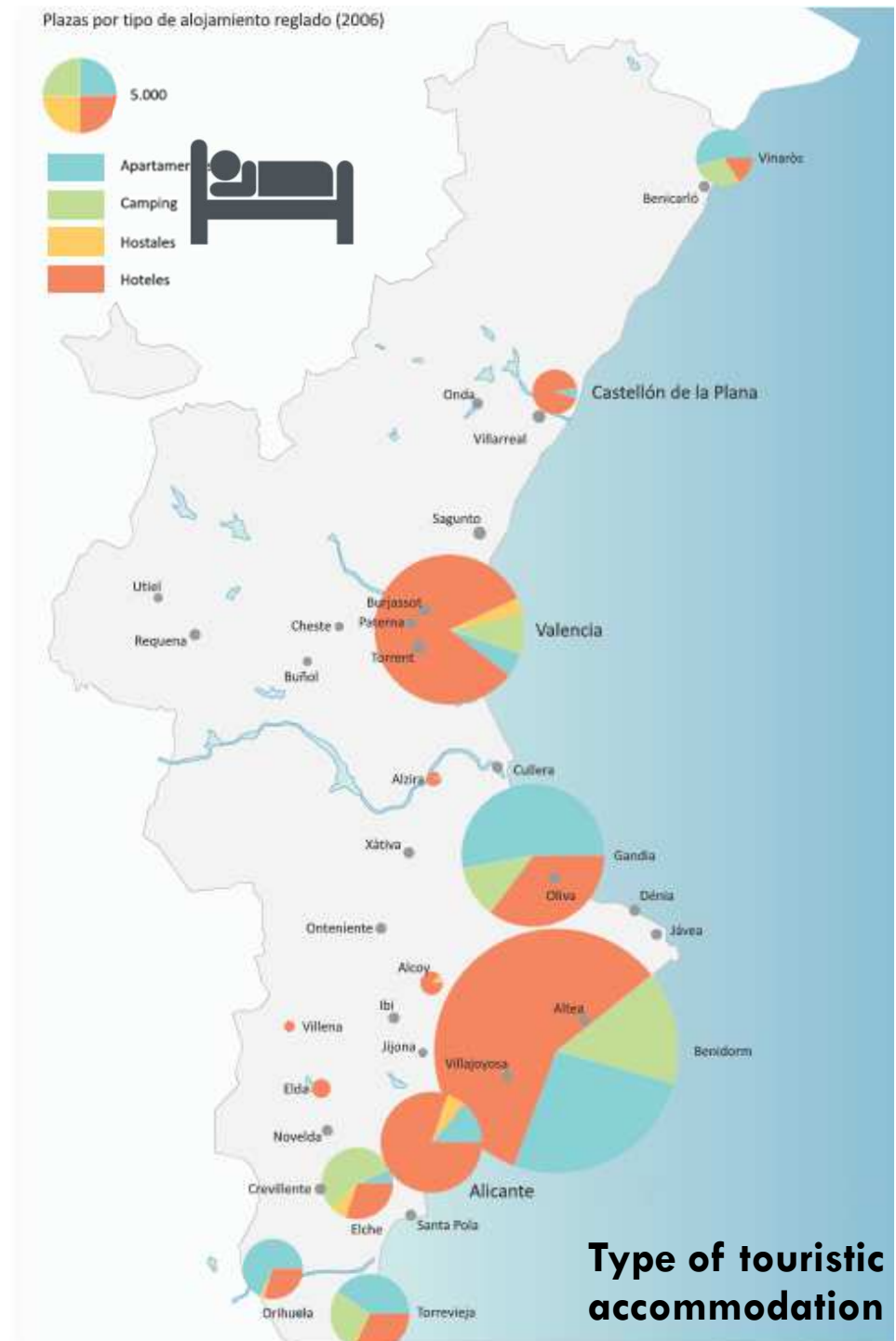
PEOPLE COUNTING DEVICE task broadening



Marketing focused
on Gandía
MED identity



/STRONG SEASONALITY
IMPROVEMENT OF THE TOURISTIC
ACCOMODATION





AJUNTAMENT DE GANDIA

GANDIA PLAN

SOLUTIONS

/STRONG SEASONALITY **IMPROVEMENT OF THE TOURISTIC ACCOMODATION**

HOTELS

Measures currently on going
by complementary research
institutes focus on hotels

APARTMENTS

Improvement of the quality
(Nobody working on it)



Promote a **quality label** oriented to the
tourist apartments that contemplate the
parameters to be met to **improve the
quality** perceived by the tourist.





AJUNTAMENT DE GANDIA

GANDIA PLAN

SOLUTIONS

/STRONG SEASONALITY **IMPROVEMENT OF THE TOURISTIC ACCOMODATION**

BES Building certification for turistic appartments

Requirements relating to:



Energy saving and thermal comfort



Sustainable use of natural resources



Acoustic comfort



Functionality of spaces



Accessibility and Safety of use





AJUNTAMENT DE GANDIA

GANDIA PLAN

SOLUTIONS

/STRONG SEASONALITY

IVE Certification body: BES Building certification for turistic appartments



Fundación IVE ▾ I+D+i ▾ Servicios ▾ Formación ▾ Comunicación ▾ Productos ▾ Tienda ▾ 



Prestación de servicios

 ASISTENCIA TÉCNICA

 CERTIFICACIÓN DE EDIFICIOS

Desarrollamos sistemas de certificación voluntaria de edificios, basada en la evaluación de criterios energéticos, sostenible, acústicos, etc. para garantizar espacios de calidad para las personas.



