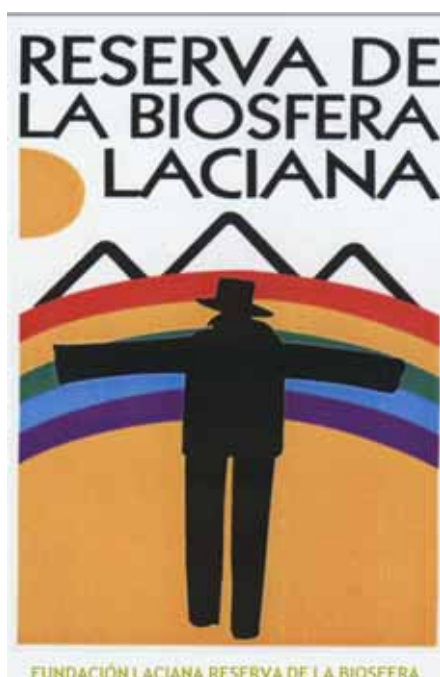


LACIANA BIOSPHERE RESERVE FOUNDATION BOARD

Valle de Laciana Biosphere Reserve (Castilla y León)

What do we hope to achieve?

The ultimate aim of the Laciana Biosphere Reserve Foundation Board is to conserve, improve, and make known the outstanding historical, cultural and natural heritage of the Reserve.



Logo of BR (Laciana Biosphere Reserve Foundation)

What does the experience involve?

To achieve the objectives described in the section above, the Laciana Biosphere Reserve Foundation has been established.

This non-profit foundation is permanent and indefinite in nature, and is recognized as having legal status as well as full capacity to act, for the acquisition, possession and provision of any type of goods, as well as to undertake obligations and exercise all manner of actions, limited solely by the provisions established by current legislation and the bylaws thereof, and the assets with which it is provided are for the fulfilment of

cultural, social, environmental and sustainable development purposes.

The Foundation encourages and advances the promotion and management of the Valle de Laciana Biosphere Reserve according to the principles derived from the UNESCO MaB Programme and, essentially, the conservation of its natural, historical and artistic heritage as well as the architecture, constructions, urban planning and traditions specific to its towns.

The entities that form the Foundation are:

- Villablino Town Council: 5 members, with the mayor as president of the Foundation
- Provincial Government of Leon
- Regional Government of Castilla y León
- Ministry of the Environment and Rural and Marine Affairs
- Sierra Pambley Foundation
- Oso Pardo Foundation
- University of León
- Carlos III de Madrid University
- Student Residence of Madrid
- Amigos del Coto de Doñana Foundation

The Board is the governmental body for the administration and representation of the Foundation, and is responsible for ensuring that the Foundation's purposes are met and that the property and rights which make up the Foundation's heritage are managed, fully maintaining its performance and use, extending its authority to the interpretation of bylaws and to the resolution of however many incidents might arise throughout the lifetime of the Foundation, all of which without prejudice to that set forth in the corresponding legal provisions. This Board comprises honorary and de jure members.

The Foundation is advised on the execution of its functions by the Leadership Advisory, which has the capacity to act as an advisory

body and intervene in any activities geared towards the effective fulfilment of Foundation purposes.

For the better performance of its function and in order to streamline the work, studies and research of the Foundation, the Board may establish or promote work groups or committees, within and through the Leadership Advisory or others, made up of individuals who, as a result of their work, background or specialised professional qualification in the field of nature and environmental conservation, cultural, natural, historical, sustainable development heritage and international cooperation towards development, may offer technical advice and the necessary institutional support for the better fulfilment of Foundation purposes.

In terms of its economic regime, the Foundation initially received a financial contribution from Villablino Town Council of 7,500 €. The City Council also undertook to contribute 22,500 € within a five-year period as of the granting of the Foundation's public deed of incorporation.

The Foundation's resources may comprise any kind of property and rights subject to economic valuation, such as contributions that may be obtained from Public Administrations, subsidies granted for specific activities, the product of economic- or trade-related activities that the Foundation may perform, donations, or subsidies, among others.

Why is it significant?

The creation of a management body of this type is significant in this case due to its legal status and its full capacity to act in order to achieve its purposes, as well as a stable assignment of financial resources and a structure that favours the participation of agents of interest present in the region.

The design of the Reserve's management body has been derived so as to favour practical action and its role is more than just symbolic.

Given its legal capacity to act, and the means to do so, and benefiting from independence compared to other administrations, the management body's scope of action is realized to its fullest extent.

How has it been carried out?

The Foundation was created in 2003 and is now fully established. Villablino Town Council played an essential role in the creation of this Foundation.

The Board was open to the public to promote participation during the creation of the Foundation. The presidency and secretary of the Foundation used their institutional relations to achieve broad participation on the Board, even though some institutions have still not appointed a representative to form part of it.

The municipal radio station of Laciana was in charge of broadcasting the experience. The Foundation also has a web page (www.fundacionlaciana.com) where you can find information about the Reserve and the Foundation itself.

What has been achieved?

The experience has been positive, in spite of the extreme complexity involved in bringing together such diverse entities in Villablino, and the difficulties that can be faced when holding a periodic Board meeting.

The fact that the Board comprises different agents of regional importance ensures that a wide variety of ideas and interests are represented.

LANZAROTE RESERVE COUNCIL

Lanzarote Biosphere Reserve (Islas Canarias)

What do we hope to achieve?

The creation of the Lanzarote Reserve Council is intended to advance and develop the declaration of the island as a Biosphere Reserve and to coordinate the actions of the different Public Administrations and those they initiate with private entities.

What does the experience involve?

The Reserve Council was created in 1996 as an advisory body to the Town Council, and is responsible for looking after the general interests of the island, in its commitment to the MaB Programme.

The knowledge and experience provided by the different European projects granted to the Biosphere Reserve place this body, without skills and with limited budget, at the centre of the island's political debate; its sessions provide an example of formal participation that extends democracy on the island with its implementation, ensuring that the island and its future are cared for.

