



## **ACTION PLAN**

Medina del Campo

TERRITORY OF THE WINE ROUTE OF RUEDA  
MEDINA DEL CAMPO  
SPAIN  
2016-2020



Junta de  
Castilla y León



## Part I – General information

This action plan was produced under the **Interreg Europe Rural Growth project** framework, a collaborative project based on seven European partners working together in order to improve SME competitiveness and visitor economy policies.



The municipality of Medina del Campo (Castilla y León), as a partner in the Rural Growth Project, produced this action plan in collaboration with different regional stakeholders and the special support of the Regional Government of Castilla y León (NUT2).

If you want to know more about our Project or our plan, please contact us as follows:

- Contact person: **David Muriel Alonso**  
**(Local Development Are. Municipality of Medina del Campo)**
- email address: **medina21@medinadelcampo.es**
- phone number: **+34 667635070**

## Part II – Policy context

The Action Plan aims to impact in:

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

Name of the policy instrument addressed: **Operational Program ERDF 2014-2020 Castilla y León**

Other regional development policy instruments:

**Strategic plan of tourism of Castilla y León 2014-2018 and RIS 3 Castilla y León 2014-2020**

**LEADER Rural Development Program**



**MEDINA DEL CAMPO IS KNOWN AS THE VILLA DE LAS FERIAS AND IT IS LOCATED IN THE PROVINCE OF VALLADOLID, CASTILE AND LEÓN AUTONOMOUS REGION. ITS ECONOMY IS MOSTLY BASED ON FARMING AND RELATED PROCESSING INDUSTRY AND TRADE.**



History & Heritage



Enotourism



Culture



Wine



Easter Events

**Medina del Campo** is renowned for the historic tradition of fairs and events. Its visitor economy relies significantly on local traditions of production, mainly wine making. Rueda Wine Route is established to promote region's wine tourism industry.

### THE MAIN WORK PROVIDERS:



Food Industry Agriculture Services Tourism

### AREA INFO

POPULATION 21 556  
AREA 153,27 KM<sup>2</sup>  
RESIDENTS/LAND KM<sup>2</sup>  
140

### PARTNER: Municipality of Medina Del Campo

Is the local city authority which prepares and implements its Sustainable Development Strategic Plan (SDSP) in a collaborative way with the citizens.

### WE OFFER

- Participative planning of regional policies
- Strategic Action Plan for Sustainable Development
- Rueda Wine Route Association

### OUR EXPECTATIONS

- Promoting entrepreneurship
- Developing and implementing new business models
- Supporting SMEs' growth into national and international markets
- Promoting the growth and consolidation of SMEs

## Part III – General overview of the current situation and the desired state

### STATUS QUO SITUATION

#### ***Main obstacles and weaknesses in rural development***

Medina del Campo lies in a rural context with a lack of critical mass that makes economic and rural development difficult. At present, the city has a population of 20,744 inhabitants, within an influence area of little more than 70,000 inhabitants. This is the second largest area in the province of Valladolid, and the 13th in the Region of Castilla y León. This influence area created a territorial brand called “Wine Route of Rueda” in 2013, based on Municipalities, SMEs and associations that correspond to the target area in the Rural Growth project and in this Action Plan.

Medina del Campo, and the rest of the territory of the Rueda Wine Route exists in a difficult demographic situation, where year by year many young people abandon the territory in order to live in other cities such as Madrid, Valladolid, Salamanca, etc which are new nodes of attraction of population having greater professional outlets and leisure services. Furthermore, the city of Medina del Campo and its nearby area have been losing population since the year 2011, as a consequence of the economic crisis and the changes produced in the migratory movements.

In addition, there exists a high level of ageing, which increases the rate of the dependant population. 20% of the inhabitants exceed 65 years. In some towns and villages of the region, more than a half of the population exceeds this age.

In relation to social structures, all the Wine Route of Rueda has a high rate of unemployment as a consequence of a lack of opportunities. For example, Medina del Campo has more than 2,000 unemployed, and the area exceeds 4,600 unemployed. This represents nearly 10% of the total population. This situation also contributes to the emigration and talent loss phenomena.

There is also a low level of training, specialization, marketing knowledge and innovative ways of selling online among marketers. This framework makes it difficult for entrepreneurs to innovate or to be open to new opportunities.

For its part, the business network of the area and the whole of Castilla y León, of the total number of companies 99.93% are SMEs (0 to 249 employees) and 95.95% are micro-enterprises (1 to 9 employees), of which 54.42% are companies without employees. In addition, the number of large companies is below the national average: 0.07% vs. 0.12%.

The city and the surrounding area have an exceptional historic and cultural heritage, yet some touristic places have bad accessibility. There is also a complexity in urban and regional mobility, especially in terms of road traffic, which makes it difficult to access some elements of high cultural and economic value (daily purchases, tourist use, lack of parking in sensitive areas such as clinics, kindergartens, etc.) and the relation between them.

In the surroundings of this area, there is strong competition between neighbour cities to attract visitors. UNESCO heritage cities such as Salamanca, Avila, Segovia and Burgos, are all close to Medina del Campo and Rueda Wine Route area.

With reference to the visitor economy, there is a lack of activities, services and specific spaces for entertainment and relaxation for visitors. The number and variety of services and activities could be larger in order to attract more people.

Despite the existence of an attraction for the generation of a potentially remarkable and differentiated tourism product compared to other nearby areas, both public institutions and private companies have not yet reached the appropriate level to guide their operation towards the use of the Visitor's Economy. Sometimes, the effort made to attract visitors does not translate into a measurable and visible benefit for the local economy. On the one hand, many more resources must be devoted than other areas to attract the same number of visitors, and, on the other, once the average expenditure per visitor is attracted, it is lower than desired.

Another issue is the lack of investment in conservation, restoration and enhancement of the very important historical heritage present in the area. The action plan recommends more investment in order to recover heritage with a high touristic potential.

### ***Strengths and opportunities to move forward***

Despite the region having an array of disadvantage, these have the potential to be turned into advantages, Medina del Campo and the Wine Route of Rueda area have great potential for local sustainable development.

As mentioned in the introduction, there is a problem of depopulation that diminishes the human capital of the area. However, the population that does not have to emigrate has the capacity to mobilise and propose new actions in economic, social and environmental aspects. For more than 15 years, the city has been developing, implementing and managing a consensual local development strategy (Medina 21), with many successful projects. This methodology, based on citizen participation, has provided results at local and regional level, and favours starting up national and European projects, as the URBACTIII “City Centre Doctor project” (<http://urbact.eu/citycentredoctor>) demonstrates.

In addition, using this methodology we were able to create, in 2013, Rueda Wine Route, which is an association of public entities, companies and associations linked to tourism, which aims to exploit the tourism potential of the area, taking advantage of the fame and capacity of attraction of visitors that the Wine of the Denomination of Origin Rueda possesses. Thanks to the use of the methodology of Medina 21, applied to professionals of different types of the entities and companies involved, it was possible to certify the Rueda Wine Route as a tourism product approved by ACEVIN (Spanish Association of Wine Cities) in a record time and with minimal economic costs, which, in a large part, have been borne, and are borne by the members of the Rueda Wine Route association.

Medina del Campo and the Rueda Wine Route area has a strong growth potential in relation to some sectors such as the specialized trade, wine, gastronomy and sustainable tourism sectors for example.

The territory has a strong offer of cultural capital and heritage. It has an excellent central location between the big cities of Madrid (6 million of people including its metropolitan area) and Valladolid (300.000 inhabitants). This situation offers the possibility of attracting visitors from less than 150km by good connections by means of high speed train (AVE) and highway.

Medina del Campo and the Rueda Wine Route territory represent a potential regional market of more than 70,000 people.

There exist some business organizations that provide support to local business. Apart from the Ruta del Vino, other private associations of companies, of intersectorial nature, such as the Circle of Progress of Medina del Campo, or more specialized, such as various associations of hoteliers and / or merchants (some of them members of the Route itself). Vino de Rueda), generate brand and strengthen the interests of SMEs with a lower cost than if they did it individually.