VIVIENDAS
PdC Perfil de Calidad



OFICINAS
BES Bienestar en Espacios Sostenibles

 Contacta con nosotros
certificacion@ive.es

 +34 961207531

 De 8:00 a 15:00 h


GANDIA PLAN

SOLUTIONS

SYNERGIES – MITOMED +


Create a procedure to get data from selected **INDICATORS** continuously over time.

MITOMED+ will provide ALTER ECO with the indicators and ALTER ECO will collect them among its pilots.



Indicators Methodology

- Limitations
 - Data availability
 - Level of detail
 - Comparability
 - Transferability



MITOMED Second Meeting – Girona 15/16 January 2015

Set of 34 MITOMED Indicators

N.	MEASURE TOPICS	ETH
1	D. Profile	Relative distribution of tourism to the destination's economy (% GDP)
2	D. Profile	Average length of stay of tourists (nights)
3	D. Profile	Daily spending per tourist (accommodation, food and drink, other services)
4	D. Profile	Number of beds available in commercial visitor accommodation per 100 residents
5	D. Profile	Number of second/terrace homes per 100 homes
6	I. Impact of transport	Number of incoming and outgoing passengers per port
7	I. Impact of transport	Percentage of tourists and same day visitors using different modes of transport to arrive at the destination (public/private and type)
8	I. Impact of transport	Kms of cycling routes (versus tot kms of roads)
9	I. Impact of transport	Number of berths and moorings for recreational boating
10	W. Waste management	Waste volume produced by destination (tonnes per resident per year or per month)
11	W. Waste management	Volume of waste recycled (percent or per resident per year)
12	Q. Quality of life of residents and tourists	Percentage of the destination with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangements
13	Q. Quality of life of residents and tourists	Percentage of visitors that are satisfied with their overall experience in the destination
14	Q. Quality of life of residents and tourists	Percentage of visitor attractions that are accessible to people with disabilities and/or participating in recognised accessibility schemes
15	Q. Quality of life of residents and tourists	% of beaches accessible to all
16	Q. Quality of life of residents and tourists	Number of tourist accommodation facilities accessible to all
17	Q. Quality of work	Direct tourism employment as percentage of total employment per month
18	Q. Quality of work	Full time, part time and seasonal employment per sector
19	Q. Quality of work	Indicator 1.1 Average wage in tourism for women compared to men's employment
20	A. Desaccommodation	Number of tourist nights per month
21	A. Desaccommodation	Occupancy rate in commercial accommodation per month and average for the year
22	A. Desaccommodation	Number of tourists per 100 residents

VALENCIA PILOT

1_ IDENTIFICATION OF MAIN PROBLEMS

- /ANALISYS OF TOURISM FLOODS
- /LIVING LABS WITH RELEVANT ACTORS

2_ ALTERNATIVE TOURISM STRATEGIES

- /STRATEGY 1: Promoting alternative tourism routes
- /STRATEGY 2: Promoting events in non-flooding urban areas.

3_ MONITORING RESULTS

- /MON-STRATEGY 1: With social networks
- /MON-STRATEGY 2: Monitoring the flows (sensors of presence)

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IDENTIFICATION OF MAIN PROBLEMS/**FLOODS**

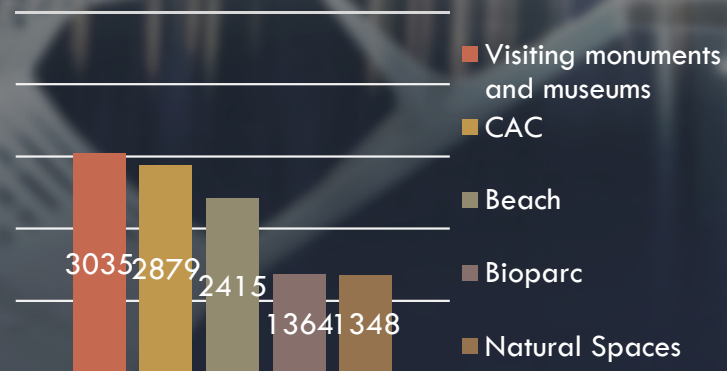
“Valencia has become one of the most favourite cities regarding tourism.”

VLC's Tourism Office (“Estudio de Dimensionamiento de la Oferta de Viviendas de Uso Turístico - 2016”)

> Survey of 3,195 persons - 11 different neighbourhoods – 4 languages.

Motivations?

- 90.1% “**Ciutat de les Arts I les Ciències**”
- 75.6% desires to go to the **beach**,
- 42.7% wants to pay a visit to the **Bioparc**
- 42.2% prefer to also visit other natural spaces





IDENTIFICATION OF MAIN PROBLEMS/**FLOODS**

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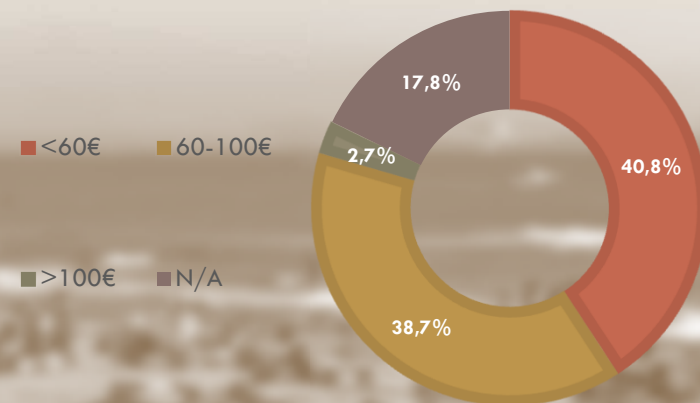
Expenses?

