



**CHERISH PROJECT**

*Creating opportunities for regional growth through promoting Cultural  
HERitage of fISHing communities in Europe*

***Action Plan for  
Mallorca Island***



***May 2021***

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## Introduction

This document presents the Action Plan drafted by the Sustainability and Environment Department at Consell de Mallorca (Spain), within the framework of CHERISH project, which addresses the EU challenges **regarding climate change, tourism pressure and transformation of the European fishing industry.**

Fishery communities in the EU share the same challenges concerning climate change, tourism pressure and the transformation of the European fishing industry. The EU recognizes the valuable role of this cultural heritage in sustainable development and stimulates increased efforts to better position and profile the fishing communities, including its intangible heritage, like myths to daily practices, traditions, ecological knowledge and crafts. Through the development and implementation of new strategies utilising cultural assets of fishing communities' new jobs and new products or services are created as well.

Interregional cooperation and policy learning will allow the exchange of experiences on developing a policy for the protection and promotion of cultural heritage in fishing communities via the integration of the lessons learnt into the regional policies.

In this context, the project aims to improve **regional development policies to protect and to promote cultural heritage in fishing communities in order to boost attractiveness of these regions for businesses, local people and tourists.**

### Local context

Mallorca Island is a major European destination – the island hosted 12 Million visitors in 2018 - that lives essentially of tourism activity. However, like many other Mediterranean coastal areas, fishing activity has been a significant part of the island's economy since time immemorial. Thus, it has been a permanent activity somehow. Grounded on small-scale fishing, it has constantly evolved throughout history to improve both the vessels and the gear or different fishing techniques, some of which still survive today as a legacy of traditional knowledge and popular wisdom.

In the past century, this activity underwent major modernisation and mechanisation, which has significantly changed the entire heritage associated with this economic activity. This heritage linked to these fishing communities has suffered a progressive abandonment and decay because of the change to an economy based on tourism and services, which has affected both its cultural tangible and intangible assets. Due to a direct alteration of the environment and its

uses, cultural heritage linked to the fishing communities has also been affected, leading in some cases to the point of disappearance.

Another problem we find is the lack of knowledge related to this fishing heritage among the local population. To reverse this situation different actions have been undertaken. The loss of traditional fishing vessels has led to the creation of several programmes to recover and to promote the traditional fleet, through both private and public initiatives. Cultural associations related to lateen sailing and artisan vessels, sailing clubs, and even the Balearic Sailing Federation are just some of the local agents working to create and to give new uses for traditional boats. Therefore, reconvertng the uses of fishing vessels is promising.

Likewise, some of the actions being carried out by Public Administration are associated with protecting movable assets (like objects related to the sea trades, like fishing, ship-building, nets, sailing, etc., but also items associated with the document heritage or fine art), immovable (lighthouses, traditional boat houses or fish hatcheries related to fishery) and intangible heritage (sayings, songs, wrecks ) via laws protecting the historical heritage and a variety of strategies, such as offering subsidies, listing some of these assets, providing free public moorings for listed boats and declaring lateen sailing an Asset of Intangible Cultural Interest as a way of promoting it which could benefit from subsidies.

Since 1988, the Consell de Mallorca do research and works to protect, preserve, restore and disseminate the maritime heritage of Mallorca which is a tangible and intangible heritage characterized by its diversity and dispersion.

Through its participation in the CHERISH programme, the Department of the Sustainability and Environment at Consell de Mallorca intends to promote the maritime cultural heritage linked to fishing communities, associating it to the hiking routes managed and implemented by the institution. At the same time, it aims to raise awareness among local population and visitors.

### **Lessons learnt within the project**

This Action Plan is the result of the learning process and the exchange of experiences performed during Phase 1 of the project. In particular, from partners Good Practices and the Interregional Learning and Exchange of Experience (ILEE) meetings, where staff from Consell de Mallorca and Majorcan stakeholders saw, in situ, several good practices and experiences during the working sessions and field visits. The lessons learnt came from:

- The good practice *Costa del Trabocchi Territorial Brand*, shared by partner of Abruzzo Region (Italy), has been a good example on creating a marketing brand enhancing traditional fishing heritage. The creation of this brand is intended to make the territory more attractive for potential visitors and tourists and proves that is important to clearly identify the route with the territory where it is located.