Specifically, the powers of the Biosphere Reserve Council are:

- To oversee the conservation of the island's natural heritage and the recovery of environmental quality levels where they have been lost.
- To raise awareness of the natural and cultural heritage so that it is known and used without risk of degradation.
- To promote and implement sustainable development proposals.
- To contribute to the maintenance of traditional productive activities specific to the island's environment.
- To develop scientific foundations and research instruments aimed at conservation and development.

- To promote participation of the population in planning and resource management tasks.
- To develop the necessary training, information and communication instruments to cover the outlined objectives, as well as strategies for the island with regard to education, awareness and information to cover the objectives outlined in the Seville Strategy.

The governing bodies of the Biosphere Reserve Council are established through the Governing Board, the duties of which are as follows:

- To determine general courses of action for the Biosphere Reserve Council in accordance with the guidelines and agreements adopted internally.
- To approve the proposal from the section relating to its own budget, which forms part of the overall budget of the Island Council, and to send it to the Plenum for its final approval.
- To approve the Annual Report that has to be submitted to the Managing Director and to then send it to the Island Council Plenum.
- To propose any amendment to the present Bylaws.
- To approve the regulations for executing these Bylaws.
- To propose the appointment of the Managing Director and his/her retirement.
- To submit, where applicable, details of members of staff and the regime for their appointment and remuneration to the Island Council Plenum for its approval.

- To carry out all manner of actions, executions, resources and administrative claims in defence of the rights and interests of the Reserve Council.
- To adopt appropriate measures for the better organisation and operation of the Reserve Council.
- To give instructions to other bodies of the Reserve Council.

For the development of the Biosphere Reserve Council, a Regulation is created to govern its structure and operation and a series of standards for the development and execution of the Regulation itself, which determine the appointment of Governing Board members or the functions of Council government bodies.

Why is it significant?

Although the Reserve Council has no skills in the region and lacks financial resources for its operation, it stands out for its participatory and open nature (the population does, in general, participate through their own associations and other public and private entities), because of its active communicative role and for having established one of the most pioneering management and participation bodies in the Biosphere Reserves of our country.

How has it been carried out?

The Reserve Council has been fully established since its creation in 1996.

The Council's work is publicised on the Lanzarote Council webpage.

The Council, as a fully-functioning body, represents the mechanism to evaluate and monitor this experience, and results in the publication of the Declaration, the revision of agreements or the publishing of annual reports, among other things.



Reserve Council Meeting

What has been achieved?

The results of the experience are successful, even though its assessment may vary on the island depending on the year and the people consulted.

The Reserve Council is responsible for overseeing the general interests of the island, in its commitment to the MaB Programme

Since its creation in 1996 to the present day, around 300 representatives from public and private entities have gathered at Council and Work Commissions meetings, where more than 100 themes relevant to the management and planning of the island have been debated.

A Quality of Life and Sustainability Observatory (2000), which reports to the Biosphere Reserve Council, was also created, with support technicians from the island's administration and external technicians who are residents on the island; and a Scientific Board (2002) of experts external to the island.

Throughout its history, the Council has learned to improve transparency of information and democracy on the island.

PREPARATION OF A STRATEGIC PLAN FOR THE RESERVE

Valle de Laciana Biosphere Reserve (Castilla y León)

What do we hope to achieve?

The project aims to create a Strategic Plan for the Reserve, which can then be implemented, and therefore offer a technical structure to this space.

It is, therefore, the intention to consider thoroughly the resources upon which the Reserve relies, using an inventory and cartography system so that, once this phase is complete, and subject to the results obtained, the courses of action can be considered and drawn together in the plan itself, which will facilitate the participation of the local population in the process.

What does the experience involve?

The experience involves the preparation of a management plan for the Reserve which guides its activity.

Among the aspects and events to consider in the Plan are the following:

- Inventory and evaluation of resources and deterioration (damages).
- Cartography preparation.
- Basic and applied research support at the Reserve.
- Use of the Reserve to produce sustainability indicators.
- Establishment of planning guidelines and production of codes of good practice.
- Collaboration with other Reserves.
- Establishment of administration mechanisms.
- Establishment of local participative structure.
- Production of informative material.
- Encouragement of private initiatives.

- Drafting of a recovery plan for a degraded space.

The creation of a structure to facilitate the participation of the local population in the drafting of the plan is the most significant of all these events. An ongoing participation forum will be created for this purpose under the Local Agenda 21 philosophy.

Open public acts will be performed at this forum every two months. The Plan was submitted at the first forum, and at the second it is expected that the work carried out to date will be submitted, which includes industry-specific meetings (economic, social and environmental fields), which serve to further the development of the Strategic Plan.

Why is it significant?

The experience is significant not only because it attempts to provide the Reserve with its own planning instrument, but also, and very specifically, because it looks to involve the local population and promote their participation in the drafting process.

It is an experience entirely in tune with the MaB philosophy, within which the participatory component takes centre stage.

How has it been carried out?

The Laciana Biosphere Reserve Foundation is the promoter of this initiative, and relies upon the collaboration of Villablino Town Council in terms of its contribution towards installations, equipment and technical staff, and the Biodiversity Foundation, as the funding body.

A large number of associations from the Valley, all of the local councils and several companies have been involved during the process.

The industry-specific meetings will, therefore, be represented by social, economic and administrative agents of the Valley.



Celebration of Día Vías Verdes in Laciana

The experience is in the operational phase and began in 2008.

The distribution of the Strategic Plan is done via local means of communication (radio, press) and the Internet, and through the placement of explanatory signage.

On the other hand, different tools are employed for the dynamization and coordination of the local participation forum created by and for the Plan: industry-specific meetings, technical documentation, Internet or surveys.

What has been achieved?