2016, daily average (not having into account the lodgment expenses):

40.8% in-between **30-60€**

38.7% foresee **60-100€**

2.7% spends around 200-300€.



IDENTIFICATION OF MAIN PROBLEMS/**FLOODS**



Source: AIRBNB
(<http://www.airbnb.es/>)

Touristic apartments?:

Ciutat Vella (55.4%)

Russafa (10.8%)

La Malva-Rosa (6.8%)

156,388km network of **underground**/metro plus tram

132.6km of **cycling lanes** (ValenBisi service)

BUT..... Not enough!

data confirms the polemic of
flooded touristic neighborhoods.

IDENTIFICATION OF MAIN PROBLEMS / L.LABS



Living labs with relevant city actors (+ ONGs, local associations)

How to promote resilient tourism strategies?

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VALENCIA PILOT

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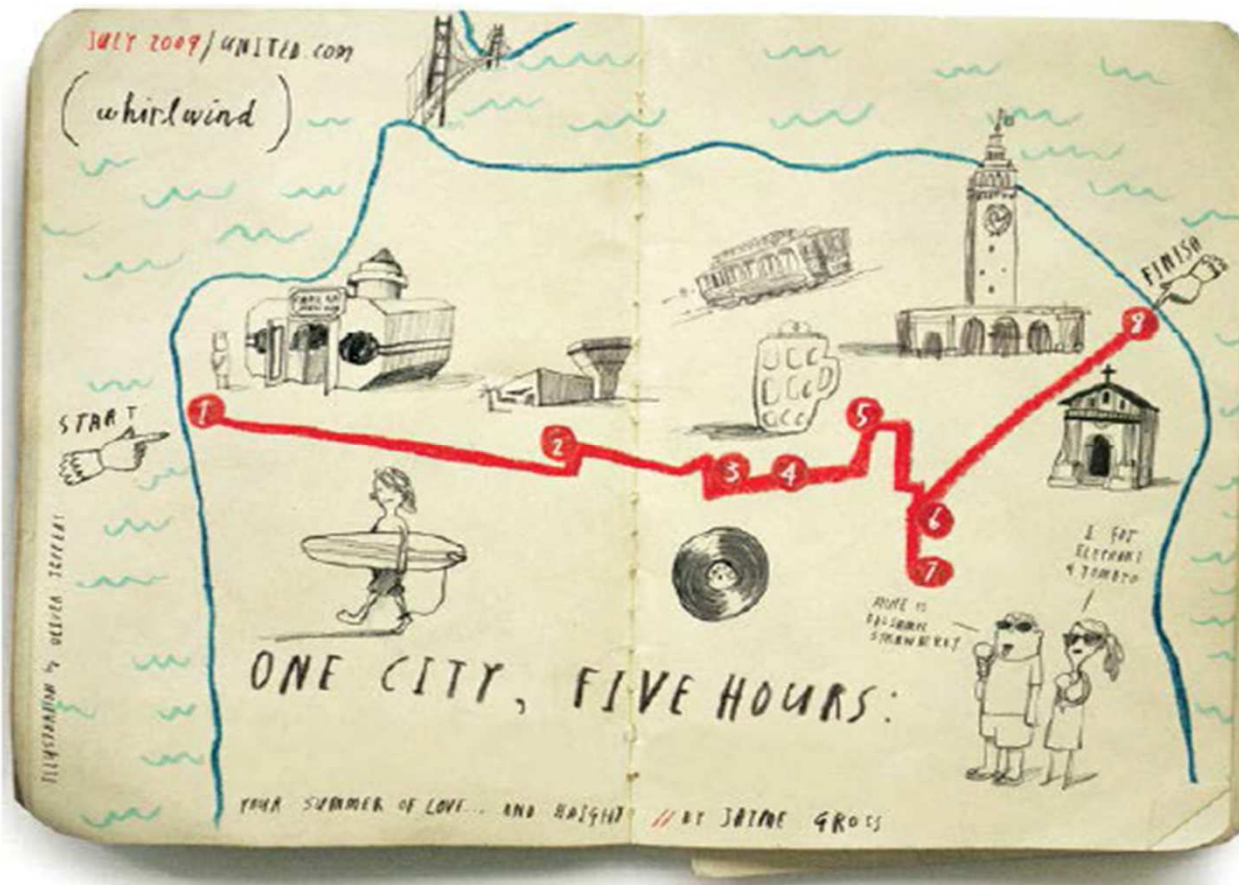
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ALTERNATIVE STRATEGIES/ST 1:ROUTES



ALTERNATIVE STRATEGIES/ST 1:ROUTES

2. Socio-cultural investigation of the neighborhood

- / Characteristic places and data compilation
- / Events schedule
- / Traditions, stories and tales
- / Monuments
- / Useful information, how to move there...
- / General lever