The territory offers a high quality of life and social welfare. The costs of living and housing are low, as it has been seen in several studies and comparisons of Quality and standard of living made by entities such as the University of Valladolid and the Chamber of Commerce of Valladolid. Local businesses relation with the client. Local businesses also have a very positive evaluation from visitors.

Singularising of certain cultural and historical landmarks of exceptional value. There are unique cultural museum spaces and historical recreations of exceptional value.

Medina del Campo also offers the tradition of "Open Sundays", taken from XVI century. In Spain, as in other countries with Catholic influence, Sundays are usually rest days in general, and also for businesses and their employees. Medina del Campo has a unique regulation, recognized by the Junta de Castilla y León (regional government) and incorporated into the collective agreements of workers in the commercial sector of the Province of Valladolid. In that regulation, only for the municipality of Medina del Campo, Sundays are listed as working days for local commerce, with Thursday being the official rest day. Despite the dynamic of liberalization of commercial hours that is developing throughout Spain, especially in areas of certain tourist or commercial interest (certain areas of Madrid, some cities of Castilla y León, environments of large shopping centers), which represent the Sunday also as a working day, subtracting the uniqueness and exclusivity that the medinense trade enjoyed until a decade ago, it remains a strength to be taken into account, as there are still areas of Castilla y León where it does not open on Sundays, and that adds attraction capacity of visitors, at least while the liberalization of schedules does not become general.

In addition, although this area is not the cradle of the Castilian language (also called "Spanish"), which according to some research could be located in Burgos and La Rioja, it is well known that in the Province of Valladolid an oral use is preserved of language with a phonetic correspondence more approximate to the official rules of the Spanish Language. That is to say, it can be said that people from the municipalities of the province (especially those close to the capital) have an "accent" less influenced by other variants of the language. This is interesting when creating the ideal conditions to learn Spanish, or Spanish, in a more pure and correct way, and is a potential basis for idiomatic tourism.

It is also quite common in an area with so many historical references and ethnographic elements to find abandoned or underutilized resources with great tourist potential. In addition to some buildings of architectural and historical value, which are more visible, we can also find other resources that do not draw much attention at first, such as underground cellars that can be found in the subsoils of urban centers of almost all the towns in the area. This resource, closely linked to the culture of wine and the history and ethnography of the peoples of this area, is hardly used, not even fully inventoried. Even with the exploitation difficulties derived from the private and private ownership of most of these wineries, an effort to take advantage of those that can yield the most yield as a tourist resource could be perfectly justified within the framework of a program such as Rural Growth.

Finally, although this area is not exactly famous for it, there is a large number of environmentally protected areas with ecological interest, which are hardly exploited for tourism, and also a very characteristic landscape and, sometimes, surprising (by breaking several topics on the Castilian landscape). These protections are often linked to the presence of birds and other types of fauna, others imply the presence of wetland types with a certain ecological value, and you can also find areas with a peculiar flora and fauna, worthy of study but also of respectful disclosure. This supposes a potential of exploitation and creation of tourist resource that can promote with programs like the Rural Growth. On the one hand, the reduced exploitation maintains the resource with good quality, without saturation, on the other, the scarce fame of the area regarding its environmental potential can be used to generate surprise and good sensations in the visitor, ideal as a complement to a tourism with more current power, such as oenological or cultural.

### ***Conclusions***

According with the SQA elaborated by the LSG, there are 2 main issues in the context of this project.:

#### **1.- Low competitiveness of rural SMEs**

The causes of this problem are:

- Ageing of the business sector – [There is a lack of start-up companies in the region and business owners are approaching the age of retirement]
- Low implementation of new technologies -[Lack of applications and programs in cloud computing format in the management systems of local SMEs],
- Lack of education and training in the business sector- , [Needs for training in employees and entrepreneurs in the tourism sector. Generally in languages, but deficiencies are also noticed in computer issues, customer service, etc.]
- Lack of coordination/collaboration - [In spite of the efforts made and the good results obtained by Rueda's Wine Route, and other business groups, there is still a remarkable number of companies and entities that do not lend themselves to collaborating. In some cases the bad experiences in collaborative actions, and in others, the lack of awareness or direct need for it, implies that they are reluctant to collaborate],
- Territorial dispersion or High dependence on subsidies.- [Although the past agrarian policy tried to improve the standard of living of the rural environment, with relative success, it sometimes generated a dependence on public aid that hinders the updating and modernization of business activities and initiatives]

This lack of competitiveness, in a direct or indirect way, is at the same time the cause of other issues, such as emigration, unemployment, and the strong dependence on external factors (e.g. national economic situation)

#### **2.- Underdevelopment of the rural tourism sector**

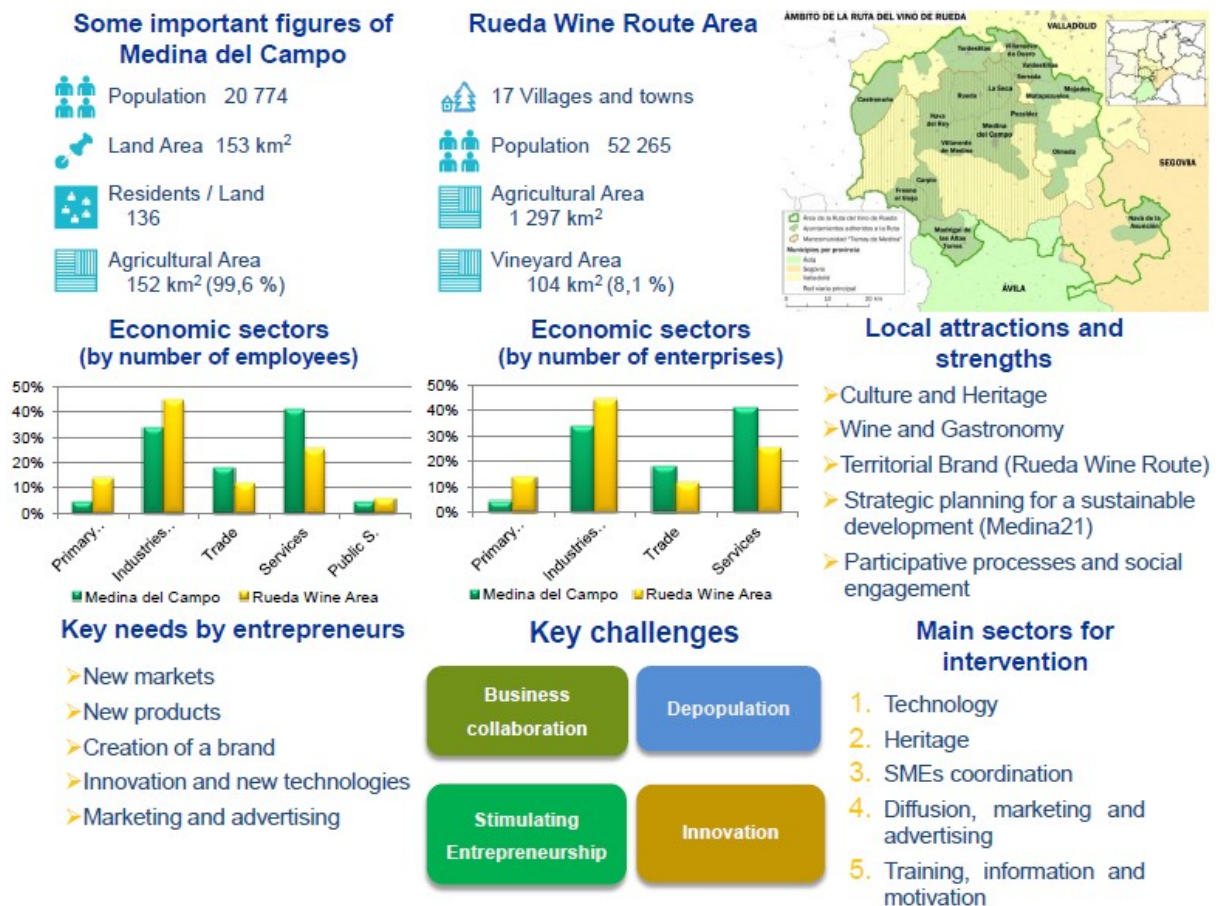
The low development of the visitor economy sector is caused by:

- a Low numbers of businesses with a touristic profile,
- Low implementation of new technologies,
- Lack of education and training in the tourism sector,
- Inadequate territorial heritage management,
- Reduced Lack of collaboration with research and innovation centres, and



- Lack of coordination and collaboration.