It is too early to talk about results, as the experience is still in the developmental stage. In any case, some interim results can be highlighted.

For example, it is worth mentioning the considerable participation at the first forum, generating great expectation in the Valley and debates in the street and over the radio about the Biosphere Reserve concept.

Collective awareness is expected to be created through the forum regarding the importance of the Biosphere Reserve, which may serve as a place to come together to tackle future initiatives.

ISLAND TERRITORIAL PLAN OF MENORCA

Menorca Biosphere Reserve (Islas Baleares)

What are the aims?

The development of the Island Territorial Plan (PTI) of Menorca consists of a political and citizen initiative that leads to the formulation of a sustainable land planning project for the conservation of island values.

The main objectives of the Plan are:

- To regulate the physical dimensions of settlements, including those linked to productive, secondary and tertiary sectors.
- To plan spatial distribution of productive installations specific to the primary and secondary sectors.
- To determine population centres that, due to their characteristics and possibilities, may boost socio-economic development of an area.
- To define areas which, either currently or potentially, are suitable for use for agriculture, forestry or cattle, or are entitled to special protection for their ecological assets or beauty.
- To organise infrastructures, installations, equipment and services and define their design criteria, functional characteristics and location, to achieve a rational configuration.
- To establish a coordination system between different policies from different sectors within the Government, in order to ensure their integration in a joint vision of territorial problems.
- To promote social participation in the process of land use planning and to formalise it, in order that the process meets the needs and aspirations of the population.



Minorcan landscape

What is involved?

The Island Territorial Plan of Menorca was approved in 2003 under the premise of designing a sustainable territorial project, capable of making the planning of the whole island a reality, tailored to the philosophy of sustainable development that prevails over the declaration of the Biosphere Reserve.

The Plan consists of the regulated instrument of territorial planning on the island established by the guidelines of the Balearic Islands on the same subject.

The starting point was the tourist moratorium impeding the growth of new tourist spaces on the island, if not changing obsolete spaces for new ones, and establishes some quotas of spaces, that the Council could use to regulate growth according to demand.

Added to this is the fact that there was a lot of urban and urbanisable land where all sorts of housing and apartments could have been built with no restrictions.

In that sense, the PTI acts on three main lines: it does not allow new urban growth, future urban growth is limited to predicted vegetation growth and always in the traditional centres, existing urbanisable land is declassified and the amount of protected rural land is considerably increased.

The basic zoning of the island comes from this driving principle, and identifies 4 categories of land: protected rural (high or normal level of protection), common rural (without special protection), urban and urbanisable, and lastly areas of territorial re-conversion.

Why is it significant?

Although the PTI is not, strictly speaking, a management plan for the Biosphere Reserve, its objectives and the possibilities it creates once up and running mean it has a lot in common with what a plan of that type might put forward.

Thus, land use planning, as a basis for regulating land use and the economic activities that go with them, and as a means of finding a more sustainable development model, is relevant to areas such as Biosphere Reserves, where it is necessary to marry conservation and development. In fact, the Seville Strategy cited as one of its objectives to use the Biosphere Reserves as a land use planning model.

How has it been carried out?

The Island Territorial Plan of Menorca was first drafted in 2000, and approved in 2003. Today the PTI is in force.

It took nearly four years to come up with the Plan, which was started as a consequence of the high level of social conscience in relation to the values and problems of the area. This explains the high level of collective commitment within the Plan; the planning instrument itself is just as important as the

process conducive to its formulation, when there is adequate public participation.

The Menorca Biosphere Reserve, through its managing body (the Menorcan Island Council), is promoting and carrying out this project.

The population was encouraged to participate in its development, and to that end surveys and specific commissions for multidisciplinary work were carried out.

What has been achieved?

As a consequence of the development and application of the PTI, the following results have been achieved:

- Declassification of tourist-programmed land has been achieved.
- Detailed mapping has been carried out.
- General Plans for Urban Planning are being drawn up and approved, already adapted to the PTI.
- The Consortium of Urban Discipline on Rural Land was founded to monitor compliance with the directives of the Island Territorial Plan in the countryside.
- A number of different Management Plans have been drafted.
- Unique places have been identified on rural land and the PTI has been put in place to prohibit their use.

Lastly, it is worth mentioning that in the process of design and implementation of the Plan, some obstacles have also been detected, derived from the opposition of different financial expectations or lack of detailed studies on protection levels.

MARCOPALMA PROGRAMME: PLANNING AND MANAGEMENT OF THE COASTAL ENVIRONMENT ON THE ISLAND OF LA PALMA

La Palma Biosphere Reserve (Islas Canarias)

What do we hope to achieve?

This Programme seeks to assess the current situation with regard to the coastal environment on the island of La Palma, determine which areas enjoy the most biodiversity and create a zoning model which enables economic growth to take place in harmony with the wonders of nature found in the region.

More specifically, it aims to plan and manage the island's coastal resources, by designing and creating a set of tools based on geographical information systems, which will enable users to interpret and value the environment.

What does the experience involve?

The coastline is home to an abundance of marine organisms, and is also where most human activity is centred. This does mean that marine ecosystems are losing their biodiversity at a much faster rate than terrestrial ecosystems. Moreover, in the case of La Palma, over-fishing, amongst other factors, has had a knock-on effect on the increase in populations of the sea urchin *Diadema aff. Antillarum*, a species with a high capacity to adapt in the depths.

In the La Palma Biosphere Reserve, it is thought that conserving and managing the island's marine environment has not received the attention it deserves, and hence it is facing new challenges by running projects orientated towards planning and managing the marine environment.

Key action to be taken within the programme includes:

- Characterizing and studying the marine environment.
- Determining the extent to which ecosystems have been conserved.
- Studies examining socioeconomic activity.
- Coastal zoning.
- Running a programme to publicise it.
- Creating Geographical Information Systems.
- Drawing up a standard on coastal protection.