El Grau y El Cabanyal



Benimaclet



Ruzafa



ALTERNATIVE STRATEGIES/ST 1:ROUTES

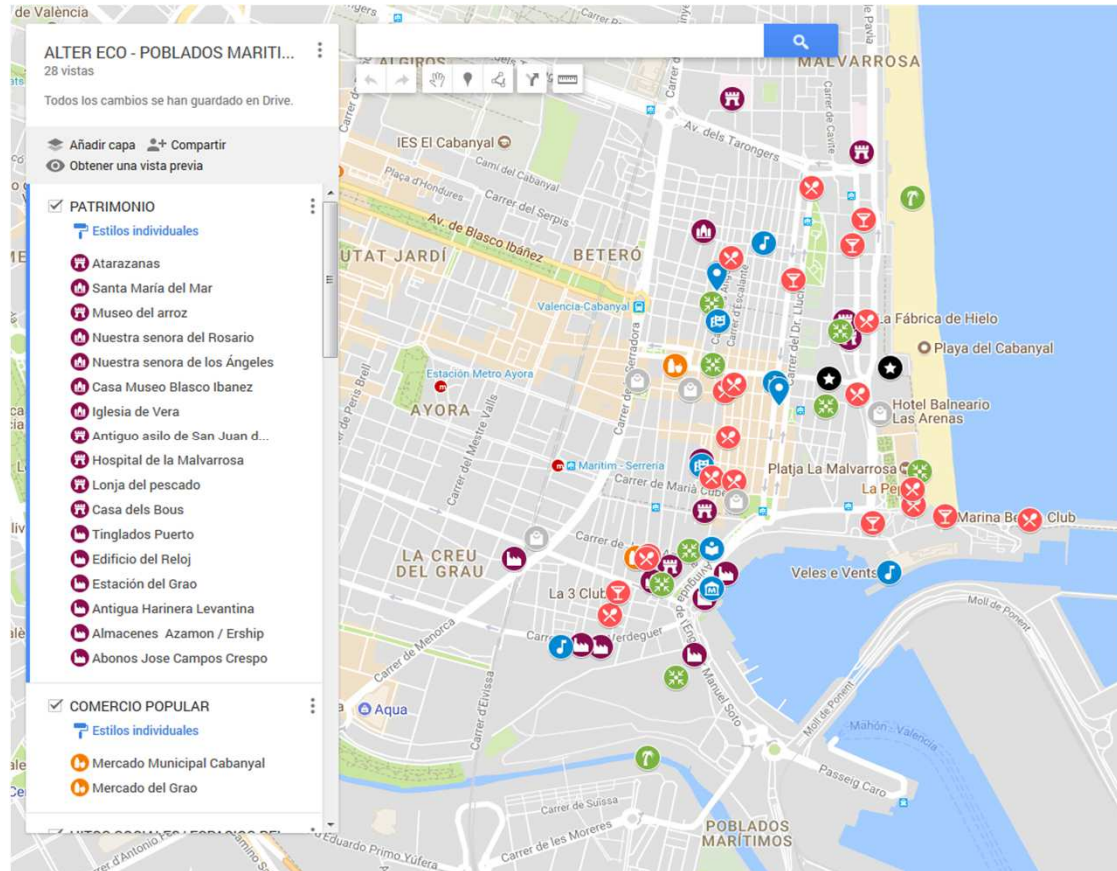
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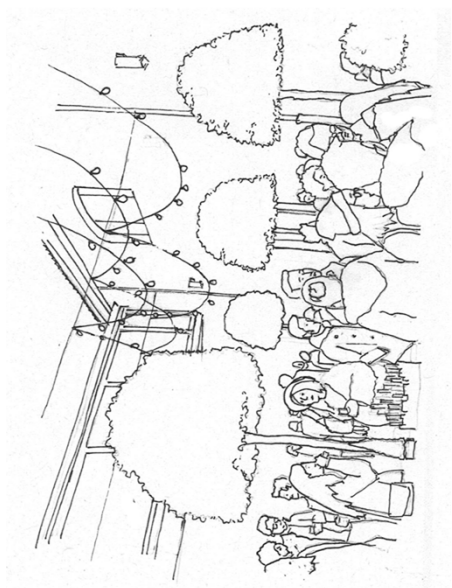
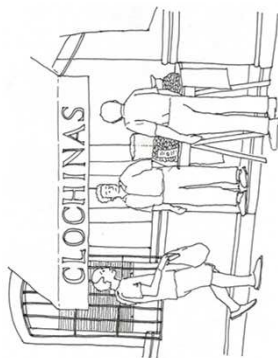
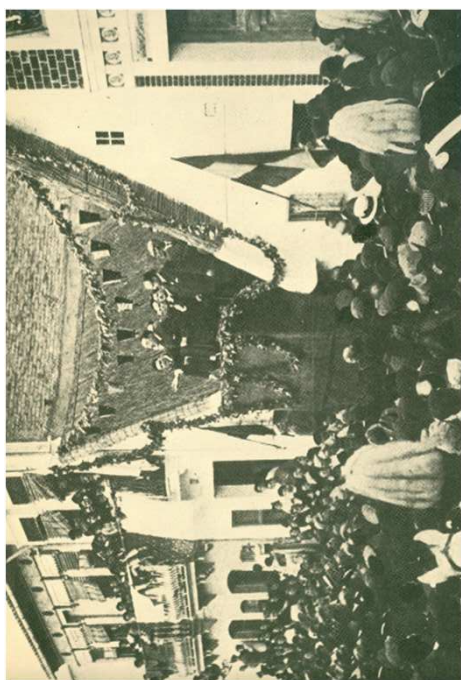
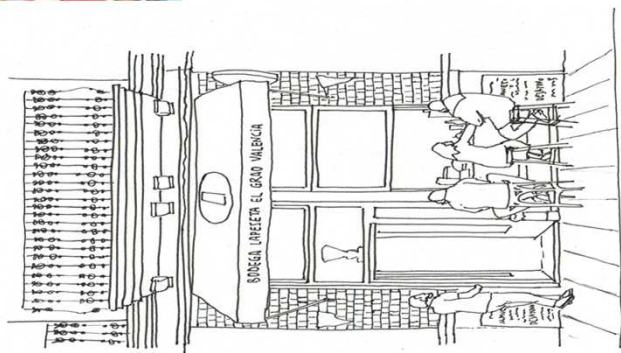
POBLADOS MARÍTIMOS