Underlying these problems carry are the low exploitation of heritage, the need for improvisation (creative responses) and the difficulty to differentiate the Medina del Campo's tourist offer from that of other spaces with similar potentialities.



## VISION

- **General Vision:** The territory of the Rueda's wine route to become a dynamic and attractive area for visitors, tourist and entrepreneurs, both local and external, due to its valorized natural and cultural heritage.

## Needs:

- Medina del Campo and the Rueda Wine Route Area have a very rich heritage (tangible and intangible). Its recovery, conservation, valorisation, promotion and exploitation of these asserts is the main objective.

- The natural heritage of Medina del Campo and the surrounding area must be valorised, preserved and recovered, paying special attention to areas with environmental interest and to the pathways connecting them with the nearby towns and villages.
- 
- Improvements in the of local retail sector are required, turning it into an attractive activity for visitors, and creating new local sectors of activity.
- Medina del Campo and its area aim to increase the number of activities and businesses, especially in the tourism sector.
- The businesses in the area need to improvement their competitiveness, which could be achieved with improved better specialised training for employees and entrepreneurs.
- The existing businesses should be transformed and increase the focus of their activities around the visitor economy within the context of the Rueda Wine Route Area.
- Medina del Campo and the Rueda Wine Route Area aspire to become a relevant node in the economy and tourism in the south of Valladolid, even in relation with their nearby ambit as with large territorial networks (national and international), especially thanks to its proximity to several important population centers, and to its extensive national and international contact networks.

#### Objectives:

- Recovering and promoting heritage
- Improving transport systems, accessibility and mobility
- Creating specialized networks of companies related to tourism
- Developing new Sources of Employment
- Improving skills and knowledge of the socioeconomic actors

## Part IV – Lessons learnt from inter-regional exchange

### a) The route to success for individual SMEs

One of the main lessons learned during the inter-regional exchanges is how important territorial brands and storytelling are. We saw it and we discussed about them. These were witnessed and discussed during the interregional exchange meetings in Drenthe and Savonlinna. It is also important to provide a high-quality product and provide complementary services that add value. Finally, it is also important the inter-regional exchange meetings demonstrated the importance of communication and transport systems in rural areas. This is a barrier for the visitor economy in our region.

**b) Policy mechanisms that can help tourism-related SMES improve**

The ERDF Operational Program of Castilla y Leon includes SME support as a priority axis, and specifically rural touristic SME support. In this sense, it would be necessary to improve its application

through direct subsidies to entrepreneurs and new entrepreneurs, to help finance new activities, and improve the competitiveness of those that are already working. This support should not only be for investments, but should include also training for entrepreneurs in order to improve their innovation and competitiveness skills.

**c) Influencing policy by meeting strategic actors.**

The ways used until now to influence in the policy instrument were, on a one hand, we have involved the regional stakeholders in our Local Stakeholder Group, including the main actors of the targeted policy instrument, and they were consulted at various stages of the action plan development. On the other hand, we are organizing institutional meetings in order to get institutional and political support that will support of our Action Plan. First, we organized an institutional meeting with the Mayors of several municipalities of the Wine Route of Rueda, discussing with them the SQA results. After that, we also have organized an institutional meeting in the headquarter of the regional government of Castilla y León, with the politicians responsible of the addressed for managing the policy instruments.

Include best practice examples of other partners, site visits, outcomes of knowledge exchange workshops and Rural Growth talks that are relevant to your region.

During the interregional Exchange meetings, we have learnt some good examples that could be applied or adapted to our regional context:

Brief description (What, where)	Features that are of interest and possibly relevant for your region.
1. De Drentse Koe (Holand). Dairy farmer- Ice Cream producer and seller- play garden	How promote entrepreneurship taking in advance local resources and using them by an innovative approach. Generating quality products and services for local people and visitors.
2. Hotel & Spa Resort Järvisydän (Finland).	Horizontal networking between entrepreneurs Experimental product design Innovation for winter activities to extend the tourist season Coordination with the Municipality and environmental protection authorities
3. Saima life (Finland)	Storytelling inspired by nature and environment. Innovation and combination of new technologies like virtual reality and 360° wit local traditions and cultural heritage. <a href="https://www.saimaalive.com/">https://www.saimaalive.com/</a>
4. Development of birdwatching tourism	Organization of International Po Delta Birdwatching

product (Italy)	Fairy Branding The realization of several actions (small infrastructures, supporting services) with the aim of creating integrated bundles of quality experiences for birdwatchers
5. CO.GE.TUR consortium between private operators (Italy)	Initiative arose from tourism entrepreneurs located in different zones of Po Delta Park, different businesses and professionals following the same goal: an integrated system of quality skills and services able to offer unique experiences to visitors in Po Delta Area.
6. Hivekovics Family Farm (Hungary)	It is a Good Practice related to the commercialization of agri-food products. With origins in a family farm, with quality agri-food production, sometimes cultivating products that generally have to be imported by the country. The initiative puts its efforts in marketing within the borders of Hungary, improving the country's trade balance, avoiding long transport chains and enriching the variety and quality of Hungary's agri-food trade offer.
7. <a href="http://www.legendarium.ro">www.legendarium.ro</a> (Romania)	It deals with the tourist use of the intangible heritage existing in Harghita, based on the innumerable legends that the whole province has. The use is integrated, using digital and physical promotion supports, tradable elements and tourist routes. All this to favour tourism of families or children.

## Part V – Details of the actions envisaged

**Policy objectives:** (from Section 3 of SQA and the outputs of the 2<sup>nd</sup> LSG meeting)

<ul style="list-style-type: none"> <li>• <b>Policy objective 1 (broad goal): Improving networks</b></li> </ul>	
<b>SMART objectives</b> <ul style="list-style-type: none"> <li>- Creating <b>specialized thematic networks</b></li> <li>- Promoting <b>participative</b> skills and opportunities of socioeconomic actors</li> </ul>	
The specific outcome that you want?	<ul style="list-style-type: none"> <li>- Improve business performance by creating critical mass, increasing visibility to potential tourists, and releasing synergies.</li> <li>- Improve participation and influence of rural tourism businesses in regional governance structures.</li> </ul>
How will you measure this?	<b>Indicator “Specialised networks related to tourism and local development”:</b> <ul style="list-style-type: none"> <li>- Total number of specialised networks</li> </ul>