The so-called "recreational divers' programme" stands out among the activities taking place because of its innovative, interactive nature. Within the programme, the technical team in the Biosphere Reserve finds divers interested in collaborating and provides them with specialist training on marine species (identification, protection level and threat), so that, in exploring the undersea world, they help collect information to classify the marine environment (species under threat and indicative species). In its second phase, the same will be done for fish.

Why is it significant?

Although this programme constitutes neither an actual plan for the Reserve, nor does it in any way affect any of the territorial environment, it has been considered within the themed block relating to planning the Biosphere Reserve as it unites (as per MaB philosophy) environmental objectives relating

to conservation of the Reserve's natural assets, as well as socioeconomic objectives, by predicting regulation of the economic impact of coastal activities.

In this way the project will broaden people's knowledge of the current situation with regard to the coastline of La Palma, will act as a diagnosis (zoning and regulation of use), and the results obtained will be distributed. This basic philosophy would be applicable when drawing up a strategic plan unique to the Reserve, applicable throughout its territory.

How has it been carried out?

This is a project which is currently under way and was devised by the Island Consortium of the La Palma World Biosphere Reserve in conjunction with the Biodiversity Foundation, the Canary Islands Government, the Council of La Palma, the University of La Laguna and some North American universities.

To publicise the project, island communications media have been used (press, radio, television, Internet portals), as well as open days and notice boards.

How much information will be available on the Reserve's website remains to be seen.

To monitor the project, indicators for monitoring the marine environment have been designed, and periodic series of data compiled.

In parallel, the local population and education centres have been consulted (surveys to assess how the progress of marine environment conservation is perceived).

What has been achieved?

Although the programme is still in its infancy, preliminary results are already being seen which illustrate the initiative's success: after only a few months' work, a large amount of relevant information has already been compiled and generated on marine species under threat and the state of conservation of the island's coast.

Obstacles encountered since it started mainly include finance (or lack of it) and technical problems (during the methodological design phase for monitoring).

However, the project is considered positive because of its innovative nature and because it is considered necessary to preserve the conservation of the whole island.



The coastline of the island of LA Palma

DYNAMIZATION OF THE BIOSPHERE RESERVE

Río Eo, Oscos, y Terras de Burón Biosphere Reserve (Principado de Asturias and Galicia)

What do we hope to achieve?

The overall purpose behind this project is to dynamize the way the Río Eo, Oscos and Terras de Burón Biosphere Reserve is run, by hosting interactive and entertaining events, to increase people's knowledge of the natural assets and the sustainability of the territory.

In turn, it has the following specific goals, needed to reach the real target:

- To inform the regional population about the values of the Reserve and seek their participation in its development. In so doing, the people of the region will realize the need to, and have the opportunity to, spread the word about the Reserve's features through their activities, encouraging sustainable development.
- Publicise the values of the Reserve outside the territory.
- Carry out activities which contribute towards distributing and conserving the Reserve's environmental and cultural values.
- Encourage co-operation between the entities and administrations in the Biosphere Reserve's territory to develop a common strategy, undertaking external cooperation activities and working with other Biosphere Reserves.

What does the experience involve?

For years, CEDER Oscos-Eo has been working towards sustainable economic development in the region and trying, through this project, to run informative events and entertainment and encourage the region's population to participate.

For management purposes, the Biosphere Reserve relies on the Governments of Asturias and Galicia, which are working towards designing a management body: a Consortium in which both Autonomous Communities and the fourteen towns within the territory will take part. The governments are also working on a Strategic Plan for the Biosphere Reserve.

In addition, through the Ministry of the Environment and Rural Development, Asturias, within the various councils in its territory, is hosting institutional presentations about the values of the territory and what being a Biosphere Reserve means.

Thus, the project is orientated towards hosting activities which complement those run by the government of Asturias, jointly co-ordinating them. Similarly, it is sponsoring activities in which multi-sector participation is essential, working with different communities and the population in general, running different types of activity, including presentations, publications, training schemes and fairs. Finally, it is also doing things to raise awareness and make the population proud of the region in which they live, spreading the word to the outside world.

All of this will take place with a view to achieving participation in, and co-ordination of, activities in the Galician part of the Reserve, proposing joint events and designing material and activities from which the whole of the territory can benefit (publication of maps, teaching resources, etc.).

Why is it significant?

The project is significant both due to its interactive aspect, in that it works with the local population, so that people learn about and value the Biosphere Reserve, and because it encourages co-operation between the two autonomous governments involved in its development (Asturias and Galicia).

How has it been carried out?

It is an initiative which began in 2008, and is now in full swing, as the project which the CEDER Oscos-Eo is proposing will run for two years (2008-2009).

In 2008, the project received a partial grant from the Biodiversity Foundation for its running, one which would cover almost 50% of the budget (€ 111,500).

Sufficiently raising people's awareness of the initiative is essential for its goals to be reached. With this in mind, holding forums, talks and open days is anticipated, as well as publishing leaflets, etc.

Furthermore, monitoring of the results obtained is anticipated, including the production of periodic detailed reports and monitoring indicators, as well as a final assessment (the grant from the Biodiversity Foundation requires this).

What has been achieved?

By the end of the project, it is hoped that people will be more aware of how important the Reserve is, and the need to spread its philosophy through the various activities held in the towns.

It is also hoped that informative material on the Reserve will have been produced, and that specific training activities will have taken place in areas such as agriculture, tourism, trade, etc.



Landscape of the Río Eo, Oscos, and Terras de Burón Biosphere Reserve

LOCAL AGENDA 21 TO ENCOURAGE PARTICIPATION IN THE RESERVE

Menorca Biosphere Reserve (Islas Baleares)

What do we hope to achieve?

The main purpose of this project is to set up and carry out, in the eight towns on the island, the Local Agenda 21 projects in a co-ordinated manner. In other words, achieve the goal of working towards sustaining the island as a whole, with the assistance of each of the city councils.