- In the same region, during the 3rd ILEEE held in Pescara in July 2019 we visited the *Martinsicuro Ecomuseum of the Sea and of Fishing*, partly based on involving local fishermen in the management of the Ecomuseum. Another visit was to the *Via Verde della Costa dei Trabocchi*, a hiking path strongly linked to fishing heritage that offers to visitors a sustainable way to discover the region.
- The partner from Paphos presented the Good Practice "*Traditional Boats Laboratory*" during the 2nd ILEE meeting held in Paphos in March 2019. This Laboratory is attached to the University of Cyprus and contributes to the protection and preservation of the maritime cultural heritage from Cyprus. The lab also offers training in the basic principles of ancient and traditional shipbuilding, through practical experience. At the same time, they put in place the recovering of the wooden traditional Cypriot boats, which is very useful to keep and preserve the ancient building technique.
- Another important source of inspiration has been the two examples of shipbuilding wharf, and reported as Good Practices. In Cyprus we visited the GP *Vernacular shipbuilding wharf of Paphos*, which is one of the few vernacular shipbuilding wharfs that still restores ancient and historical fishing vessels by using traditional tools and techniques, and transfers the trade from generation to generation.
- The other shipbuilding wharf is the *Fishery Wharf "Meerman" in Arnemuiden, Middelburg* (Holland), which has been working to preserve ancient historical boats as a mean to safeguard and disseminate old craftsmanship in building, maintain, restore historic sailing vessels. They also advise people who are interested in restoring their boats by themselves.
- In Viana do Castelo (Portugal) 4th ILEE, we had the opportunity to visit the *Museu do Sargaço of Castelo do Neiva*, a museum dedicated to the traditional seaweed harvest activity, essential for the cultivation of coastal lands in the region. We also met local people who still do this activity and they narrated to visitors their know-how and skills as a kind of storyteller.

## Regional Policy improvement

Consell de Mallorca proposes to contribute to the promotion of the cultural heritage linked to the fishing communities of Mallorca with an Action Plan designed to improve in this sense the governance of a general instrument of territorial planning of Mallorca, the ***Pla Territorial Insular de Mallorca*** (PTM - **Territorial Plan of Mallorca**).

PTM was initially approved in December 2004, and its purpose is to apply the guidelines for urban and territorial planning in the Balearic Islands. PTM objective is to improve the quality of

life of the inhabitants and put at their disposal an adequate spatial structure that allows to achieve socio-economic development suitable for the rational use of natural resources and to assure protection and improvement of the environment. Protection of the landscape and natural and cultural heritage is a key element of the offer of new economic opportunities based on sustainability and innovation.

The improvement of governance will be based on boosting local fishing communities through the development of a thematic and intermunicipal route called the *Ruta dels Fars* (Lighthouses Route). This will enhance local fishing communities as economic resource by strengthening cooperation with local stakeholders.

### **Actions foreseen**

The Action Plan is designed to improve governance by implementing two actions that will contribute to some of the PTM goals and strategy:

#### **ACTION 1: Boosting the cultural heritage linked to fishing communities in a regional coastal route**

The activities to implement will be:

- 1.1 Proceedings to draft the Special Plan for the Protection and Management of the Lighthouse Route.
- 1.2 Preservation of traditional knowledge and skills through the construction of a traditional wooden boat for educational purposes.
- 1.3 Dissemination of the cultural heritage linked to the fishing communities by guided visits in the surroundings of the Lighthouse Route.

#### **ACTION 2: Enhancing the local fishing community as an economic resource**

The activities to implement will be:

- 1.1 Installation of signposting along the itinerary to inform, warn and indicate visitors.
- 1.2 Promotion and dissemination of the route
- 1.3 Involvement of the Maritime Museum of Mallorca



## Part I - General information

Project:	<b>CHERISH - Creating opportunities for regional growth through promoting Cultural HERitage of fISHing communities in Europe</b>
Partner organisation:	<b>Consell de Mallorca - Departament de Sostenibilitat i Medi Ambient</b>
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## Part II – Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument**

Name of the policy instrument addressed: **Pla Territorial Insular de Mallorca** - PTM (*Territorial Plan of Mallorca*)

The ***Pla Territorial Insular de Mallorca*** (Territorial Plan of Mallorca - PTM) is the main tool for territorial planning and management for Mallorca Island. It follows the directives of urban and territorial planning of the Balearic Islands, and these directives are mandatory for the local authorities with competences on the territory.