	<p>related to visitor economy, rural tourism and local development where the municipalities of the Interreg Rural Growth project area participate</p> <ul style="list-style-type: none"> <li>- Number of businesses and entities of any kind participating in each one of these networks</li> </ul> <p><b>Indicator “Governance of the regional initiatives planned and carried out”</b></p> <ul style="list-style-type: none"> <li>- Number of participants/stakeholders involved in the regional initiatives;</li> <li>- Number of participants in working sessions, activities, etc.</li> <li>- Number of agreements signed by the different stakeholders in each specific initiative</li> </ul> <p><b>Indicator “Network of producers”:</b></p> <ul style="list-style-type: none"> <li>- Number of associations and networks existing in the area</li> <li>- Number of shops and businesses integrated in any of these networks</li> </ul>
How much change do you expect?	<ul style="list-style-type: none"> <li>- Larger connection between entities and businesses with similar or complementary objectives</li> <li>- Shared platforms, structures and data. Created brands</li> <li>- Visibility of the area as a tourist destination</li> <li>- Increase in competitivenessA diversified commercial offer</li> <li>- Improvement of the products quality</li> </ul>
When will this change occur?	Ongoing since 2016 until 2020
<p>Is this possible under existing policy instruments or projects? YES/NO/PARTLY_</p> <p><u>The Regional Operational Program has a priority to recover and put in value its cultural heritage. This priority is also shared with the Provincial Government (Diputación Provincial) that has a specific amount to achieve this specific objective</u></p>	
<b>Interim steps</b>	
<ul style="list-style-type: none"> <li>- Develop the prospecting actions indicated in each line of activity</li> </ul>	
<ul style="list-style-type: none"> <li>- Hold meetings with these networks and with the Regional Government</li> </ul>	
<ul style="list-style-type: none"> <li>- Influence the orientation of existing networks towards the Economy of the Visitor</li> </ul>	
<ul style="list-style-type: none"> <li>- Creation of new networks that can cover the needs not worked by existing networks</li> </ul>	
<ul style="list-style-type: none"> <li>- Opening of financing lines for networks that program activities of interest for the Visitor Economy</li> </ul>	

## Policy objective 2 (broad goal): Recovering and promoting heritage

### SMART objectives:

- Recovering and promoting regional **cultural heritage, both tangible and intangible;**

<ul style="list-style-type: none"> <li>- Protecting and establishing regional <b>natural</b> heritage (Natural heritage and environment);</li> <li>- Recovering regional <b>cultural heritage related to traditional jobs</b> (livestock tracks);</li> </ul>	
<p>The specific outcome that you want?</p>	<ul style="list-style-type: none"> <li>- Recovering and promoting regional <b>cultural heritage, both tangible and intangible</b>;</li> <li>- Protecting and improving regional <b>natural</b> heritage (Natural heritage and environment);</li> <li>- Recovering regional <b>cultural heritage related to traditional jobs</b> (livestock tracks);</li> </ul>
<p>How will you measure this?</p>	<p><b>Indicator “Tangible heritage resources”:</b></p> <ul style="list-style-type: none"> <li>- Number of tangible heritage resources in the territory considered in the Interreg Rural Growth project aiming its valorisation</li> <li>- Number of new entrepreneurial activities in these reclaimed spaces</li> <li>- Occupation of these spaces by new entrepreneurial activities (occupation level of heritage resources): percentage of occupation</li> </ul> <p><b>Indicator “Private participation in the recovery of tangible heritage resources”:</b></p> <ul style="list-style-type: none"> <li>- Percentage of private capital contributed to each project</li> </ul> <p><b>Indicator “Promotion of events with tourist interest”:</b></p> <ul style="list-style-type: none"> <li>- Total number of events with tourist interest which promote traditions and arts in the area included in the Interreg Rural Growth project area</li> <li>- Number of businesses and entities of any kind participating in each one of the events</li> </ul> <p><b>Indicator “Intangible heritage resources (traditions and arts)”:</b></p> <ul style="list-style-type: none"> <li>- Total number of intangible heritage resources in the area included in the Interreg Rural Growth project area aiming its valorisation</li> <li>- Total number of new businesses</li> </ul> <p><b>Indicator “Cellars and other underused spaces”:</b></p> <ul style="list-style-type: none"> <li>- Total number of underground cellars and other underused spaces in the area included in the Interreg Rural Growth etc aiming its valorisation</li> </ul> <p><b>Indicator “Green tourism offer”:</b></p> <ul style="list-style-type: none"> <li>- Number of businesses and public/private entities offering activities</li> <li>- Number of activities offered by businesses and public/private entities</li> <li>- Number of users assisting to activities</li> </ul> <p><b>Indicator “Natural spaces recovery”:</b></p> <ul style="list-style-type: none"> <li>- Square metres recovered per year</li> </ul>

	<p><b>Indicator “Non-hunting areas surface”</b></p> <p><b>Indicator “Promotion of Spanish language”:</b></p> <ul style="list-style-type: none"> <li>- Number of visitors related to the learning of the Spanish language</li> <li>- Number of businesses dedicated to the promotion of idiomatic tourism</li> <li>- Number of events in the area linked with the knowledge and the learning of Spanish language</li> </ul> <p><b>Indicator “Handicrafts offer”:</b></p> <ul style="list-style-type: none"> <li>- Number of businesses signed up in the Castilla y León Craftsmen Registry</li> <li>- Number establishments focused on the local products offer</li> <li>- Number of clients of the local businesses, especially those dedicated to handicrafts</li> <li>- Number of events, fairs and contests related to local businesses, especially those dedicated to handicrafts</li> <li>- Number of businesses-craftsmen participating in events, fairs and contests related to local businesses, especially those dedicated to handicrafts</li> </ul>
<p>How much change do you expect?</p>	<p><u>Cultural heritage</u></p> <ul style="list-style-type: none"> <li>• Private co-financing of 50 per cent of each action</li> <li>• maximise the percentage to Recovery of the valued heritage</li> <li>• maximise the percentage to Touristic exploitation of heritage resources</li> <li>• Enhancing the traditions and arts already present and with tourist interest</li> </ul> <p><u>Natural heritage and environment</u></p> <ul style="list-style-type: none"> <li>• Area (ha) under improved management</li> </ul> <p><u>Idiomatic businesses</u></p> <ul style="list-style-type: none"> <li>- number of businesses offering Spanish tuition to short-stay visitors</li> <li>- number of people attending courses.</li> </ul> <p><u>Handicraft</u></p> <ul style="list-style-type: none"> <li>- Increase of the number and diversity of local businesses, especially those dedicated to handicrafts</li> <li>- Growth of the employment and the activity in those sectors</li> </ul>
<p>When will this change occur?</p>	<p>Ongoing since 2016 until 2020</p>
<p>Is this possible under existing policy instruments or projects? YES.  <u>The Regional Operational Program has a priority to recover and put in value its cultural heritage. This priority is also shared with the Provincial Government (Diputación Provincial) that has an specific amount to achieve this specific objective</u></p>	

Interim steps
<ul style="list-style-type: none"> <li>• Carry out the prospecting and programming actions for each line of action.</li> </ul>
<ul style="list-style-type: none"> <li>• Formalize meetings with the Regional Government to present the need to allocate funds towards the generation of an attractive tourism product, based on different types of heritage and sympathetic tourist use and the nature of the barriers which prevent action.</li> </ul>
<ul style="list-style-type: none"> <li>• Sharing of needs with other territories with similar characteristics (for example, other areas with Ruta del Vino, or other areas with Designations of Origin of agri-food products, if considered)</li> </ul>
<ul style="list-style-type: none"> <li>• Help public authorities in charge of tourism in the design of relevant calls and public programs</li> </ul>
<ul style="list-style-type: none"> <li>• Call for public aid to improve the tourism product</li> </ul>
<ul style="list-style-type: none"> <li>• Formalization of public programs, emanated from the Regional Government, that facilitate public-private collaboration in local, provincial or regional areas</li> </ul>
<ul style="list-style-type: none"> <li>• Development of programs by local councils and councils</li> </ul>