ALTERNATIVE STRATEGIES/ST 1:ROUTES

socio-cultural investigation





ALTERNATIVE STRATEGIES/ST 1:ROUTES

	JAUME	DAVID	CARMEN	CATALINA
ZONA	El Grau y Canyameler	Cabanyal	Cabanyal y Canyameler	Cabanyal y Cap de Franca
KEY POINTS	Música, cultura, vida nocturna, moderneó,	-espacio público como espacio de juego (solares, parques, la calle, la playa) // ofrecer una perspectiva menos dramática de los vacíos, las diferencias	-tradiciones -iglesia -pasado marinero -espacios simbólicos (iglesia, casino, lonja, casa los toros) -renovación del barrio -mercado -tiendas	-vida cultural -festivales -teatro -asociaciones vecinales -actualidad política
Edad, profesión, procedencia, estado civil, lugar de residencia (dirección), desde cuándo viven en el barrio,...	Soy Jaume, tengo 37 y soy de Olocau, un pueblo del interior de la provincia de Valencia. Me mudé al Grau en 2012, cuando me concedieron una plaza fija de maestro en una escuela pública del barrio. Doy clase de música y soy tutor de 4º de primaria. Vivo de alquiler en un piso de dos habitaciones en la calle Vicente Brull, pero estoy pensando en comprarme una casita por aquí y arreglarla, pero no sé, no acabo de decidirme. La mayor parte de mis amigos viven en otras zonas de la ciudad, y siempre les convengo para que vengan a verme. ¡Hay tanto que hacer por aquí, que no me cuesta mucho!	Me llamo David, tengo 9 años y vivo en el bloque de Portuaris con mi madre, mi padre, mis hermanas, mi abuelo, mis tíos y mi perro Coki. Mi padres se levantan muy temprano todos los días porque tiene que montar el puesto del mercado. Tenemos una furgoneta que compartimos con mis tíos. A veces los acompaño para ir a recoger muebles por ahí. Es como ir de excursión. ¡Dicen que pronto la podré conducir yo! Y con mi abuelo paseo mucho. Buscamos tesoros. Y me cuenta historias del barrio del Clot. Ahora sólo queda nuestro edificio, pero antes había muchas casitas alrededor.	Me llamo Carmen, tengo 65 años y estoy estupendamente. Tengo 4 hijos maravillosos y 7 nietos que me llevan loca. Yo soy de familia de pescadores, de toda la vida de aquí del barrio, de El Cabanyal. En mi época, aquí se vivía muy bien, pero unos y otros lo han echado a perder. Es una pena. Está todo muy sucio y se montan unas jaranas por las noches que no se puede vivir tranquila. No hay derecho. Hace poco me dió un 'ictus' que me dejó inútil la mano izquierda, pero yo sigo yendo a la Iglesia del Rosario a echar una mano al párroco, y me sigo encargando de cuidar a mis nietos por las tardes.	Soy Catalina, tengo 32 años y me dedico a la danza y el teatro, también escribo. Doy clases de danza y pilates, sobretudo a personas de la tercera edad. Y los fines de semana trabajo de camarera en un bar. Soy de Córdoba (Argentina) y vine a Valencia en el 2008. Aquí conocí a mi pareja y empezamos a restaurar la casa de su abuela, que estaba abandonada. Nos implicamos mucho en varias asociaciones del barrio. Me parece que los principales peligros a los que se enfrenta la gente de aquí son la gentrificación y la presión de los turistas. Y hay gente en el barrio con muy pocos recursos que muy difícilmente podrá quedarse aquí viviendo si no se les ayuda.
Carácter	Reflexivo, pragmático, observador, joven...	Naive, impulsivo, valiente, juguetón, alegre...	Tradicional, conservadora, nostálgica, habladora...	Entusiasta, curiosa, visceral, apasionada, creativa, habladora, rebelde...

ALTERNATIVE STRATEGIES/ST 1:ROUTES

POBLADOS MARÍTIMOS

según Jaume



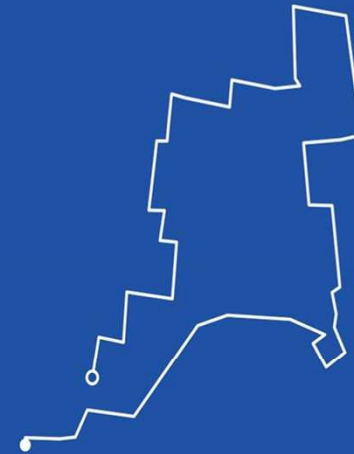
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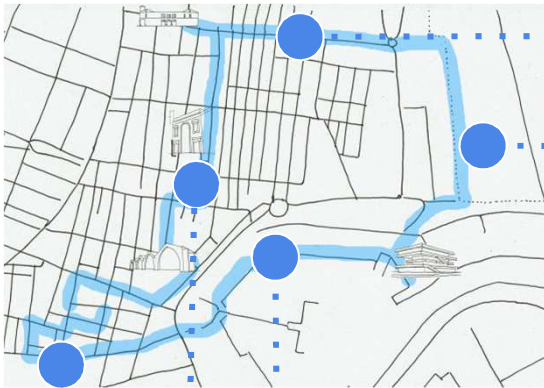
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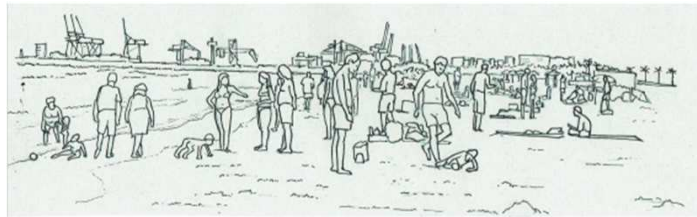
HORA: tarde/noche

