Regional stakeholders strategy of Lea Artibai Garapen Agentzia

Table of contents

1 Starting point. Communication objectives

The stakeholders are identified in the form of a direct social players in the management of the heritage. The role of each stakeholder is different if we take into account the area of competence, or the influence they have on the local or regional policies. But it is necessary for each player to understand the importance of each roll and its commitment to heritage management.

This document contains the objectives of the communication strategy that Lea Artibai Garapen Agentzia wants to develop within the HERICOAST project whose main objective is:

Create awareness and enhance the level of understanding on issues about coastal heritage management, in order to improve and strengthen active stakeholders as well as develop local policy instruments to enhance the heritage management.

The specific objectives of the communication plan are the following:

Objective
Engage stakeholders affected by the process to develop a new catchment management
Increase commitment of stakeholders in the design of regional policies in a participatory way
Build consensus and reduce the potential for future conflicts amongst private and public stakeholders
Share local knowledge and expertise about heritage management and enhancement of heritage
Stress on the need to improve collaboration between private and public stakeholders to develop heritage management policies

2 Identification and analysis of stakeholders

A segmentation has been than with the agents identified as interesting entities with whom to share and involve in the project.

The following groups have been identified:

1**. Entities that will participate directly in the stakeholder working tables.** Two working table will be created. One of them with a local point of view and the other one with agents with a specific weight in the definition of policies. The flow of information between the two tables will be continuous and direct exchange of information will be done in the dissemination events and other planned meetings.

2. Agents involved in somehow in the development of tourism and heritage plans: those stakeholders may have information and the chance to contribute in the development of the project but without a direct engagement with the stakeholder working tables .

In the following table, stakeholders from both groups are presented:

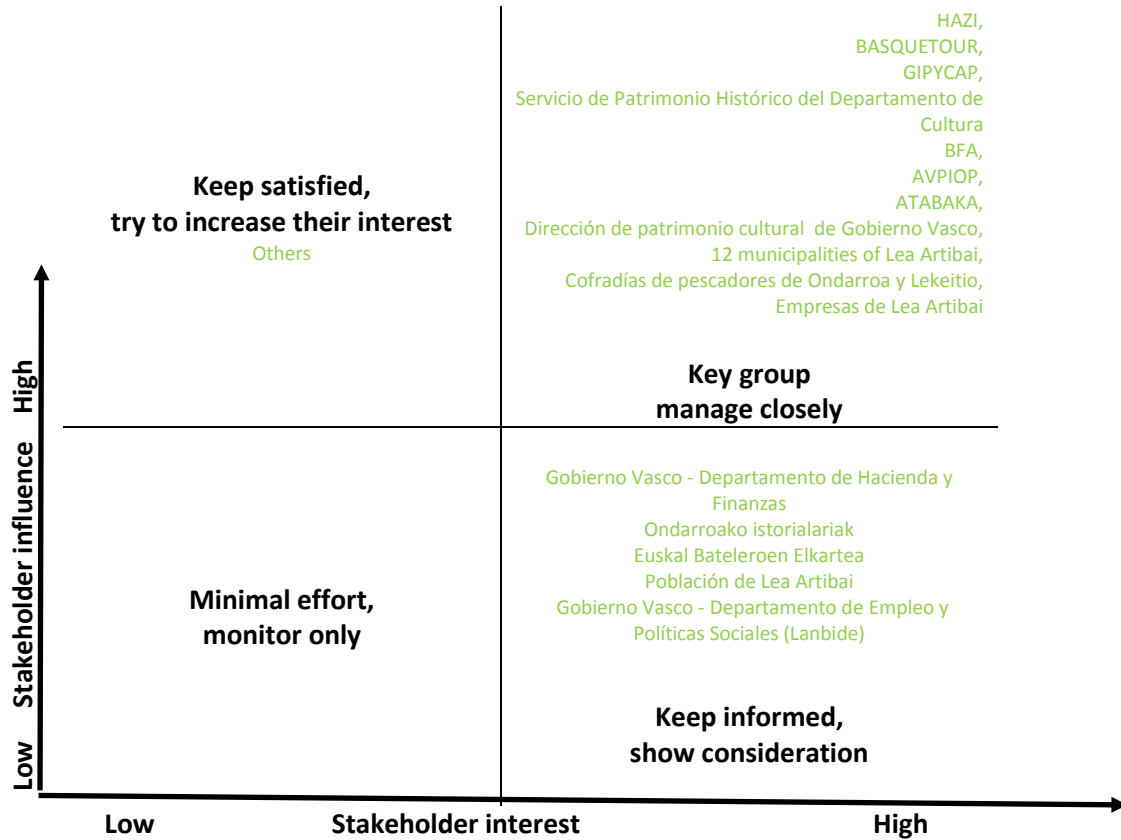|		INTEREST	INFLUENCE
Selection of representatives of public and private local stakeholders to be engaged in Local Stakeholders Groups	HAZI: rural, coastal and food development agency of the Basque Country	**(High)** HAZI is commited with the development of coastal and fluvial areas and heritage management can be and alternative to the rates of decline of fishery sector	**(High)** HAZI has influence in the definition of the regional policy instruments
	BASQUETOUR : Basque tourism Agency	**(High)** Is the regional authority of tourism management and most of the touristic products developed are based in local tangible and intangible heritage	**(High)**BASQUETOUR has influence in the definition of the tourism regional policy instruments
	Universidad del País Vasco: GIPYCAP(grupo de investigación en patrimonio y paisajes culturales	**(High)** this research group is expert in the assessment of cultural heritage and cultural landscape. The research group is interested in transfer the knowledge and work in collaboration with regional policy makers to improve the policies related with the protection of landscape and cultural heritage	**(high)** The knowledge of the University is crucial to defined the local policy instruments as one of the choices to preserve and enhance the heritage in Lea Artibai could be to apply to some recognized certification to preserved the most valuable heritage
	Servicio de Patrimonio Histórico del Departamento de Cultura BFA	**(High)** Until now the preservations of heritage has not been linked with the economic development strategies. This link could create new ways to manage heritage.	**(High)** Is the responsible to defined the policy instruments related with heritage in Bizkaia region
	Dirección de patrimonio cultural de Gobierno Vasco	**(High)** Until now the preservations of heritage has not been linked with the economic development strategies. This link could create new ways to manage heritage.	**(High)** Is the responsible to defined the policy instruments related with heritage in the Basque Territory
	Asociación Vasca de Patrimonio Industrial-AVPIOP	**(High)** The association is the entity to demand the recognition of the industrial	**(High)** Most of the heritage in Lea Artibai is industrial heritage and it is import to identify and protect taking