What does the experience involve?

The fact that, in 1993, UNESCO declared Menorca a Biosphere Reserve has served to get the island's Local Agenda 21s (LA21s) off the ground.

Thus, the eight towns on the island agreed to launch the processes of setting up LA21 jointly. With this in mind, in 2001, all the towns of Menorca signed the Aalborg Charter. In the course of 2002 the groundwork was done to draw up environmental diagnoses, and from 2004 municipal environmental action plans were gradually approved.

From the outset there was clear institutional support for the initiative, through an LA21 Island Committee and the Balearic Sustainability Network. The purpose of this network, created within the Environmental Advisory Board on the initiative of the Balearic Environmental Committee, was to encourage the sharing of knowledge and expertise when carrying out, applying and monitoring Local Agenda 21s.

Each of the 8 towns included in the project has both its Local Agenda 21 and its Action Plan (PAAM) approved.

Moreover, each has a participation workshop, whose proposals and initiatives may be transferred to the Reserve's formal participation body, the Biosphere Reserve Technical Committee, through the technician responsible for co-ordinating the Local Agenda 21s (part of the Island Council of Menorca).

With the PAAMs in existence for 4 years, and having examined their progress, it was concluded that they were at a very advanced stage.

Two towns had already had the new Action Plans approved by September 2008, and the other six were being reviewed.

The key players in this PAAM review process were citizens/entities/organizations, since they were the ones putting forward the new proposals to be included and those which were no longer feasible.

Why is it significant?

The project is significant because of its participative nature, involving the island's citizens, entities and organizations, as well as its Government, both at a local and regional level.

Here, it is also worth mentioning the strong institutional support which the initiative has received from the Civil Service. This has undoubtedly made it easier to implement and consolidate.

How has it been carried out?

This is a project which began in 2001, and is now fully consolidated.

As a mechanism for co-ordinating the initiative, the significant role played by the Island Council merits a special mention, as it has a Technical Office which gives support to all towns and organizes the activities which take place. Similarly, the Local Agenda 21 Island Committee is an organization which, in part, monitors the implementation of Local Agenda 21 in each town.

The Menorca Local Agenda 21 webpage (www.cime.es/al21) serves as a portal for learning more about the progress of the agendas and is a source of relevant documentation.

E-mail is another direct way of communicating and participating, as people can ask questions and make proposals directly to the Menorca Local Agenda 21 Technical Office.

The media is most commonly used to circulate information about the action being taken.

Finally, it is worth mentioning that the PAAM projects and workshop operating procedures must be monitored continuously, as Local Agenda 21 is a fast-moving system. For this, there are PAAM monitoring forms, constantly being updated by the council offices, to assess the progress of the Local Agenda 21 implementation and its projects.

In addition, surveys have been carried out on the citizens taking part in the workshops to determine their progress, as well as on the

population as a whole, seeking to assess the Menorca people's depth of knowledge regarding Local Agenda 21.

What has been achieved?

From the moment the Local Agenda 21s in the island's eight towns began, over one hundred and twenty participation workshops and open days have been held. Those who have attended have been able to give their views and make proposals on how the action anticipated in the respective Action Plans should be carried out to drive the process forward. These workshops have been attended by representatives of entities, organizations, associations, groups and citizens representing the town.

Social participation in these processes is considered very positive, though admittedly the Minorcan people are already culturally accustomed to taking part in events. The very acceptance of the Reserve's appointment by UNESCO has helped raise the population's awareness, and social acceptance of restrictive measures has turned Menorca into a genuine Biosphere Reserve.



*School activities within the towns' Local
Agency 21s*

AWARD OF BIOSPHERE RESERVE DIPLOMAS AND PRESENTATION OF LOGOS

Ancares Lucenses y Montes de Navia, Cervantes y Becerreá Biosphere Reserve and Terras do Miño Biosphere Reserve (Galicia)

What do we hope to achieve?

This initiative aims to promote a sense of belonging to the Biosphere Reserve within the population, as well as amongst associations, businessmen, teachers, local councils, etc. included in the area.

By disclosing the structure of the Reserve and promoting this feeling of belonging, the aim is to increase the participation of said agents in the various aspects of the Reserve's management and planning.

What does the experience involve?

Once the territories of Terras do Miño and Ancares Lucenses were declared Biosphere Reserves, the Council of Lugo, responsible for managing them, organized an event at the Lugo Provincial Government's auditorium, calling upon all towns from both Reserves and other public and private entities.



Diploma and material handed out at the event, at which the logos of both Biosphere Reserves were also presented

At the event, those attending were also given a framed copy of the supporting diploma from UNESCO granting Biosphere Reserve status, in a drive to spread the word of this

international recognition throughout the Biosphere Reserve, both to its local population and to the tourists.



Original framed diploma declaring Ancares Lucenses and Montes de Navia, Cervantes and Becerreá Biosphere Reserves

At this diploma award ceremony, they also presented a 5-minute DVD, which explains what a Biosphere Reserve is, its roles, and the value of being a Reserve. Moreover, everyone attending was given a book entitled "The Spanish Biosphere Reserve Network", written by the Ministry of the Environment (2007).

Also at the event, the logos of both the aforementioned Biosphere Reserves were presented.

Why is it significant?

Awarding diploma certificates declaring these areas Biosphere Reserves is a way of promoting their image within the territory, as

well as to further install the sense of belonging for the local population: being a Reserve is thus perceived as a prize, acknowledgement of how valuable the territory is.

Also significant is the fact that two Reserves are taking part in the project, each in turn playing its part in making best use of resources and creating mutual lines of communication.

How has it been carried out?

As the project, which took place in 2007, progressed, it played an essential role within the Lucense Institute of Economic and Social Development (INLUDES).

Word of the project was spread far and wide, with the publication of press releases in local media.

What has been achieved?