#música
#moderneo
#cultura
#tapeo

ALTERNATIVE STRATEGIES/ST 1:ROUTES



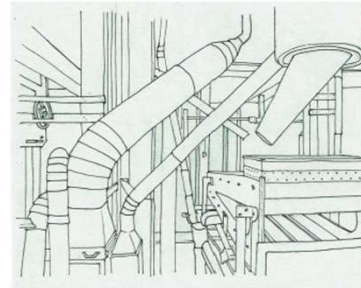
MALVARROSA SOCIAL-BEACH



CABANYAL MARKET



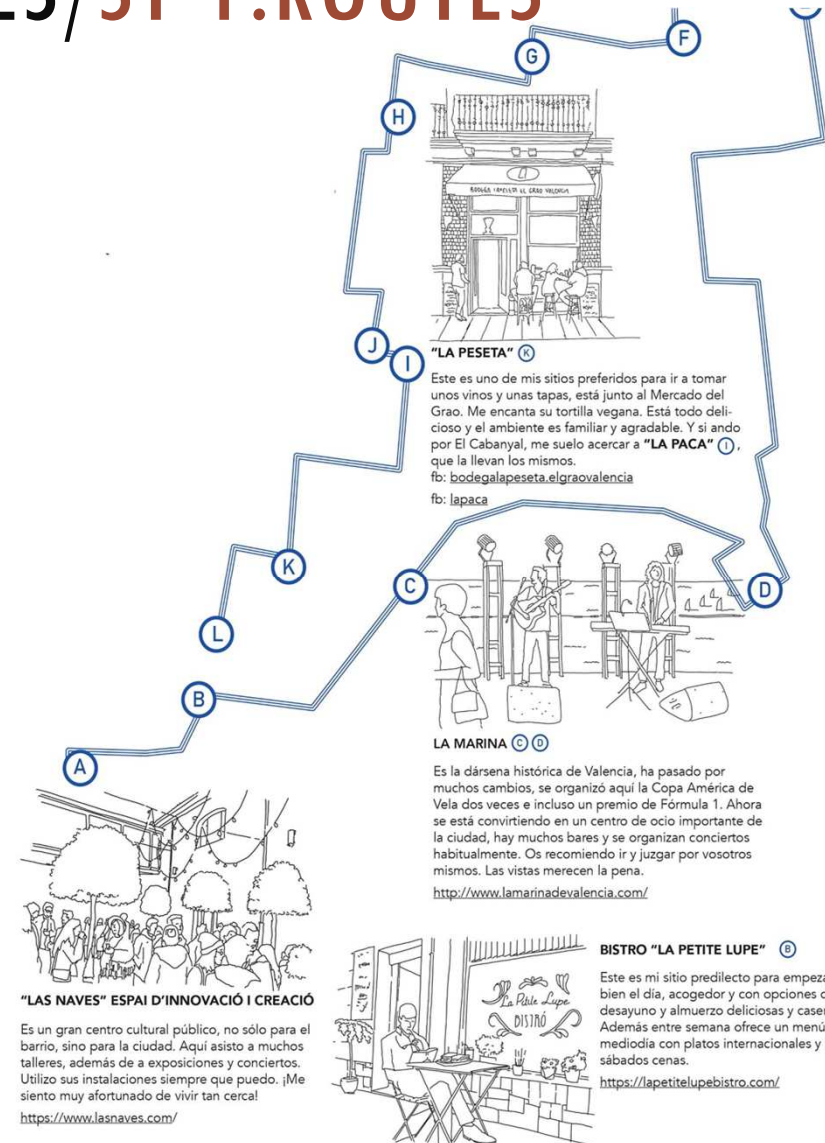
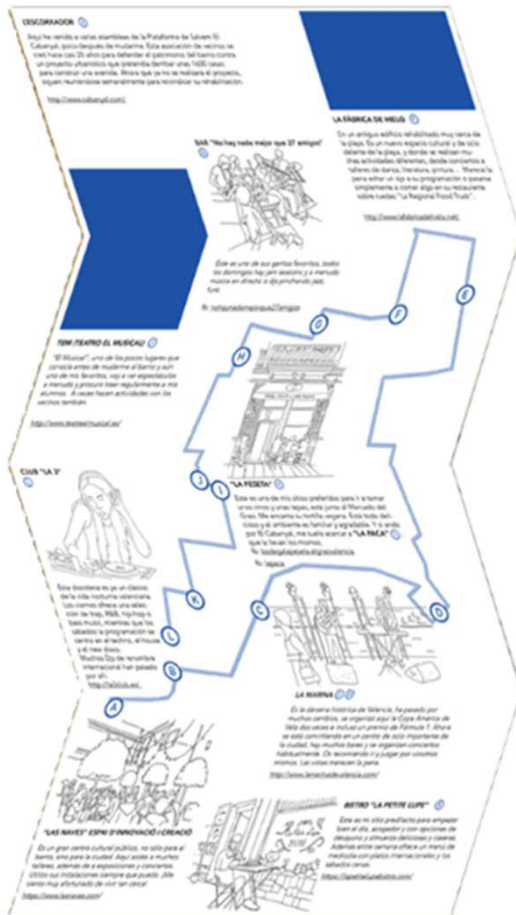
CULTURAL LIFE IN "LAS NAVES"