This plan dates back to 2004. By then, the growing economic model based on tourism of sea and sun was exhausted. This plan emerged to enlarge the tourism season, economic diversification, and revitalization of touristic areas.

The PTM was conceived to lay out the foundations of a new territorial model that will improve the quality of life of the inhabitants of the island through a rational and coherent spatial structure. The goal is to achieve adequate socio-economic development, rational use of natural resources and preserve the environment. Thus the protection of the landscape and natural and cultural heritage is a key element to offer new economic opportunities based on sustainability and innovation.

Although the PTM considers some heritage elements from local fishing communities as cultural resources, it is necessary to improve its management to obtain the intended sustainable development of the region through the protection and promotion of the cultural heritage of these communities:

- A new approach to the cultural heritage (material and immaterial) of fishing communities as economic resource (e.g. cultural, natural, gastronomic, sports and marine tourism).

- Improvement of actions for the conservation of elements of material cultural heritage related to fishing communities, which are facing abandonment and degradation due to non-use and the urban and touristic pressure of coastal areas.
- Encouraging initiatives to involve fishing communities and actors related to the valorisation of the cultural heritage.
- Boosting employment in these communities through new jobs and businesses linked to cultural heritage.

The creation of *Museu Marítim de Mallorca* (Maritime Museum of Mallorca<sup>[1]</sup>) was one of the initiatives foreseen in the PTM. The museum aims to contribute to the dynamisation and environmental, cultural and touristic projection of the island. To achieve this, it will implement actions of investigation, preservation, recovery and dissemination of the port and maritime heritage of Mallorca.

The story of the *Museu Marítim de Mallorca* began back in 1951. The former *Museo Marítimo de Baleares* ( Maritime Museum of Balearic Islands) held its first exhibition in the Sea Consulate building in Palma. Items of historical interest were exhibited from both public and private collections. In 1972, the building was renovated and the museum temporarily stopped all its activities. The Spanish state was in a moment of flux and, as a result, that temporary pause lasted until 2017.

This institution was finally created in December 2017 thanks in part to the passion and enthusiasm of many people and organisations. It became a centre for exhibition, research, dissemination and environmental interpretation of the maritime, marine and fishing heritage of Mallorca, understanding as a set of natural, cultural, historical, architectural, social and human elements that come together with the marine environment. It has two headquarters located in Palma and Sóller.

The PTM also establishes in title V related to Environment, Heritage and Coastline, the creation of Routes with Landscape Interest "*in order to disseminate the heritage reality, to promote its conservation and to enhance its knowledge and understanding*". These kinds of routes aim to enhance the value of the heritage in the areas involved, and help to territory cohesion and economic stimulation, so they can become a cultural tourism offer linked to cultural and slow-tourism.

In this context, in order to finish the implementation of the network established in the Territorial Plan of Mallorca (there are two long routes already implemented: The *Dry Stone Route* and the *Route Artà-Lluc* ) Consell de Mallorca has drafted a project to create a long pedestrian route linked to the maritime and fishing heritage, that runs along the east and south coast of Mallorca, linking relevant lighthouses.

The aim of this 275 km long route is to create a leisure product for locals and visitors and a quality tourism product to mitigate the seasonability and promote sustainable development in the territories of the route. Once open, the Route of Lighthouses will link important tourist Centers including heritage and natural sites of great interest for their landscape and biodiversity. The dissemination and promotion of historical, cultural, ethnological and natural heritage related to the sea are key factors.

This Route has been included as a tourist infrastructure in the *Plan for Tourism Areas on the Island<sup>[1]</sup> of Mallorca* (PIAT), which is a legal tool depending on PTM, that regulates and proposes a territorial tourism model for Mallorca, based on control, territorial balance, landscape and sustainability, and it will be integrated into the PTM.