The most obvious result of the initiative was the attendance at the ceremony by a large number of organizations, institutions and the general public from the two Reserves.

Furthermore, since they were awarded, the diplomas have been displayed in several places within the territory, including council offices, interpretation centers and country houses, in areas visible both to the local population and tourists. This is contributing to raising awareness of the Reserves.

The project appears, therefore, to have been very positive.



Biosphere Reserve diplomas award ceremony for Ancares Lucenses and Terras do Miño, with the contribution of majors and the local population

SPREADING THE WORD ABOUT THE BIOSPHERE RESERVE

Terras do Miño Biosphere Reserve (Galicia)

What do we hope to achieve?

The main reason the project is being run is to determine, graphically, the current values of the area and the activities or action taking place within the Terras do Miño Biosphere Reserve, within the LIFE-Nature Project: LIC Parga-Ladra-Támoga "*Mellora do Bosque Inundable e Lago Distrófico*".



Terras do Miño interpretation centre

What does the experience involve?

To give the Reserve's publicity a global impact, a series of materials has been published in several different media, ready for users to view at <http://www.life.terradomino.org/>.

In addition to this material, a travelling exhibition has been put together to spread the word, visiting each of the towns in the Lugo province, but also other Reserves in Spain and abroad (IberoMaB), as well as other areas and regions (France).

In parallel with these publicising activities, a pilot environmental education project, "*Conciendo As Insuas do Miño*", was carried out, which was very positively received by the local population, holding workshops in schools and field trips to the natural

environment of "*Insuas do Miño*", the centre of the Biosphere Reserve, purchased by the Lugo Provincial Government with the help of funds from the LIFE programme, aimed at nature conservation.

These activities are complemented by visits and activities using the Terras do Miño interpretation centre as a base.

The events and materials prepared for the information programme primarily include the production of various materials specifically for distribution under the LIFE programme, within activities aimed at environmental education and increasing people's knowledge about and interpretation of the environment (calendar, leaflets, bookmarks, pins, T-shirts), and preparation of various tools for raising awareness and training (travelling exhibition, open-air exhibition and environmental education programme).

The travelling exhibition offers visitors a short nature trail, down a path along which they can appreciate the vegetation, learn about the batuxo (a traditional boat from Miño), etc. Along this path and using noticeboards, they will experience the natural wealth of the area for themselves, journeying through various habitats.

Similarly, it seeks to promote the publication of the book and DVD "*LIC Parga-Ladra-Támoga: Terras de Pedra e Auga*", which is aimed at anyone interested in learning about the natural and ethnographic wealth of the upper basin of the river Miño, included in the Natura 2000, within the Terras do Miño Biosphere Reserve.

This material is used to learn about the flora, fauna, countryside and watercourses found in this large wetland. In terms of scientific, technical and graphic content, this book and DVD are enjoyable and accessible to all. These materials were distributed free with the purchase of a copy of the Newspaper *El Progreso* (31 December 2005). This considerable financial gamble by INLUDES and the Lugo Provincial Government sought to ensure that the material was distributed at local, regional and national level.

Why is it significant?

The project stands out because of the wide range of activities planned to promote the image of the Reserve and its values: from publication of materials, to organization of exhibitions, and trips along interpretative paths or running of a whole selection of environmental education activities.

The variety offered means that more people are reached and the area covered when promoting the initiative is increased.

How has it been carried out?

This is a project which got off the ground in 2003 and is ongoing.

The Lucense Institute of Economic and Social Development (INLUDES), which depends on the Lugo Provincial Government, has sponsored and financed this initiative, to which the University of Santiago de Compostela and the Newspaper *El Progreso* also contributed.

Action is taking place as part of a LIFE project, so the mechanisms co-ordinating it are suited to said project (periodic meetings, set timeframes and inspections).

Word of the project was widely circulated in all media, both at local and institutional level.



Noticeboard

What has been achieved?

A high degree of participation was achieved in the environmental education activities and, consequently, the population learnt a lot about the Biosphere Reserve and its environmental diversity.

As the initiative progressed, a number of complications were encountered related to discontinuity in the running of these activities caused by lack of funding and lack of co-ordination between the various organizations involved.

PROMOTING THE BIOSPHERE RESERVE BY MEANS OF GUIDED TOURS

Sierra del Rincón Biosphere Reserve (Comunidad de Madrid)

What do we hope to achieve?

The project's main aim is to raise awareness amongst the visiting public about natural resources and tourist infrastructures of the towns in the Sierra del Rincón Biosphere Reserve.

Providing guided tours makes the visit easier for tourists and allows them to see the area's features for themselves. Accordingly, it is believed that visitors to the area benefit more.

What does the experience involve?

There are two types of tour proposed for the visit: guided tours offering "general" routes and "themed" routes.

The first are tours lasting between one and a half and two hours, with a medium to low degree of difficulty, hoping to be made accessible for as many people as possible. These guided tours are offered every weekend and on all public holidays.

With regard to the "themed" guided tours, these are activities orientated towards groups visiting the Reserve. The service itself includes an environmental tour and a workshop, taking advantage of the interpretative resources offered in each town, using them to the full.

Said tours and workshops are guided and are currently aimed at Reserve staff, guides and technicians alike.

The technical team is also responsible for producing advertising material to promote the general and themed tours, as well as organizing this with exhibitors in each town

and distributing the promotional material at the Montejo information centre, at relevant events, to hotels and guest houses and to shops and companies in the Reserve's towns.

In addition, each town has its own local organizers. These organizers will be townsfolk, running workshop activities. Their work will entail using customs and traditional industries in the area to best effect (forging, bee-keeping, milking and cheese production, livestock feeding, breadmaking, etc.) The aim is to attract visitors and give them an insight into these bygone industries and traditions, ensuring that the popular culture is maintained.



Signing in the Sierra del Rincón Biosphere Reserve

Why is it significant?