		heritage as part of the history of our territory	into account the most appropriate criteria
	ATABAKA	**(High)** Atabaka is the association to preserve the natural and cultural heritage of Lea Artibai.	**(High)** The association is expert in the analysis of cultural heritage and have a project to transform Ibarra valley into a cultural landscape UNESCO certification candidate.
	12 municipalities of Lea Artibai: Ondarroa, Berriatua, Markina-Xemein, Etxebarria, Ziortza-Bolibar, Munitibar, Aulesti, Gizaburuaga, Amoroto, Lekeitio, Mendexa, Ispaster	**(High)** Part of the heritage of Lea Artibai has been recognized in the heritage list of both governments, regional and territorial. Currently a new search has identified more heritage	**(High)** The municipalities are a crucial tool for achieving the objectives fixed by territorial and regional policy makers. They are the local authorities to define and implement the local strategies
	Cofradías de pescadores de Ondarroa y Lekeitio	**(High)** Maritime tangible and intangible heritage is the key to define a local strategy	**(High)** the strategy should be define and develop with the participation of the sector represented in this legal form
	Empresas de Lea Artibai	**(High)** Private companies offer most of the tourism services. The heritage enhanced could create new business opportunities.	**(High)** The public private collaboration can create new heritage management models

OTHER STAKEHOLDERS

In addition to work closely within the stakeholders mentioned above it has been identified some other stakeholders interesting to be informed and create a strategy to have they feedback in a less intensive way.

		INTEREST (1-5)	INFLUENCE (1-5)
Selection of Local / regional companies, industry associations, clusters, reaearch and knowledge center,	Gobierno Vasco - Departamento de Hacienda y Finanzas	5	5
	Centro de patrimonio cultural	5	4
	Centro de museos de Euskadi	5	4
	Consejo Asesor del Patrimonio Arquitectónico Monumental de Euskadi	5	5
	Servicio de Patrimonio Histórico del Departamento de Cultura de la Diputación de Gipuzkoa	5	4
	Servico de Patrimonio Histórico de la Diputación de Araba	5	4
	Ministerio de Fomento- Dirección de Costas	5	5
	Uraren Euskal Agentzia	4	3
	Gobierno Vasco - Dirección de Puertos	4	5
	Gobierno Vasco - Departamento de Empleo y Políticas Sociales (Lanbide)	4	5
	Unesco Etxea	5	3
	Museo maritimo de Bilbao	5	3
	Museo Naval- Untzi Museoa Donostia	5	3
	Ondarroako istorialariak	4	1
	Euskal Bateleroen Elkartea	4	1
	Población de Lea Artibai	3	1

Leartibai
Garapen Agentzia

HERICOAST
Interreg Europe

European Union
European Regional
Development Fund

Keep satisfied,
try to increase their interest
Others

Key group
manage closely

HAZI,
BASQUETOUR,
GIPYCAP,
Servicio de Patrimonio Histórico del Departamento de
Cultura
BFA,
AVPIOP,
ATABAKA,
Dirección de patrimonio cultural de Gobierno Vasco,
12 municipalities of Lea Artibai,
Cofradías de pescadores de Ondarroa y Lekeitio,
Empresas de Lea Artibai