RICE MILL MUSEUM



ATARAZANAS ART CENTER



ALTERNATIVE STRATEGIES/ST 1:ROUTES



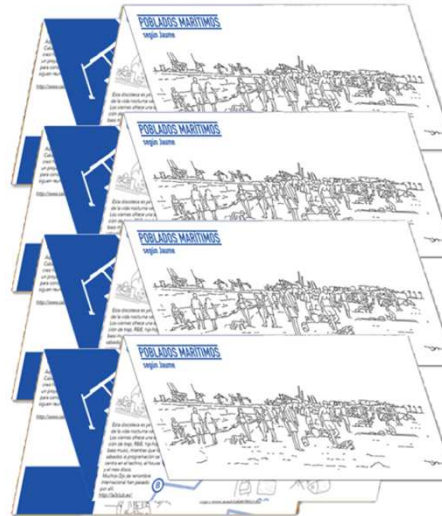
ESTUCHE

/ Los Poblados
Marítimos de El Grau y
El Cabanyal



GENERAL

/ Transporte
/ Contexto histórico
/ Eventos
/ Leyendas y tradiciones



VECINDARIO

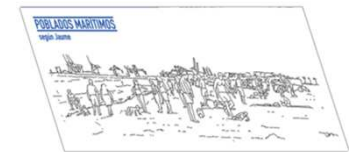
/ Lugares
/ Eventos
/ Historia del barrio

CATALINA

DAVID

CARMEN

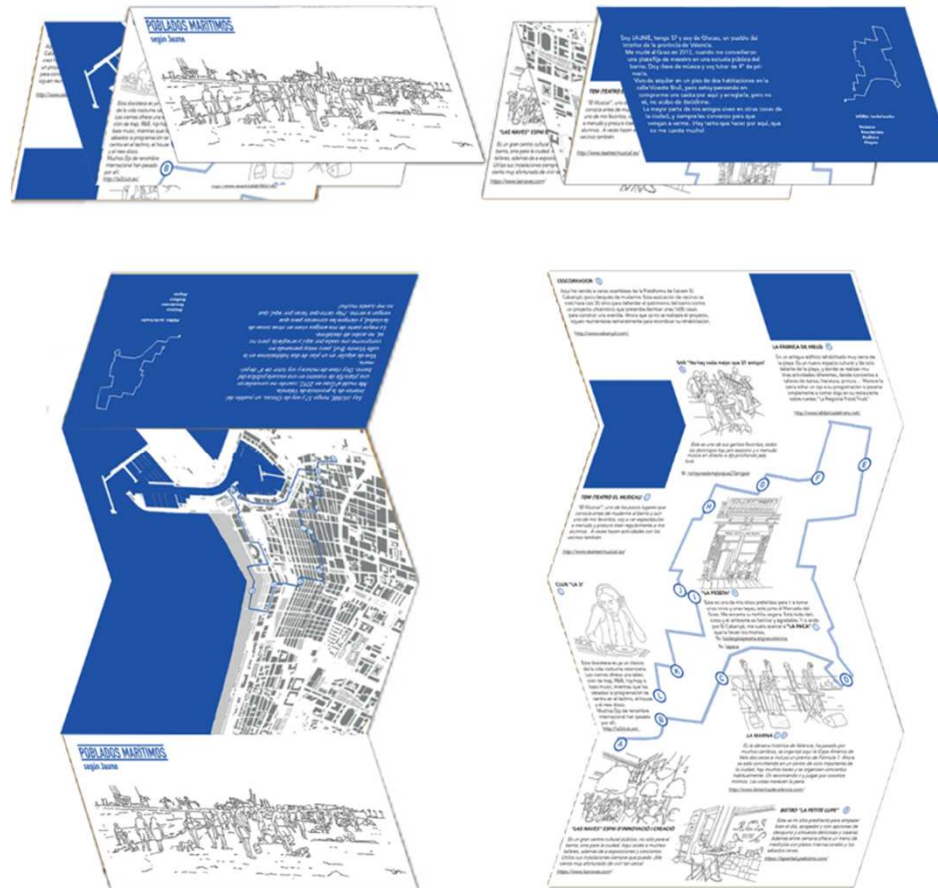
JAUME



POSTAL

/ Lugares y mapa
/ Envía tu propuesta!

ALTERNATIVE STRATEGIES/ST 1:ROUTES



ALTERNATIVE STRATEGIES/ST 2:EVENTS

La Marina de València

- > New area from América's Cup infrastructure.
- > Region + City council investments to create a new innovation area.



ALTERNATIVE STRATEGIES/ST 2:EVENTS

- > New amazing cultural agenda
- > Touristic attraction activities



ALTERNATIVE STRATEGIES/ST 2:EVENTS

Eventos



03/12/2017

XXX Pas Ras al Port de València

Carrera 10K que bordea nuestro Mediterráneo.

Eventos



01/11/2017 - 05/11/2017

Valencia Boat Show 2017

El salón náutico se celebrará del 1 al 5 de noviembre en la Marina de Valencia con la incorporación de otros deportes como surf, windsurf, paddle surf, kayak o buceo, entre otros.

Eventos



22/10/2017

26ª Media Maratón de València

Una de las grandes citas del otoño en el panorama nacional de las carreras de fondo.

Eventos



14/10/2017 - 15/10/2017

MUV

Circuito de Música Urbana de Valencia



07/10/2017 - 08/10/2017

Nudozurdo y Smoking Souls entre los grupos que desembarcarán, con motivo de las celebraciones del 9 d'Octubre, en Concerts de La Marina

Con acceso libre y gratuito, los conciertos se prolongarán la noche del sábado día 7 y



07/10/2017 - 08/10/2017

Yoga, Big Yoga

Cita de yoga multitudinario frente al mar.