The project stands out for its originality, playing its part in spreading the word about the Reserve and its values from a themed point of view, to deepen the knowledge of certain aspects of the area.

It is also significant for its portrayal of the image of the "local contributor" and their involvement in the initiative's progress.

It is the very inhabitants of the Reserve who hold knowledge about the traditional customs and industries and who put these across, meaning both that this knowledge will not be forgotten but also that it will strengthen these people's feeling of pride and belonging to the Reserve.

How has it been carried out?

The body managing the Reserve was the project's sponsor, a project to which also contributed (autumn 2008 campaign).

The tours and workshops were devised by the technical team within the Biosphere Reserve (whose managing body is Madrid's Environment, Housing and Land Use Planning Advisory Board), which was also in charge of devising and organizing the tours, scripts containing information on flora and fauna, and interpretative resources for each point covered in the workshops.

The tour itineraries were designed to have minimal impact on the area, be low cost (only personal), and with a broad environmental content.

In terms of publicising the project, the number one resource was the Reserve's webpage (www.sierradelrincon.org), which gives information on it and the tours.

The main complications encountered when developing the project were when it came to preparing itineraries, given that the organizers wanted to combine natural and interpretative resources which would be of particular interest in each town. Similarly, they wanted to make sure that the tours had as little impact as possible on the territory.

As far as "themed" tours are concerned, some complications were encountered when getting the workshops off the ground, searching for local contributors, venues, or the materials required.

What has been achieved?

This is a project which was begun in 2007, and which is currently fully consolidated and is still proving to be a great success.

In view of the results obtained, the aim is to continue to offer the service, promoting the winter and spring campaign by as many means as possible, to exceed the number of visitors seen in previous years.

Something else immediately apparent is that new local contributors are coming forward to run the workshops promoting traditional customs and industries.

As indirect results, it should be mentioned that visitors going on these tours, as reflected in their questionnaires, are recommending and promoting the Reserve to others. Something else which has been noted is the increase in revenue to the area: in restaurants, small shops, etc.

Furthermore, completed questionnaires reflect high visitor satisfaction after having returned from the tour.

New activities and role-plays are now being designed, with varying content (botanical, geographical, geological, zoological, cultural content etc.) all very much focusing on sustainability, to be incorporated in the general guided tours when explanatory stops are made.



Information on tours in the Sierra del Rincón Biosphere Reserve

DISTRIBUTING THE IMAGE OF THE BIOSPHERE RESERVE THROUGH TOWNS

Gran Canaria Biosphere Reserve (Islas Canarias)

What do we hope to achieve?

The project's main aims are:

- To distribute and promote the image of the Biosphere Reserve across the whole geographical area. Doing this entails giving special funding to towns, so that both the population and the local government can identify with the Reserve's image.
- To distribute said image to visitors, at information points around the town.

What does the experience involve?

The project was launched under an agreement signed by the Island Council of Las Palmas de Gran Canaria and all towns included within the Biosphere Reserve, whether fully or in part. A total of seven towns are included, three of which (Artenara, La Aldea de San Nicolás and Tejeda) are completely within the Reserve, and the other four of which (Agaete, Mogán, San Bartolomé de Tirajana and La Vega de San Mateo) are partially within it (elevations more than 300 metres above sea level and summit areas).

The co-operation agreement supposes an annual grant to each town over a three-year period (2006-2008), with each town promising to do little things to spread the image of the Biosphere Reserve as agreed with the Island Council. The annuities received under the agreement were € 6000 per year in the case of towns fully included, and € 3000 per year in the case of towns partially included.



Biosphere Reserve notice board

Every year, each town draws up a proposal on how to spend the budget and this proposal is approved by the Island Council, judging whether the spending is appropriate and how it acts as logistical support for the Reserve. In the first year of operation, the towns centred on a Biosphere Reserve information point, accessible to visitors and the local population in municipal dependencies selected by each local authority. From that point, information on the Reserve would be distributed, through a variety of materials published by the Island Council.

In the years following, using their annual budgets, the towns have produced informative material (leaflets, guides), T-shirts, key-rings and school sports equipment. Other funded activities included the creation of prizes and the setting up of

containers for selective separation of domestic waste.

Why is it significant?

The project is significant for a number of reasons, including the fact that it directly involved the towns within the Reserve in distribution, the institutional support which was received from the Government, and the fact that it received stable and effective funding in the short to medium term.

It is also worth mentioning the participative element of the initiative, in that each town decided itself how best to use the funding it received.

How has it been carried out?

The Biosphere Reserve (through the Island Council of Las Palmas de Gran Canaria, as the Reserve's managing body) promotes this project, which began in 2006 and is now fully consolidated.

The Island Council acts as the sponsor and promoter of the project, though all councils with territory included within the Biosphere Reserve are also involved.

To co-ordinate the actions of the various agents involved in developing the initiative, a meeting was held every other month between all the participating towns and the project technician and co-ordinator. The initiative was monitored at these meetings, progress was discussed and the proposals made by each town were assessed.

Word of the initiative is distributed through information points in each town, with excellent results, even if they varied between the different participating towns.

What has been achieved?

The immediate outcome of the project's operation was the creation of information points in towns within the Reserve, providing information on it. Moreover, the material distributed from these information points has in many cases been created by the towns themselves.

The project has been positive, with a high degree of involvement by each town, and a variety of activities suited to the actual requirements proposed to the Reserve's managing body.

Obstacles encountered included a few teething problems when contacting some of the councils and actually getting the initiative off the ground.