Minimal effort,
monitor only

Gobierno Vasco - Departamento de Hacienda y
Finanzas
Ondarroako istorialariak
Euskal Bateleroen Elkartea
Población de Lea Artibai
Gobierno Vasco - Departamento de Empleo y
Políticas Sociales (Lanbide)

Keep informed,
show consideration

Stakeholder influence — High / Low

Low — Stakeholder interest — High

3. STAKEHOLDER GROUP MANAGEMENT

Stakeholder WHO	Key Message WHAT	Engagement Activity HOW	Schedule WHEN	Communication Method	Responsible Person
39 stakeholders	HERICOAST project gives stakeholders the posibility to know interesting good practices and create a local and international nework related with coastal heritage management	• Tailored visits • Stakeholder meeting • Disemination event	Semester 1 Begining of the 2 semester	Email One to one Meeting Phone conversation Visits Project brochure	Nekane Irusta Bidatz Basterretxea
HAZI, BASQUETOUR, GIPYCAP(grupo de investigación en patrimonio y paisajes culturales), Servicio de patrimonio Historico de la Dip de Bizkaia, Dirección de patrimonio cultural de Gobierno Vasco, Asociación Vasca de Patrimonio Industrial, empresas del sector turistico, 12 municipios,Lea Ibarra mankomunitatea	Coastal heritage management needs the collaboration of private and public stakeholders. Heritage is part of our identity and we should outline new ways to link the preservation with the local development strategies	• Invitation and required presence to regional disemination events • Invitation and requires presence to the 7 field visits • Sending the information create under the HERICOAST project • Send the webside address • Digitalization of local heritage assets	S2 S3 S4 S5	Invitation email Phone follow up Events	Nekane Irusta Bidatz Basterretxea
HAZI, BASQUETOUR, GIPYCAP(grupo de investigación en patrimonio y paisajes culturales), Servicio de patrimonio Historico de la Dip de Bizkaia, Dirección de	It is essential to protect the tangible and intangible heritage Coastal heritage should be protected from destruction and	• Invitation and required presence to regional disemination events	S2 S3 S4	Invitation email Phone follow up Events	Nekane Irusta Bidatz Basterretxea

patrimonio cultural de Gobierno Vasco, Asociación Vasca de Patrimonio Industrial, empresas del sector turistico, 12 municipios,Lea Ibarra mankomunitatea,Propietarios privados de patrimonio,	without undue sacrifice of their essential character should be encorage.	• Invitation and requires presence to the 7 field visits			
Stakeholder group and Servicio de patrimonio histórico del departamento de cultura de la Diputación de Bizkaia, Gipuzkoa y Araba, Departamento de hacienda y finanzas, departamento de empleo y políticas sociales (Lanbide)	HERICOAST project will lead to the development of participatory regional action plan.	• Tailored visits • Stakeholder meeting	S4 S5 S6 S7	Email One to one Meeting Phone conversation Visits Meeting	Nekane Irusta Bidatz Basterretxea
Policy definition Stakeholders: Departamento de finanzas y hacienda, Servicio de Patrimonio Histórico de la Diputación de Bizkaia, Servicio de Patrimonio Histórico de la Diputación de Gipuzkoa, Servicio de Patrimonio Histórico de la Diputación de Araba, Ministerio de fomento-Dirección de costas, dirección del patrimonio cultural del país vasco	Share experiences give the chance to improve our way of managing heritage.	• Tailored visits • Disemination event • Stakeholder meeting • Invitation and requires presence to the 7 field visits	S2 S3 S4 S5	Email One to one Meeting Phone conversation Visits Meeting	Nekane Irusta Bidatz Basterretxea

4 Evaluating strategy success

To evaluate the achivement of the objectives the following evaluating measures and indicators have been set.

Objective	Outcome	Measurement Method	Target
Engage stakeholders affected by the process to develop a new coastal heritage management	10 proposals integrated into the regional action plan	interview, meeting minutes, action plan	*1*
Increase commitment of stakeholders in the design of regional policies in a participatory way	Increased awareness subscribing an agreement for cooperation between policy makers, municipalities and private owners	Data	1 and 2
Build consensus and reduce the potential for future conflicts amongst private and public stakeholders	Create a protocol for the transmission of information amongst the different actors	Interview Documents	1 and 2
Share local knowledge and expertise	6 good local practices shared amongst the municipalities	Meeting minutes,	1
Stress on the need to improve collaboration between private and public stakeholders to develop heritage management policies	2 meetings ornaganized by policy makers with local stakeholders	Meeting minutes	1 and 2

5 Exploitation of results

Sectorial exploitation: the project results will be presented to other development agencies, heritage management organzation and private companies.

Taking advantage of the work done and trying to maintain relationships between the different entities that have participated in the project the objective will be create a meeting dynamic to carry on with the development of next steps after the implementation of the action plan.

Policy exploitation: Municipalities will include in their municipal regulations the lessons learned about the new ways of local heritage management.

We will go further in how will stakeholder group exploit the results as we move forward in the second half of the project.