<ul style="list-style-type: none"> <li>• <b>Policy objective 3 (broad goal): Improving transport systems, accessibility and mobility</b></li> </ul>	
<b>SMART objectives</b> <ul style="list-style-type: none"> <li>- Getting a more sustainable and efficient regional transport (<b>Sustainable transport</b>)</li> <li>- Getting a more accessible territory (<b>Universal accessibility</b>)</li> </ul>	
The specific outcome that you want?	<p><b>Sustainable transport</b></p> <ul style="list-style-type: none"> <li>- Overcoming the dependence on private transport to travel to rural areas (e.g.: wineries)</li> <li>- Creation of specific transport networks</li> <li>- Reduction of greenhouse gases</li> </ul> <p><b>Universal accessibility</b></p> <ul style="list-style-type: none"> <li>- Increase of the accessibility of public spaces and buildings</li> <li>- Development of a tourist differentiated offer</li> </ul>
How will you measure this?	<p><b>Indicator “Private participation in the recovery of tangible heritage resources”:</b></p> <ul style="list-style-type: none"> <li>- Number of existing transport activities</li> </ul> <p><b>Indicator “Accessibility in the public urban space”:</b></p> <ul style="list-style-type: none"> <li>- Number of obstacles present in the public urban space</li> </ul> <p><b>Indicator “Accessibility in the public use municipal infrastructures”:</b></p> <ul style="list-style-type: none"> <li>- Number of obstacles present in the public use buildings</li> </ul> <p><b>Indicator “Quality of the air in the city (European)”:</b></p> <ul style="list-style-type: none"> <li>- Number of times exceeding the substances value limits / number of times allowing the excess</li> </ul> <p><b>Indicator “Urban and interurban bicycle lanes network”:</b></p> <ul style="list-style-type: none"> <li>- Metres of new bicycle lanes</li> </ul> <p><b>Indicator “Pedestrian areas”:</b></p> <ul style="list-style-type: none"> <li>- Surface of the pedestrian area / the space with actions aimed at the reduction of traffic</li> </ul>
How much change do you expect?	<ul style="list-style-type: none"> <li>- Increase of joint tourist activities carried in several Rueda A.O. area municipalities</li> <li>- Development of tourist and leisure sustainable initiatives, also related with accessibility</li> <li>- Improvement of accessibility and mobility conditions in urban areas and</li> <li>- Suppression of architectural barriers</li> </ul>
When will this change occur?	Ongoing since 2016 until 2020
<p>Is this possible under existing policy instruments or projects? YES/NO/PARTLY</p> <p><u>The Regional Operational Program has a priority to recover and put in value its cultural heritage. This priority is also shared with the Provincial Government (Diputación Provincial) that has an specific amount to achieve this specific objective</u></p>	
<b>Interim steps</b>	
	<ul style="list-style-type: none"> <li>• Carry out the prospecting and programming actions for each line of action.</li> </ul>
	<ul style="list-style-type: none"> <li>• Formalize meetings with the Regional Government to present the need to allocate funds towards the improvement of internal mobility and accessibility</li> </ul>
	<ul style="list-style-type: none"> <li>• Sharing of needs with other rural territories with problems of communication, accessibility and internal mobility, to find common or applicable solutions in different areas.</li> </ul>
	<ul style="list-style-type: none"> <li>• Help in the design of calls and public programs</li> </ul>
	<ul style="list-style-type: none"> <li>• Execute transport and accessibility programs that solve the problems reflected</li> </ul>

<ul style="list-style-type: none"> <li>• <b>Policy objective 4 (broad goal):</b> Improving the skills and competitiveness of local businesses</li> </ul>	
<b>SMART objectives</b> <ul style="list-style-type: none"> <li>- Improving <b>professional skills</b> of socio-economic actors;</li> <li>- Promoting <b>social inclusion</b> of youth to prevent their emigration;</li> <li>-</li> </ul>	
<p>The specific outcome that you want?</p>	<p>Identify skills gaps and develop training programmes</p> <ul style="list-style-type: none"> <li>- Identification of training needs</li> <li>- Training of wine tourism professionals and complementary activities</li> <li>- Boosting tourism and economic activities related</li> <li>- Increase knowledge and abilities of involved actors</li> </ul> <p><b>Social Inclusion</b></p> <ul style="list-style-type: none"> <li>- Young people involved in the regional civic life</li> <li>- Promotion of entrepreneurship and active employment</li> <li>- Stabilising population and preventing emigration of young people</li> </ul> <p><b>Wine tourism</b></p> <ul style="list-style-type: none"> <li>- Development of the wine tourism sector and its complementary activities</li> <li>- Improvement of competitiveness of the wine tourism companies</li> <li>- Diversification of markets</li> <li>- Implementation of new technologies</li> <li>- Fostering innovativeness</li> </ul>
<p>How will you measure this?</p>	<p><b>Indicator “Creation of training courses”:</b></p> <ul style="list-style-type: none"> <li>- Total number of training courses in the area included in the Interreg Rural Growth project area;</li> <li>- Number of participants in the training courses;</li> </ul> <p><b>Indicator “Youth social dynamisation”:</b></p> <ul style="list-style-type: none"> <li>- Number of events and contests specifically directed to young people</li> <li>- Number of young people attending activities and events specifically directed to them</li> </ul> <p><b>Indicator “Networking and entrepreneurs specific services”:</b></p> <ul style="list-style-type: none"> <li>- Number of businesses assisted’</li> <li>- Number of people assisting to activities specifically aimed at entrepreneurship</li> </ul> <p><b>Indicator “Dependence index”:</b></p> <ul style="list-style-type: none"> <li>- Inactive population compared with the total population</li> </ul> <p><b>Indicator “Licences of economic activity”:</b></p> <ul style="list-style-type: none"> <li>- Number of registered businesses per 1,000 inhabitant</li> <li>- Number of full time employees in tourism</li> </ul> <p><b>Indicator “Products promoting sustainability”:</b></p> <ul style="list-style-type: none"> <li>- Number of shops including in their offer products with these characteristics</li> <li>- Number of businesses in the area with any label certifying the sustainability</li> </ul>
<p>How much change do you expect?</p>	<ul style="list-style-type: none"> <li>- Generation of high quality professionals</li> <li>- Attraction of external investments</li> <li>- Increase of the economic activity linked with the regional resources</li> <li>- Growth of wine tourism and related activities % change</li> <li>- Enlargement of the number of people trained in these activities</li> <li>- Valorise the Rueda A.O. area Human Capital</li> <li>- Less emigration and human capital maintained in its territory</li> <li>- Economic growth</li> <li>- Creation of new businesses in tourism and/or complementary sectors</li> <li>- Orientation of part of the activities of already existing businesses to the tourism sector</li> <li>- Exploitation of new resources</li> <li>- Growth of economic activity</li> </ul>
<p>When will this</p>	

change occur?	
<p>Is this possible under existing policy instruments or projects? YES/NO/PARTLY_</p> <p><u>The Regional Operational Program has a priority to recover and put in value its cultural heritage.</u> <u>This priority is also shared with the Provincial Government (Diputación Provincial) that has an specific amount to achieve this specific objective</u></p>	
<b>Interim steps</b>	
	<ul style="list-style-type: none"> <li>• Carry out the prospecting and programming actions for each line of action.</li> </ul>
	<ul style="list-style-type: none"> <li>• Formalize meetings with the Regional Government to present the need to allocate funds to promote business initiatives, implementation of improvements in the companies of the sector, training, etc.</li> </ul>
	<ul style="list-style-type: none"> <li>• Sharing of needs with other territories with similar characteristics (for example, other areas with Ruta del Vino, or other areas with Designations of Origin of agri-food products, if considered)</li> </ul>
	<ul style="list-style-type: none"> <li>• Help in the design of calls and public programs</li> </ul>
	<ul style="list-style-type: none"> <li>• Call for public aid to improve the training of people to take advantage of the Economy of the Visitor.</li> </ul>
	<ul style="list-style-type: none"> <li>• Formalization of public programs, emanating from the Regional Government, to facilitate public-private collaboration in local areas to improve the participation of different types of people in the Economy of the Visitor</li> </ul>
	<ul style="list-style-type: none"> <li>• Development of programs by local councils and councils</li> </ul>