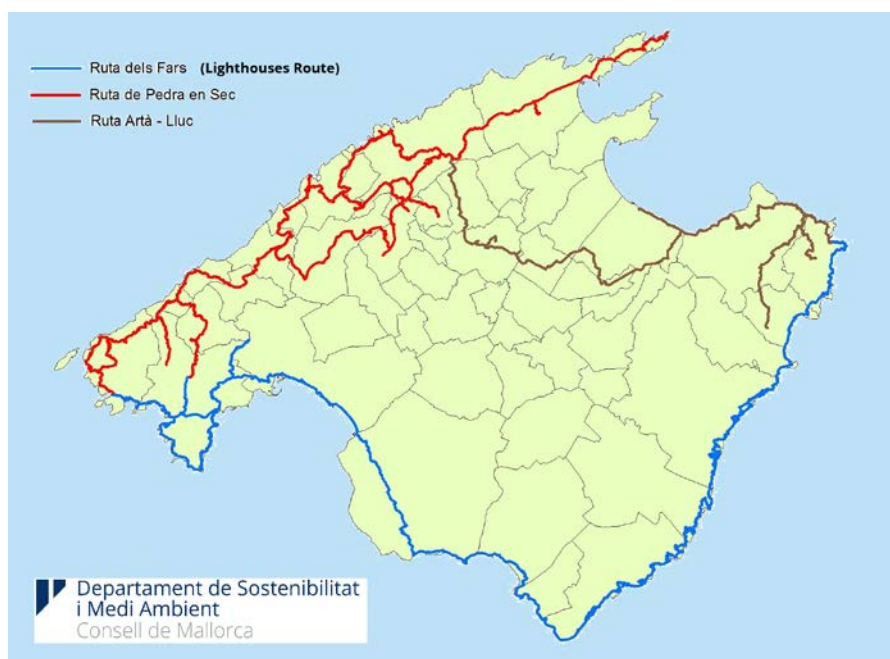


Fig. 1 Map of Lighthouses Route and two other regional Routes

With this, Consell de Mallorca has been drafting the Special Plan for the Planning and Protection of the Lighthouse Route, which will be its planning tool so to regulate its creation and management, and which is carried within the framework of the PTM and the *Llei de camins* (Path's Law<sup>1</sup>), where the drafting of these types of special plans for routes of landscape interest is planned and contemplated.

As a result of the participation in CHERISH project, the draft Special Plan included a mention to CHERISH project: “the Department of Sustainability and Environment participates in the CHERISH European Project within the INTERREG EUROPE program, which has among its

<sup>1</sup> Following the Law 13/2018, of 28 December, on public roads and hiking routes in Mallorca and Menorca, it is mandatory for each Route of Landscape Interest to have a Special Plan for Planning and Protection of the Route containing all the detailed information.

objectives to protect and promote the cultural heritage linked to fishing communities, based on the lessons learned in the exchange of 'experiences with other project partners. These experiences will serve to inspire improvements in the design of the Lighthouse Route.”

At the same time, it is necessary to involve communities and other stakeholders in the implementation of the route for better protection and promotion of fishing heritage. In the long-term, it would be necessary to include this heritage in existing routes and new ones.

### **Objectives of the Action Plan**

By participating in CHERISH project and integrating lessons learnt, Consell de Mallorca aims to improve territorial governance in terms of preservation and dissemination of the cultural heritage linked to fishing communities, with a deep involvement of local stakeholders. This action plan aims to improve the regional policy instrument (PTM), through the following objectives:

- To implement other ways for promoting or protecting this heritage.
- To improve management of heritage by achieving a balance between heritage, economic growth and environmental protection.
- To involve more actors linked to fishing heritage and improve the coordination among them.
- To develop projects in a sustainable way.

To achieve these objectives, Consell de Mallorca will implement two actions during phase 2 of CHERISH project, in collaboration with several stakeholders.