School sports equipment promoting the Biosphere Reserve

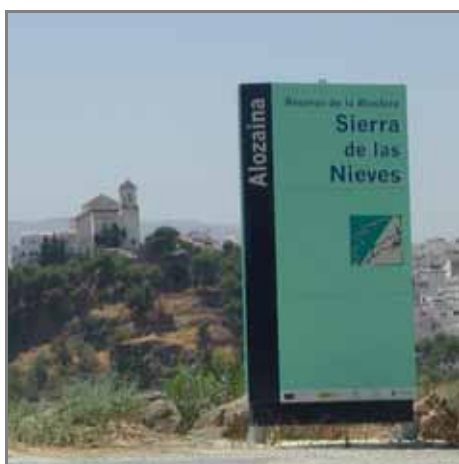
RESERVE SIGNING PROGRAMME

Sierra de las Nieves Biosphere Reserve (Andalucía)

What do we hope to achieve?

The aim of this programme is to enable the population to see for itself the territory declared a Biosphere Reserve, as well as any visitors to it.

A further aim is to consolidate a feeling of territorial identity towards Sierra de las Nieves amongst the local population, and to use the Reserve as a key element for promoting tourism.



Reserve welcome signing

What does the experience involve?

The Signing Programme is divided into four blocks, according to the type of signing used and its purpose.

1. Signing for the region as a whole: directional signposts were placed along all routes to the Biosphere Reserve, and welcome panels were put up at the entrance.

2. Handcrafted tourist maps: in each town, in a square or at the entrance to it, panels were erected on which there was a map of the Reserve on one side, the same in every town, and on the other side, a tourist map of the town in which it was placed.
3. Urban walks: the signing shows walks through the urban areas of the towns within Sierra de las Nieves and its vicinity.
4. Path and Route Plan: this is for tourists, and includes: 18 cycle paths, 13 public footpaths within the Nature Reserve, 20 paths approved by the Mountain Sports Federation (1 Big Tour covering all of the towns within the Reserve and 19 Small Tours).

The standard nature of the design and the image put across by all of the signing was an essential element, based on the colours on the Reserve's logo and appearing on all kinds of signs, panels, etc.

Why is it significant?

The project stands out for being so innovative, since it is centred on implementing and spreading the Reserve's image over the territory, as a means of publicising it.

It is also an initiative which stands out because of its interactive nature and the fact that all the people involved in its development have collaborated so well.

How has it been carried out?

The initiative was launched in 1997, and is now fully set up and consolidated. It was carried out in several phases:

- In 1997 and 1998, work was undertaken to set up outdoor signing to welcome people and direct them towards the key illustrations of the area's cultural heritage.
- Between 2000 and 2008, signing was placed marking out footpaths and cycle paths.
- Between 2004 and 2006, all road signing was completed, as well as the signing for tourist maps and urban walks.



Sign marking out an urban walk through the Biosphere Reserve

The entire project was promoted and run by the Biosphere Reserve Office and the Sierra de las Nieves Towns Association.

It has also relied on the cooperation of the town councils within the Reserve and the management office of the Sierra de las Nieves Nature Reserve (included within the Reserve), which have contributed towards the design of the routes to be signed, as well as towards approving public right of way along the paths and on the tours along these routes.

The various agents coordinated through meetings and visits.

A guide will be published to spread the word about the project as a tourist package including pathways, routes and walks. Furthermore, information on many of these routes and pathways may be found on the Internet (www.andarural.es). This information is also available on the Biosphere Reserve's website (www.sierradelasnieves.es).

Finally, it should be said that a periodic or ongoing review is planned to sort out any faults or replace any damaged signing.

What has been achieved?

The project is considered positive, as the signing has contributed well to visualizing and identifying the Biosphere Reserve's image, both amongst the local population and visitors.



Sign marking the Big Tour path around the Reserve

CREATING A GEOGRAPHICAL INFORMATION SYSTEM CONTAINING RELEVANT INFORMATION ON THE RESERVE

Sierras de Béjar y Francia Biosphere Reserve (Castilla y León)

What do we hope to achieve?

The aim of this initiative is to provide a tool to associations, companies, councils and the Reserve itself, enabling them to obtain information which could be useful when it comes to embarking upon certain actions.

With this in mind, a geo-referenced database is being created including information on heritage, services, financial business, demography, nature and the way in which the land within the Reserve is being used.

This project has enabled the creation of a database of interest to the region and visitors to the Reserve

What does the experience involve?

The creation of a geographical information system which includes all significant data from all of the towns within the Biosphere Reserve will enable the collection, processing and drawing-up of information in map format.

The tasks which are being carried out as part of this project may be summarized in three different phases:

1. Firstly, the information is compiled. This process takes place through institutional websites (INE, EIEL, Ministries, etc.), or through the local action group ASAM, which compiles its own information including data recorded in the field.

2. Once information of interest has been collated, it is then processed and analyzed, using GIS Geomedia professional tools on the Intergraph platform.
3. Finally, themed maps are produced, created from the information collected.

Why is it significant?

The initiative is of great interest as it brings together a large amount of varied information on the Reserve in a single tool. This will prove very useful when it comes to raising awareness about the territory.

Also significant is the effort being made to obtain information on the area, not only through existing sources, but also first-hand, through fieldwork.

The organization and public availability of all of this information will be a great help when it comes to planning action to be taken with a view to the future, determining priority action to be taken and improving Reserve management.



The database created includes demographic information

How has it been carried out?

This project, launched in 2008, was sponsored by the Salamanca Mountain Agriculture Association (ASAM); it is this entity, together with the Biodiversity Foundation, which is funding the project.

This initiative has relied on the work of two expert GIS technicians.

Word of this project is mainly being spread through the publication and presentation of a guide book containing maps of the routes in the region.

What has been achieved?

To date, it has been possible to produce maps of the most important routes in the

region, and a guide book has been produced from these.

This book has been distributed around the region's tourist industry so that both associations and tour operators in the area may make use of it.

In the future, the scope of this project may be increased or it may be centred on different themes.

However, it should also be remembered that this type of project does pose one problem, which is that information does need to be updated constantly, so that, at any time, quality information, relevant at the time, is available. This requirement to keep information up-to-date satisfactorily brings with it the need for ongoing funding.



The Reserve's information system also incorporates information of a territorial nature

