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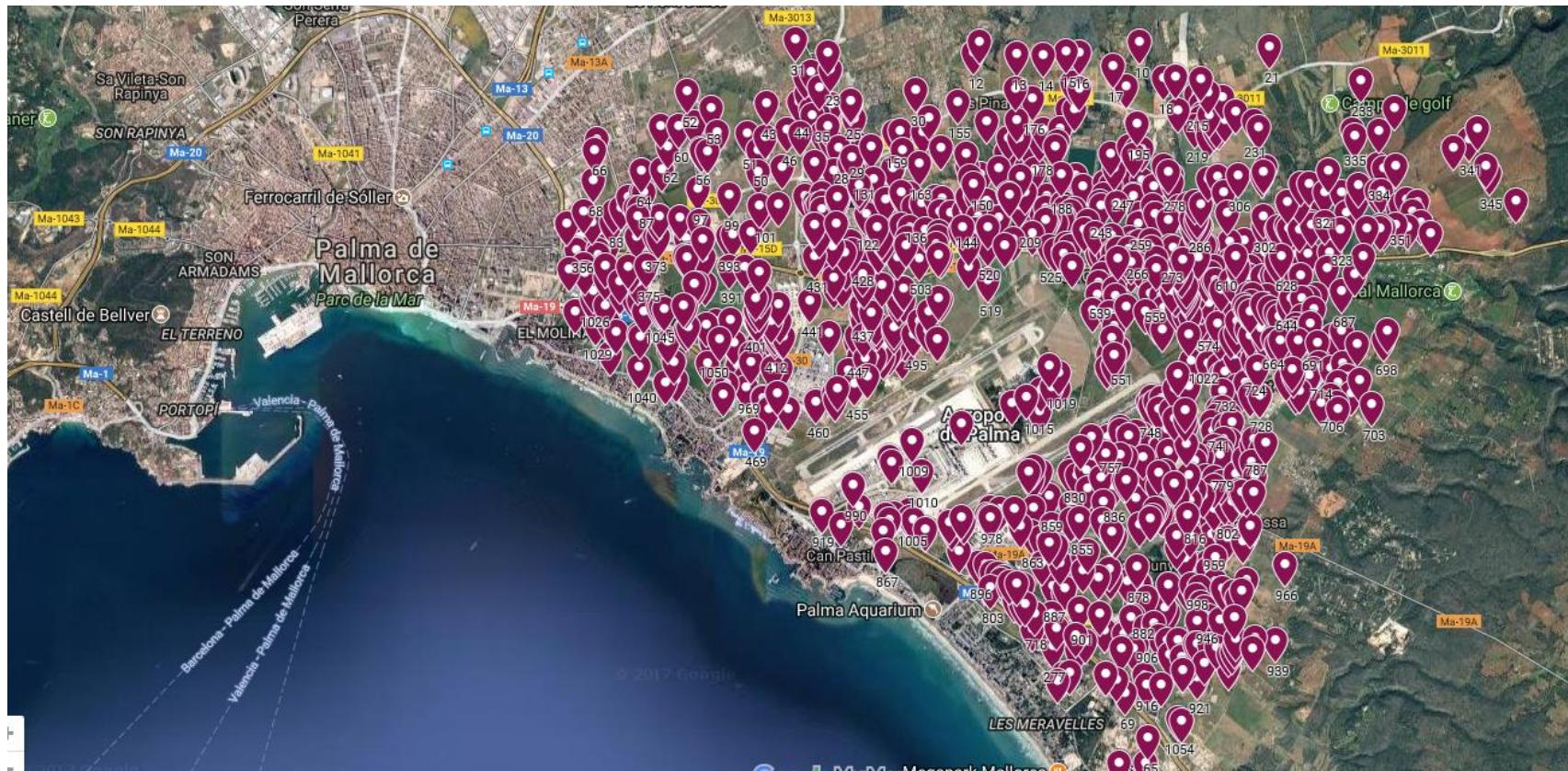
Balearic Islands Good Practice

Marga Picornell
Balearic Islands Tourism Board (ATB)

12th December, 2017 | Valkenburg aan de Geul (NL)



SPONSOR THE WINDMILLS





Context

- Over an area of 55 square Km called Pla de Sant Jordi (Palma) there are around a **thousand windmills**.
- It is one of the most emblematic places in Mallorca because, due to its proximity to the airport, the windmills attract the attention of millions of travellers when arriving to Palma.
- In the XVIII century the windmills were constructed to extract water from the ground phreatic layers.
This water allowed the area to become the "pantry" of the citizens of Palma, providing them with fresh vegetables, fruits, beef meat and dairy products.



Context

- Although they are today ethnological protected elements, most of them are in state of abandonment.
- The restoration of these mills is very important, not only for its **environmental** component (because they contribute to the conservation of hydraulic infrastructures) but specially to preserve the **local architecture** and the **old traditions**.

Ultimate goal for the area is to recover livestock farming and the agricultural activities for which it was popular in the past.



SPONSOR THE WINDMILLS



Actions

Mallorca Insular Council has launched 2 initiatives to financially support the **restoration of as many windmills as possible**:

1- A **Call for Grants** (BOIB n.125 12th October 2017), **1.1M€** (2017-2019) from which 500.000 € come from the Sustainable Tourism Tax with the support of the Balearic Islands Tourism Board (ATB) which highlights the importance of the **mills as tourist attractions** because they are valuable elements of the local cultural heritage. The call subsidizes the owners 100% of the mill restoration. In turn, owners are obliged to maintain the windmill in a functioning and optimal state of conservation and to allow free public visits of tourists and residents all year round.

2- "**Sponsor the windmills**" initiative. From 1€ on, any person of any age, company, association or foundation can economically sponsor windmills collaborating generically in the restoration of them.

Stakeholders, cost, timescale

STAKEHOLDERS

Main stakeholders are windmill owners and 2 public administrations: regional (ATB) and insular (Mallorca Insular Council).

MAIN BENEFICIARIES of the GP: windmill owners, the tourists and the local population and schools.

COST : 1.1M€

- (2017) - 109.186,84€ financial support from Mallorca Insular Council
- (2018) - 250.000 € financial support from Sustainable Tourism Tax
 - 250.000 € financial support from Mallorca Insular Council
- (2019) - 250.000 € financial support from Sustainable Tourism Tax
 - 250.000 € financial support from Mallorca Insular Council

START/ END

October 2017- ongoing

Results and lessons learned

RESULTS

It formulates a new innovative way of collaborating together: society, owners and public administrations (regional and insular) in order to recover typical heritage elements of the rural Mallorca and to enhance them as tourist attractions.

LESSONS LEARNED

No difficulties encountered so far, and no lessons learned yet.

Potential for learning

We consider this practice as being potentially interesting for regions wishing to diversify the economy (recovering agriculture and old irrigation systems), to recover ancient trades, to create new jobs, to help conserve and maintain important ethnological assets, to promote sustainable tourism, to extend the tourist season, and to promote gastronomy and local products.





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Thank you!