Hezkuntza, Hizkuntza Politika
eta Kultura Saila

LANDSCAPES FOR GROWTH

Abstract

The project aims to encourage cooperation between Atlantic Arc´s regional governments interested in defining innovative policies and concrete actions for economic development and job creation based on protection, planning and management new ideas in the field of cultural landscapes. Cultural landscapes are not only natural protected areas, but any part of the territory whose character is the result of the action and interaction of natural and / or human.

General objective

The project aims to encourage cooperation between Atlantic Arc´s regional governments interested in defining innovative policies and concrete actions for economic development and job creation based on new ideas and activities that allow an innovative planning and management of cultural landscapes. It means to work not only in cultural landscape´s protected areas, but in any part of the territory whose character is the result of the action and interaction of natura and / or human. Cooperation between different governments is essential to know how Smart Specialization have adapted their strategy to concrete actions in specific territories. The problem is that the actions to be taken defined in the Smart specialization strategies are not usually consistent with the "identity" and "cultural landscape" where are developed. An example of this is a specialicialization bet in ICT when the cultural landscape of the territory is very focused on the extraction of nearshore mineral, and therefore, linked to foundries, steel or shipbuilding activities.

Therefore, Landscapes for Growth aims to combine the Smart specialization strategies of territories near the coast, with concrete actions to respect cultural landscapes of the territories where they are applied, generating economic growth and quality employment.

Common challenge

Landscapes for Growth will work in Axis 4, specific objective 4.2, Natural and Cultural Enhancing assests to Stimulate economic development.

The fundamental tool of governments to set their strategic investment decisions, is the Smart specialization strategy. However, these strategies have not been designed taking into account how to put in value current assets of territories, but have prospectively developed a strategy trying to identify where businesses or big markets will exist in the near future. And those markets or identified future

businesses, often have little relation to the skills, heritage, identity or territories where resources should be applied.

There is an important element that unify Atlantic Arc territories in economic, social, identity and heritage fields… the proximity of the territories to the sea. This proximity to the sea defines history, skills, resources and even the identity of regions and their people. Therefore, the project aims to cooperate between different regional authorities which a common "cultural landscape of the sea"vision, and can allow to refocus Smart Specialization Strategies from a different vision of existing capabilities, natura, culture, heritage and economic assets. This different focus, can stimulate economic development in each región, and furthermore, the idea is to replicate existing successful initiatives in each participating region