Part VI – Actions

**OBJECTIVE 1: Improving regional governance**

<p><b>Policy Objective Title:</b> <u>Improving networks</u></p>	<p><b>Policy Objective Number: 1</b></p>
<p><b>Action Title: Network of regional (local) entities oriented to the programming (coordination and promotion) of initiatives in Wine Route of Rueda</b></p>	<p><b>Action Number: 1.1.</b></p>
<p>Creation of a regional network of wine routes, following the model of “Rueda” with the aim of boosting the winemaking territories of Castilla y León from a socioeconomic point of view, in a coordinated and integrated manera, involving the regional government in this and with the effective application of ERDF funds for the support of private initiatives on the routes.</p>	
<p><b>a. From which partner/presenter/expert/LSG member(s) have you learnt the good practice which feeds this thematic action?</b></p>	<p>Based on the experiences of Medina 21 and Rueda's own Wine Route, trying to improve the citizen participation procedure by collecting positive examples of Delta 2000, and technical organization of the Savolinna partner.</p> <p>In this regard, the contribution of Delta 2000's experience in creating tourism resources in its territorial area is worth mentioning, fostering support for private initiative and the generation of direct employment for its development and management, as well as the coordination network between them. and the actual application of European funds to strengthen their initial viability.</p> <p>In the case of Savolinna, the contribution is methodological at the level of the entity managing the network and the private participation in it, something very interesting when applying it to the Spanish model of wine routes.</p>

<p><b>b. What have you learnt?</b></p>	<p>Medina 21 acts as an example of a procedure, and the Rueda Wine Route has a group of city council technicians who can act as a more consolidated network in the future.</p> <p>Delta 2000 presents a structure of public-private collaboration that is inspiring both in organization and in results. The technical strength of Savolinnna's partner is also of interest to be able to apply in the case of Medina del Campo. The concrete application of this knowledge for us focuses on:</p> <ul style="list-style-type: none"> <li>• The improvement of the participation processes in the Rueda Wine Route of the private initiative, giving it prominence in the network.</li> <li>• Practical and effective support for entrepreneurial initiatives in the area that generate new tourism resources and services.</li> <li>• The coordinated work between those same resources.</li> </ul> <p>The application of the model at regional scale with the participation of the current 8 wine routes of the region</p>			
<p><b>c. How have you learnt (through a presentation, site visit, discussion, workshop etc)?</b></p>	<p>Through direct knowledge of both initiatives. The first corresponds to the methodological approach that is initially applied to the participation format of this program (although with necessary revision and adaptation to this case), the second as an entity that, by its operation, can be understood as the main network in which the program will be based. It would include town halls, companies and local tourist associations all with power of representation and decision.</p> <p>It has been of vital importance the presence and interaction in the Interregional Meetings, being able to visualize how Delta 2000 and Savolinnna work. Without the application of these experiences to the methodology of Medina 21, the future of the project did not have as many possibilities of execution, since the methodology of Medina 21 and Rueda's Wine Route suffers from deficiencies, focused on the scarce public collaboration- private and in the limited human resources employed by public administrations, and the examples seen mark the way forward in that sense.</p>			
<p><b>Action Steps (What will be done)</b></p>	<p><b>Responsibility (Who will do it)</b></p>	<p><b>Resources (Information, money, materials)</b></p>	<p><b>Timeline Start and end dates*</b></p>	<p><b>1) Name of the PI to be influenced/ already influenced 2) Change needed (e.g. new project, new call).</b></p>
<p>1. Diagnostic study of the programming of initiatives in the Rueda Wine Route</p>	<p>Wine Route of Rueda with the support of a consultancy</p>	<p>Programming of town halls, deputation and JCyL, field work, money provided by the Wine Route of Rueda</p>	<p>6 months</p>	
<p>2. Meeting with local entities and</p>	<p>Rueda Wine Route coordinates the action, with the</p>	<p>Previous report,</p>	<p>2 months</p>	

presentation of the study and the proposal for the increase of technicians dedicated to tourism in public entities and companies	support of City Council Technicians and External Consulting Company	benchmarking		
3. Elaboration of a proposal for coordinated actions	Rueda Wine Route coordinates the action, with the support of City Council Technicians and External Consulting Company  This point refers to the coordination of the structure itself, of the work network of the Business Association itself (of the Route of Wine)	Programming / money provided by the Wine Route of Rueda / Website	4 months	
4. Official establishment of the collaboration agreement and cultural initiatives among local entities.	Rueda Wine Route coordinates the action, with the support of City Council Technicians The entities in this case would be the 20 municipalities that make up the route provided by their technicians responsible for local development, tourism or culture to work jointly and periodically in the technical team	Web, digital platforms, analogic information, money provided by the Wine Route of Rueda and city councils, calls for European funding for hiring staff linked to the visitor economy	3 months	
5. Promotion of programming and plans	Rueda Wine Route coordinates the action, with the support of City Council Technicians	Web, digital platforms, information on paper	12 months	
<b>Implications for other sectors of rural economy? e.g increases demand for restaurants /locally grown food etc. Reduces skilled labour available for other operators Mitigation e.g. implement training courses</b>	It is linked to the tourism sectors of the municipalities of the area and favours a greater promotion of its events, implies a greater participation of public actors in the territorial revitalization. It is linked to the objectives about heritage and economic promotion. The network of local entities may incorporate nearby municipalities that are outside the Rueda Wine Route Area but may be favored by the coordination and joint promotion of their cultural events. In general, this network aims to be a continuous generator of activities and analysis of the visitor economy in the region. Its main objective is to establish a work methodology based on the examples seen in Rural Growth partners and the potential of Medina 21 and the Rueda Wine Route, as well as to evaluate, and try to alleviate, the Human Resources needs of private and public entities.			
<b>Implications for other actions or policy objectives (e.g.</b>	<b>Action/Policy objective number:</b> <b>2.1, 2.2, 2.3, 2.4, 2.5, 3.1, 3.2, 3.3,</b>	<b>Description of implications:</b> In general, they are positive synergies		

conflicts, synergies, overlaps, possibility of double funding)	4.3
--	-----

<b>Policy Objective Title: <u>Improving networks</u></b>	
<b>Policy Objective Number: 1</b>	
<b>Action Title: Creation of a network of agricultural companies oriented to visitors</b>	
<b>Action Number: 1.2.</b>	
<b>Background:</b>	
<p>One of the priorities of the regional OP ERDF 2014 – 2020 is to support SME in their processes of innovation but also to reinforce their position at regional, national and international level. In this project the approach is to create a regional structure of small agricultural companies that will contribute to generate innovation, to position them at regional level and also that will facilitate diversification of agricultural companies to face new challenges as direct marketing of products in the area, and establish visitable spaces on the farms themselves and facilities of these centers, which are usually small craftsmen or small businesses.</p>	
<b>a. From which partner/presenter/expert/LSG member(s) have you learnt the good practice which feeds this thematic action?</b>	<p>This is based on the good practice of De Drentse Koe demonstrated by our partner in this project, the District of Drenthe (Netherlands)</p> <p>Another good example of network was COGETUR in Italy (Delta 2000);</p> <p>In all cases, it is a question of productive companies that can be visited in the area of these Projects, it could include its reference website, as it says later.</p>
<b>b. What have you learnt?</b>	<p>We learned the possibility of converting a dairy farm into a centre oriented towards leisure and visitors, without losing the original function. This helped the sustainability of the business by diversifying and increasing total income. It is also a major tourist attraction in the area and familiarises children with farming.</p> <p>Through COGETUR, we learnt about how a network is able to generate environmental tourism experiences, integrating it with other complementary and accessory issues.</p>
<b>c. How have you learnt (through a presentation, site</b>	<p>Through a study trip in the Drenthe interregional meeting. There were several examples in which this issue could be seen.</p> <p>Through the study visit in Italy and, interacting with the Italian partners in other interregional meetings of the project.</p>

visit, discussion, workshop etc)?				
Action Steps (What will be done)	Responsibility (Who will do it)	Resources (Information, money, materials)	Timeline Start and end dates*	1) Name of the PI to be influenced/ already influenced 2)Change needed (e.g. new project, new call).
1. Inventory of agricultural companies oriented to visits	Ruta del Vino coordinates the action, hiring a consulting company	List of companies, field work, money from higher-level entities, for example, Diputación de Valladolid	The process will start after September 2019. First step will last 3 months (Sept-Dec 2019)	
2. Meeting with interested companies	Rueda Wine Route coordinates the action, supported by the participating companies	Previous report, benchmarking.	1 month (January 2020)	
3. Official establishment of the agreement of collaboration and participation between companies	Rueda Wine Route coordinates the action, supported by the participating companies	Web, digital platforms, analogic information, money provided by the Wine Route of Rueda and city councils	1 month (February 2020)	
4. Start-up of the network	Ruta de Vino de Rueda coordinates the action, supported by the consulting Company;	Web, digital platforms, analog information, money from higher-level entities, for example, Diputación de Valladolid, funding from Political instrument (ERDF). The Regional OP ERDF 2014-2020 has the priority of Support for the ability of SMEs to grow in regional, national and international markets and in innovation processes. This OP	3 months (March 2020- June 2020)	ERDF Regional Operational Programme of Castilla y León 2014-2020 (targeted PI in the AF) will finance the start up and promotion of the network which is a <i>new project</i> type of policy influencing