### **ACTION 1: Boosting the cultural heritage linked to fishing communities in a regional coastal route**

### **ACTION 2: Enhancing the local fishing community as economic resource**

## Part III – Details of the actions envisaged

### **ACTION 1: Boosting cultural heritage linked to fishing communities in a regional coastal route**

#### **1. Relevance to the project**

The design of the action took inspiration from the following Good Practices presented during the project:

- The good practice *Costa del Trabocchi Territorial Brand*, shared by partner of Abruzzo Region (Italy), has been a good example on creating a marketing brand enhancing traditional fishing heritage. The creation of this brand is intended to make the territory more attractive for potential visitors and tourists and proves that is important to clearly identify the route with the territory where it is located.
- The “Via Verde della Costa dei Trabocchi” is a good example of a long route strongly linked to fishing heritage that offers to visitors a sustainable way to discover the region.

Both experiences from Abruzzo reinforced the idea and strategy of Consell de Mallorca to implement a hiking route based on the maritime and fishing heritage as a mean to vertebrate the territory and improve cultural contents around this route.

- The Good Practice *Traditional Boats Laboratory*, presented by the partner from Paphos during the meeting held in Paphos in March 2019, has contributed in the idea of building a traditional boat for educational purposes. This Laboratory is attached to the University of Cyprus and contributes to the protection and preservation of the maritime cultural heritage from Cyprus. The lab also offers training in the basic principles of ancient and traditional shipbuilding, through practical experience. At the same time, they put in place the recovering of the wooden traditional Cypriot boats, which is very useful to keep and preserve the ancient building technique.

Another important source of inspiration to design this action has been two examples of shipbuilding wharfs and reported as Good Practices. Firstly, it is one of the few vernacular shipbuilding wharfs that still restores ancient and historical fishing vessels by using traditional tools and techniques, and transfers the trade from generation to generation. Secondly, it is used to document the art and the living history of traditional shipbuilding in Cyprus. The shipbuilding wharf have engaged students to do research of ancient documents and to make interviews with craftsmen. Also, a database has been created to record technical materials, blueprints of

historic ships and old techniques. Furthermore, old tools that can still be used for restoring traditional fishing vessels are preserved in the wharf.

The *Fishery Wharf "Meerman" in Arnhem* (Holland), has been working to preserve ancient historical boats as a mean to safeguard and disseminate old craftsmanship in building, maintain, restore historic sailing vessels. They also advise people who are interested in restoring their boats by themselves.

Both Wharfs were visited during the Transnational Meetings organised by the project (Kick-off meeting held in Middelburg-November 2018, and 1st ILEE held Paphos in March 2019).

Another inspiration that leads us to the idea of the organisation of guided visits was the field visits held during the ILEE in Vianna do Castelo, to the museum *Museu do Sargaço of Castelo do Neiva* dedicated to the traditional seaweed harvest activity and the local Storytellers who share their knowledge and skills.

## 2. Nature of the action

The action aims to boost local fishing heritage by implementing a long-distance route of a high landscape value. This route will contribute to the conservation and dissemination of this heritage which will improve its attractiveness for local people and tourist and, it will become an economic resource.

Consell de Mallorca is working on the creation of a long distance hiking route (275 km), running along the east and south coastline of Mallorca, between Capdepera (NE of the island) and Andratx (SW). The *Ruta dels Fars* (the Lighthouse Route), as other Routes of Landscape Interest already existing, will be reported in the Territorial Plan of Mallorca (PTM).

The action will consist of the procedure for the initial approval of the Special Plan for the Planning and Protection of the Route, which is a previous requirement to implement the route. The route will be still at a draft level at the end of phase 2. For this reason, several activities are being planned to strengthen cohesion with stakeholders, organizing activities targeting promotion and awareness toward the tangible and intangible maritime and fishing heritage in the surroundings of the future route.

The activities to be implemented are:

### 1.1 Procedure to draft the Special Plan for the Protection and Management of The Lighthouse Route

This activity will consist of initiating the legal process to approve the Special Plan for the Lighthouse Route by the Consell de Mallorca Parliament. The Special Plan for the Planning and Protection of the Route is a legal tool that must contain accurate details, rules and

mapping necessary for the implementation and management of future routes. This Special Plan is compulsory and must be drawn and approved before implementing the route.