30/09/2017

Concierto de Robe Iniesta

Su gira "Bienvenidos al temporal" desembarca en el Auditorio Marina Sur, a las 22h

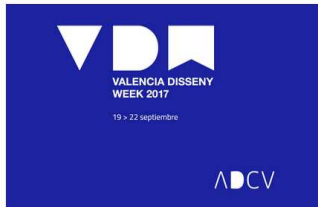


30/09/2017

Marcha Ciudad de Valencia

Uno de los grandes acontecimientos ciclistas de la Comunitat Valenciana.

Eventos



21/09/2017

Encuentro Nacional de Asociaciones de Diseño en la Marina

València, capital del diseño en septiembre

Eventos



16/09/2017

"10 anys de la Marina": Fin de semana de actividades

La conmemoración de los 10 años se centra en una amplio programa de actividades náuticas, gastronómicas y culturales el 16 y 17 de septiembre.

Eventos



09/09/2017

València Triatlon

Miles de atletas se reúnen en la Marina, en esta veterana competición deportiva.

Eventos



23/07/2017

XXV Travesía a nado València

Competición tradicional que este año se viste de gala en su 25 aniversario.



ALTERNATIVE STRATEGIES/ST 2:EVENTS

ALTER ECO > Monitoring people
flows in LA MARINA





ALTERNATIVE STRATEGIES/ST 2:EVENTS



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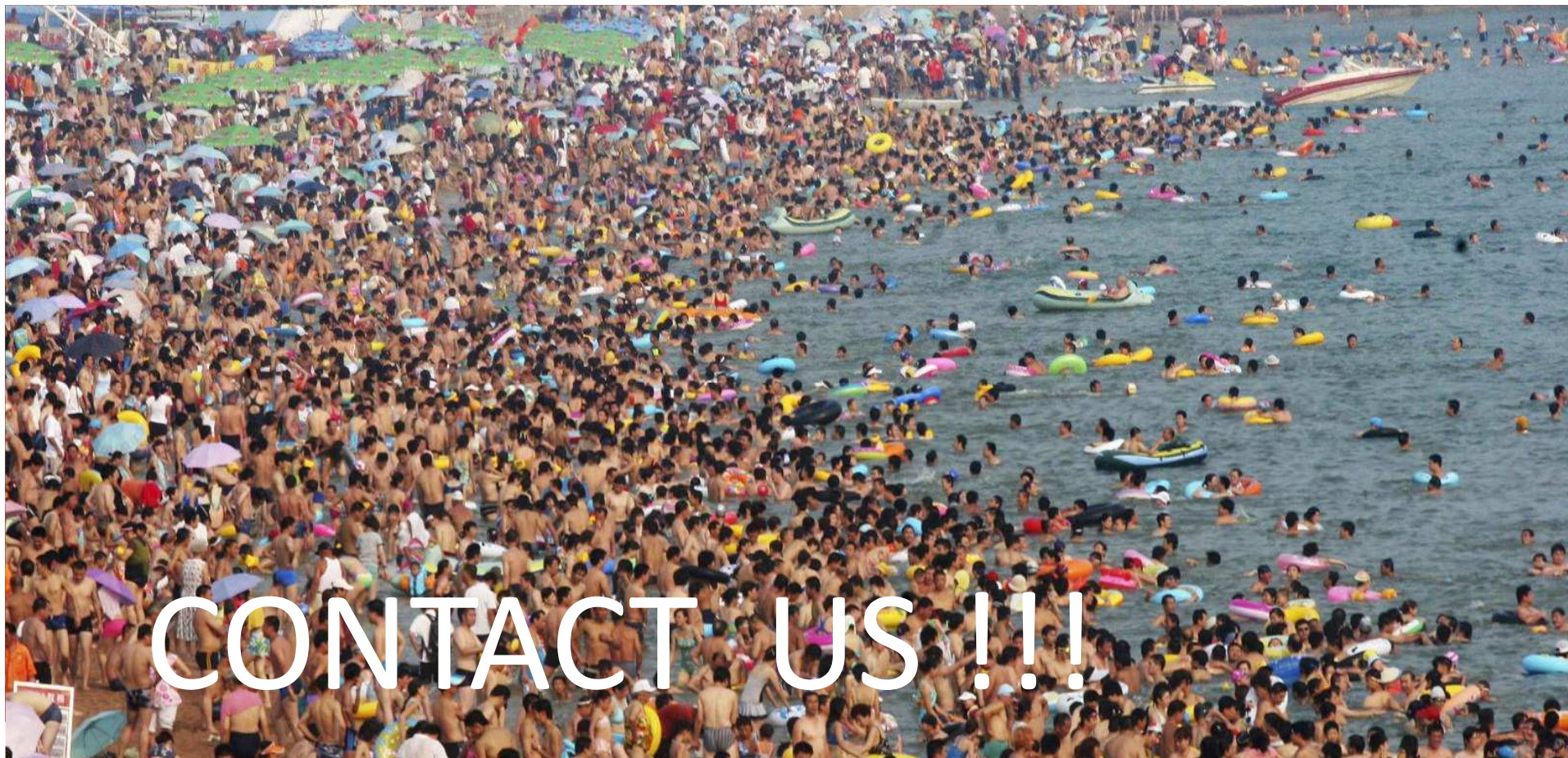
/ THE MED IDENTITY

2_ GANDIA PILOT

3_ VALENCIA PILOT

4_ SyNERGIES with CO_EVOLVE?

We are happy to collaborate!!! :)



Leticia Ortega, lortega@five.es
Carolina Mateo, cmateo@five.es



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