		<p>ERDF has also as strategic axis, Promote innovation of SMEs and cooperation for innovation in all areas.</p> <p>We hope that the Regional Government will open future calls to support this kind of initiatives.</p> <p>We hope to reach 15.000 euros.</p>		
5. Promotion of the network	Rueda Wine Route coordinates the action, supported by the participating companies.	Web, digital platforms, information on paper, funding from Political instrument	12 months July 2020 to June 2021	<p>ERDF Regional Operational Programme of Castilla y León 2014-2020 (targeted PI in the AF) will finance the start up and promotion of the network which is a <i>new project</i> type of policy influencing.</p> <p>We hope that the Regional government will support the creation and promotion of this specialized network as well as it is supporting the creation and promotion of Wine Routes.</p>
<p><b>Implications for other sectors of rural economy? e.g increases demand for restaurants /locally grown food etc. Reduces skilled labour available for other operators</b> <b>Mitigation e.g. implement training courses</b></p>		<p>The network has implications in the agricultural sector, because it allows diversification of income, and in the companies of the tourism sector (hotels, restaurants), because it increases the time of stay of the visitors.</p>		

<b>Implications for other actions or policy objectives (e.g. conflicts, synergies, overlaps, possibility of double funding)</b>	<b>Action/Policy objective number:</b> <b>1.1, 2.4, 3.1</b>	<b>Description of implications:</b> This network can be coordinated with those derived from actions 3.2 and 3.4, to increase its effectiveness.
---	--	--

## OBJECTIVE 2: RECOVER, PRESERVE AND PROMOTE THE HERITAGE

<b>Policy Objective Title:</b> <u>Recover, preserve and promote the heritage</u>	<b>Policy Objective Number: 2</b>	
<b>Action Title: Identification and diagnosis of tangible (material), intangible and cultural heritage resources which are recoverable (RECOVERY Diagnosis)</b>	<b>Action Number: 2.1.</b>	
<b>Background:</b>  This action focuses on the preparation of an inventory of the tangible and intangible heritage elements of the territory and society, in addition to the Cultural that can be recovered and put into value, thus making a diagnosis of the attractor elements that can generate Employment and wealth with his recovery.		
a. From which partner/presenter/expert/LSG member(s) have you learnt the good practice which feeds this thematic action?	<ul style="list-style-type: none"> <li>α. Municipality of Medina del Campo</li> <li>β. Harghita Council (Romania)</li> <li>γ. Delta 2000 (Italy)</li> <li>δ. Province of Drenthe (Netherlands)</li> </ul>	

<p><b>b. What have you learnt?</b></p>	<p>a. The City of Medina del Campo recently began an inventory process of underground resources in its area, which were recoverable in the face of tourism exploitation. It can be considered a good practice to extend to other types of resources in the DO Rueda area.</p> <p>b. From the 'legendarium' project we learnt how to extract a resource of interest for visitors from an intangible heritage based on legends.</p> <p>c. It was also very interesting how DELTA 2000 is recovering the history of its territory through initiatives like ethnographic museums, and how cultural values and information support their tourism strategy.</p> <p>d. Also the Province of Drenthe is working in its history, creating an integrated project through its colonial past: Colonies of Benevolence, in which we can apply the way in which historical facts with relative importance can be used by local companies to attract visitors and generate employment in the tourism sector.</p>			
<p><b>c. How have you learnt (through a presentation, site visit, discussion, workshop etc)?</b></p>	<p>a. LSG meeting</p> <p>b. Through a study visit in the corresponding interregional meeting. In the case of Romania, our participants detected and analysed the good practice during the road trip between Cluj Napoca and Harghita. There were many gas stations where "Legendarium" was present.</p> <p>c. In the case, of Italy and Drenthe, it was evident during all the study visit how the cultural heritage is present in their main strategic projects.</p>			
<p><b>Action Steps (What will be done)</b></p>	<p><b>Responsibility (Who will do it)</b></p>	<p><b>Resources (Information, money, materials)</b></p>	<p><b>Timeline Start and end dates*</b></p>	<p><b>1) Name of the PI to be influenced/ already influenced 2)Change needed (e.g. new project, new call).</b></p>
<p>1. Elaboration of an inventory</p>	<p>The Wine Route of Rueda will be responsible for the action and it will coordinate technicians from local entities within the Rueda Wine Route (for example, staff of the Municipalities) and / or consultancy, and /or by volunteer stakeholders (for</p>	<ul style="list-style-type: none"> <li>• Money (payment for the inventory) The City Councils could provide it. We could also talk</li> </ul>	<p>2 months</p>	

	<p>example, owners of this heritage, or new entrepreneurs who want to use it in the future)</p> <p>It would be to establish a relation of patrimonial resources of the territory, identifying in this way the elements that we must put in value as a whole, it is a database shared by all</p>	<p>to the Diputación de Valladolid in case it falls within its objectives.</p> <ul style="list-style-type: none"> <li>Information</li> </ul>		
2. Assessment of the state of conservation and activity of each patrimonial element	The Wine Route of Rueda will be responsible for the action and it will coordinate technicians from local entities within the Rueda Wine Route and / or consultancy	<ul style="list-style-type: none"> <li>Money (payment for the inventory) The City Councils could provide it. We could also talk to the Diputación de Valladolid in case it falls within its objectives.</li> <li>Information</li> </ul>	4 months	
3. Prioritization of the sites to intervene in criteria based on strategic importance and financing possibilities	The Wine Route of Rueda will be responsible for the action and it will coordinate technicians from local entities within the Rueda Wine Route and / or consultancy	Information	2 months	
<p><b>Implications for other sectors of rural economy? e.g increases demand for restaurants /locally grown food etc. Reduces skilled labour available for other operators</b></p> <p><b>Mitigation e.g. implement training courses</b></p>	It would include both public and private elements relevant for their value and uniqueness			
<p><b>Implications for other actions or policy objectives (e.g.</b></p>	<p><b>Action/Policy objective number:</b></p> <p><b>2.2</b></p>	<p><b>Description of implications:</b></p> <p>Due to their relevance in the Rueda Wine Route, it is wanted to carry out a</p>		

conflicts, synergies, overlaps, possibility of double funding)		diagnosis-inventory of underground cellars in disuse to put them in value as visitable spaces.
--	--	--