**1.2** Construction of a traditional fishing boat for educational purposes as a mean to preserve traditional know-how and shipbuilder skills.

The activities foreseen in this action are:

- Construction of a Majorcan wooden traditional rowing boat.

The transfer of traditional knowledge is essential to safeguard the intangible heritage of knowledge and skills and prevent it from disappearing. The task will be in charge of the staff of Consell de Mallorca and will consist of building a boat used in the past for coastal fishing and of which only six remains on the whole island. This activity will help to improve the professional skills of local craftsmen since they will work in the whole building process when normally they would only be involved in restoration. Once finished, the boat will be taken to Cala Gamba nautical club, located in Palma municipality, on the expected Lighthouse Route.

- Rowing courses for local people using the built boat.

The objective of these courses is to give visibility and promote the traditional fishing boat and the rowing activity in a traditional way. The idea is to give the opportunity to citizens to receive rowing lessons which is an activity that combines tradition and sport.

**1.3** Guided visits in the surroundings of the Lighthouse Route to disseminate the cultural heritage linked to the fishing communities.

This activity intends to introduce local people to this significant natural and cultural heritage and raise awareness among them on traditional fishing boats and lateen sailing.

The Cala Gamba Nautical club will be in charge of organising guided visits to the club and surroundings to spread the maritime and cultural values of the area. The Nautical Club will offer walks or short sailing trips in a traditional boat around the coastline to local people. At the same time, the nautical club is working on the establishment of an Ecomuseum, which will also become part of the visit.

### **3. Stakeholders involved**

This action will be carried out in collaboration with the Cala Gamba Nautical Club (Palma)

### **4. Timeframe**

September 2021 – December 2022



## **5. Costs**

Drafting procedures for the Special Plan for the Lighthouse Route:

Strategic Environmental Assessment € 20,000; Staff € 5,000

Materials for the preservation of traditional skills € 3,100; Staff € 7,500

## **6. Funding sources**

Financial resources to implement the activities mentioned in this report are to come from Consell de Mallorca general budget.

## **ACTION 2 : Enhancing local fishing community as an economic resource**

### **1. Relevance to the project**

The inspiration for this action came from several good practices and experiences.

The *Via Verde della Costa dei Trabocchi*, from Abruzzo region served as a model for creating an itinerary around the fishing heritage. The *Martinsicuro Ecomuseum of the Sea and Fishing* has been a good example of a museum based on involving local fishermen and other stakeholders in its management. Thus, the market of Port de Sóller will become a point of interest to involve the Fisherman's guild of Sóller as a dynamic element of the route.

This action has also been inspired by the good practice of Middelburg municipality "*Recording and documenting tangible and intangible cultural fishery heritage in Zeeland*" that was presented during the Kick-off meeting in November 2018. This GP is an inspiration to what concerns the dissemination and promotion of the route. The oral memory exhibition at the Museum of the Sea in Port de Sóller located in a point of interest in the itinerary, will be an example for this dissemination, and it will enhance the actions of dissemination of the fishing heritage by showing to visitors the intangible cultural heritage.

The Good Practice "Intangible Maritime Cultural Heritage Project", a project based on an inventory of maritime heritage in Cyprus, was quite valuable to see the approach of a marine archaeologist. The Thalassa Municipal Museum was also an example of how to encourage the local social structure and activate the SME's.

### **2. Nature of the action**

This action aims to strengthen collaboration with the Maritime Museum of Mallorca by promoting a walking route. The activities will take place in the harbour area in *Port de Sóller*, where is located one of the headquarters of the museum. This area has a massive maritime background and history about fishing communities, with great potential to be enhanced.

The walk will be 4.8 km long and it will be addressed to all kind of public. It will link the small boats harbour area with a protected old surveillance tower, *Torre Picada*, built in 1614.

The route will be an excellent option to give visibility not only to the Maritime Museum of Mallorca but as well to the traditional fishing boats of the harbour and the fish market of *Port de Sóller*. The objective is to involve the Fishermen's Guild of Sóller as a dynamic element of the route. In reward, the itinerary will provide visibility of the local fishermen among visitors.

The Sustainability and Environment Department, who already has a long experience

managing family walks, will be in charge of implementing this action.

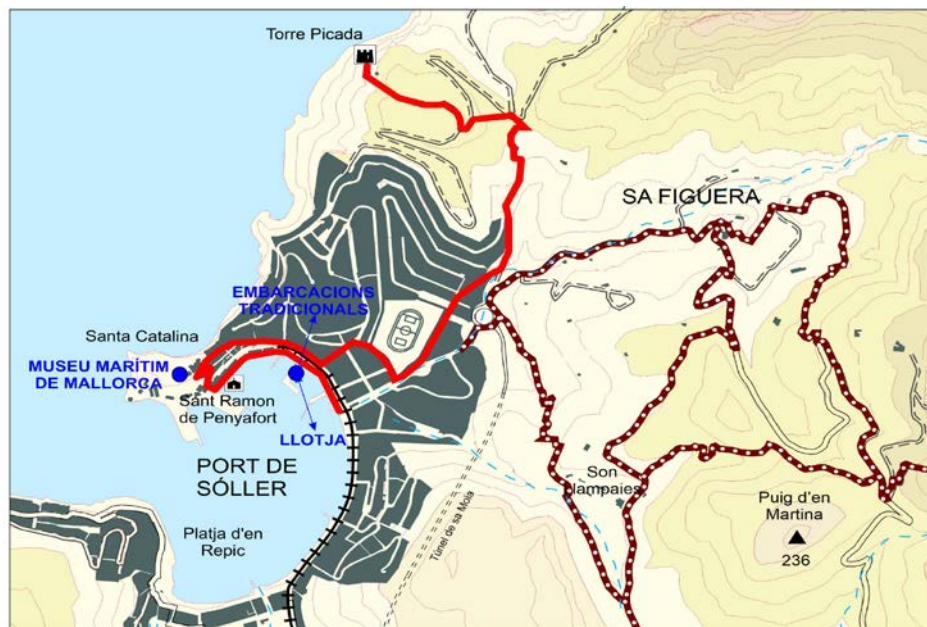
The activities to implement are:

**1.1** Installation of signposting to indicate, inform and warn hikers along the route to facilitate orientation

**1.2** Promotion and dissemination of the hiking route through the Official website of hiking routes and the official APP for mobile devices: "Hiking in Mallorca". This itinerary will be part of the Family routes managed by Consell de Mallorca.

**1.3** Involvement of the Maritime Museum of Mallorca

The Museum of the Sea (one of the headquarters of the Maritime Museum of Mallorca) is located in a fishing community and it would be necessary the involvement of the locals for boosting the maritime sector in Mallorca.



**1. Map of the itinerary**

### **3. Stakeholders involved**

This action will be carried out in collaboration with the municipality of Sóller and the Consortium Maritime Museum of Mallorca.

### **4. Timeframe**

September 2021 – December 2022

## **5. Costs**

Signage installation € 4,500; Dissemination campaign €300

## **6. Funding sources**

Financial resources to implement the activities mentioned in this report are to come from Consell de Mallorca general budget.

## Monitoring Procedures during Phase 2

The implementation and framework of the proposed actions will be monitored by several indicators. In addition to these indicators, the progress of the actions will be checked according to the timeframe and the implementation stage. Some indicators will prove whether the action has to be implemented or not, and others will show the impact of the action.

Monitoring indicators expected are:

### **ACTION 1: Boosting cultural heritage linked to fishing communities in a regional coastal route**

- 1 legal tool drafted and approved (Special Plan for the Protection and Management of the Lighthouse Route)
- 1 traditional boat built
- Number of people (shipbuilder) involved
- Number of rowing courses since the beginning of activities
- Number of participants in the rowing courses
- Number of guided visits organised
- Number of participants in the guided visits
- Impact of these activities in the media

### **ACTION 2: Enhancing local fishing community as an economic resource**

- 4.8 Kilometres of walking route
- 20 Signposting devices installed
- 1 Guidebook, a brochure and an improved APP
- Impact of dissemination material since the implementation of Action Plan (number of e-material downloaded, etc.)
- Number of visitors to the Maritime Museum of Mallorca

**Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Stamp of the organisation (if available):** \_\_\_\_\_



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