<b>Policy Objective Title: <u>Recover, preserve and promote the heritage</u></b> <b>Policy Objective Number: 2</b>	
<b>Action Title: RECOVERY of the <u>material and cultural heritage</u></b> <b>Action Number: 2.2.</b>	
<b>Background:</b>  Preparation of a promotion plan, with its subsequent execution, of the interventions that will be developed, which can help to make society aware of the types of intervention that will be carried out, the initial state of that heritage, the resources to use and the expected benefits. This must be accompanied by a project to exploit each resource intervened, which completes the first information about the activity to which the element was to be allocated, in order to define the way in which the resource resource will be used.	
<b>a. From which partner/presenter/expert/LSG member(s) have you learnt the good practice which feeds this thematic action?</b>	From Finland the example of <a href="http://hotellipunkaharju.fi/">http://hotellipunkaharju.fi/</a> Delta 2000 (Italy) The hostel that served as accommodation in the Interregional Meeting. Harguita (Romania). Homoródfürdő
<b>b. What have you learnt?</b>	These bodies provide examples of the types of interventions they have made to recover and give value to the physical resources recovered  From the interregional exchange there were several examples promoted by the private sector as <a href="http://hotellipunkaharju.fi/">http://hotellipunkaharju.fi/</a> in Finland or Băile Homorod / Homoródfürdő in Romania. It would be interesting to know how attract private investors in our case. In the case of Finland, the investor was a person who lived experiences in the territory when she was child. It could be a good motor to attract people who is related with the territory. Another good

	example, was the hostel where we be hosted in Italy. A historical building recovered also by the private sector.			
<b>c. How have you learnt (through a presentation, site visit, discussion, workshop etc)?</b>	Meeting with these LSG members. Through the study visits in Finland, Italy and Romania.			
<b>Action Steps (What will be done)</b>	<b>Responsibility (Who will do it)</b>	<b>Resources (Information, money, materials)</b>	<b>Timeline Start and end dates*</b>	<b>1) Name of the PI to be influenced/ already influenced 2)Change needed (e.g. new project, new call).</b>
1. Intervention = works and improvements. Recovery Plan of the sites specified in the inventory developed in action 2.1	Local entities and owners	<ul style="list-style-type: none"> <li>Materials for works</li> <li>Human Resources</li> <li>Money (Contributed, in most cases by Public Financing, from official calls to project grants. It is possible that some good of smaller entity or size can be recovered with private funds, or from the Town Councils themselves)</li> </ul>	24 months	
2. Promotion Plan with action top ut in value and promote the heritage, direct and indirectly. A promotion plan for each intervention, so that society knows that these actions are being carried out and generates expectation about its reopening or inauguration	Local entities and owners	<ul style="list-style-type: none"> <li>Money (contributed by the corresponding local entity)</li> <li>Information</li> </ul>	12 months: beginning (and stable in time)	

<p>3. Projecting how the resources will be managed and exploited, making an individual exploitation plan for each resource, although later they can be put in common taking advantage of action 2.4.</p>	<p>Local entities and owners</p>	<ul style="list-style-type: none"> <li>• Information</li> <li>• Money (contributed by the corresponding local entity)</li> <li>• Management staff for each element-building-facility</li> </ul>	<p>Stable in time</p>	
<p><b>Implications for other sectors of rural economy? e.g increases demand for restaurants /locally grown food etc. Reduces skilled labour available for other operators</b> <b>Mitigation e.g. implement training courses</b></p>	<p>It would include both public and private elements relevant for their value and uniqueness</p>			
<p><b>Implications for other actions or policy objectives (e.g. conflicts, synergies, overlaps, possibility of double funding)</b></p>	<p><b>Action/Policy objective number:</b> <b>2.1, 3.1</b></p>	<p><b>Description of implications:</b> Step 3 starts together with 1. There may be overlap with actions 2.1</p>		

<p><b>Policy Objective Title:</b> <b><u>Recover, preserve and promote the heritage</u></b></p>	<p><b>Policy Objective Number: 2</b></p>			
<p><b>Action Title: <u>Valorisation of material and cultural heritage resources</u></b></p>	<p><b>Action Number: 2.3.</b></p>			
<p><b>Background:</b></p> <p>Once the exploitation program of action 2.2 has been developed, the types of visitors that can be attracted by each resource should be defined and quantified. It should be marked objectives of influx of visitors (viewers, users, or the indicator that corresponds) realistic, to ensure the economic maintenance of the heritage element without putting it in danger. In addition to making an introduction of each patrimonial element to exploit in specialized platforms that can provide more transcendence and dissemination and create coordinated offers and joint promotional actions in cases where possible.</p>				

<p><b>a. From which partner/presenter/expert/LSG member(s) have you learnt the good practice which feeds this thematic action?</b></p>	<p>Regional Government of Castilla y León. Provincial government of Valladolid. Nagykanizsa (Hungary) Province of Drenthe (Netherlands) Delta 2000 (Italy) Harghita (Romania)</p>			
<p><b>b. What have you learnt?</b></p>	<p>It is wanted to take example of the policies of conservation and maintenance of the goods that are of ownership of these two entities (Regional Government of Castilla y León and Provincial government of Valladolid.) to base the strategies with the heritage goods intervened in the action 2.2</p> <p>Nagykanizsa and Harghita are trying to promote active and natural tourism through their natural resources. Nagykanizsa through bike paths. Harghita through its national park.</p> <p>In the case of Delta 2000 or the Province of Drenthe, the touristic products are more developed. Drenthe has a very special “info centre” or “interpretation centre” in its Natural Park. It is a new building well integrated in the landscape. We took ideas on how they promoted their resources and placed the dissemination material to apply to our case. Delta 2000 focuses all its strategy on natural resources, and we saw some good example.</p>			
<p><b>c. How have you learnt (through a presentation, site visit, discussion, workshop etc</b></p>	<p>Meeting with these LSG members Through the study visits in Hungary, Netherlands, Italy or Romania.</p>			
<p><b>Action Steps (What will be done)</b></p>	<p><b>Responsibility (Who will do it)</b></p>	<p><b>Resources (Information, money, materials)</b></p>	<p><b>Timeline Start and end dates*</b></p>	<p><b>1) Name of the PI to be influenced/ already influenced 2) Change needed (e.g. new project, new call).</b></p>
<p>1. Definition of potential visitors to or users of the resource</p>	<p>Entities responsible for the exploitation of the resource, relying on partners of the Rueda Wine Route</p>	<ul style="list-style-type: none"> <li>• Human Resources</li> <li>• Money (own funds)</li> </ul>	<p>2 months</p>	
<p>2. Definition of objectives depending on the potential demand</p>	<p>Entities responsible for the exploitation of the resource, relying on partners of the Rueda Wine Route</p>	<ul style="list-style-type: none"> <li>• Money (own funds)</li> </ul>	<p>12 months: beginning (and stable in time)</p>	



		<ul style="list-style-type: none"> <li>Information</li> </ul>		
3. Positioning in specialized media-platforms	City councils and owners supported by Marketing companies	Money (provided by the corresponding local entity, or by the companies or entities that touristically exploit the property)	Stable in time	
4. Coordination between offers (creation of a joint promotion platform)	Coordinated by the Rueda Wine Route, based on the entities responsible for the exploitation of the resource	<ul style="list-style-type: none"> <li>Information</li> <li>Management staff for each element-building-facility</li> </ul>	Stable in time	
<b>Implications for other sectors of rural economy? e.g increases demand for restaurants /locally grown food etc. Reduces skilled labour available for other operators Mitigation e.g. implement training courses</b>	It would include both public and private elements relevant for their value and uniqueness			
<b>Implications for other actions or policy objectives (e.g. conflicts, synergies, overlaps, possibility of double funding)</b>	<b>Action/Policy objective number: 2.4, 3.1</b>	<b>Description of implications: In general, these are positive synergies</b>		

<b>Policy Objective Title: <u>Recover, preserve and promote the heritage</u></b> <b>Policy Objective Number: 2</b>
<b>Action Title: Development of an integrated tourism offer</b> <b>Action Number: 2.4.</b>

<b>Background:</b> Creation of a strategic tourism plan for the Rueda Wine Route, which can incorporate actions that have emerged from the LSG meetings of Rural Growth. They are very specific tourist products that aim to take advantage of the environmental, cultural and linguistic heritage that has been identified in the territory of the Rueda Wine Route. Subsequently, in accordance with the provisions of the strategic plan, the different products must be developed and executed and, finally, the generation of different advertising and promotion strategies for all the products worked must be addressed.				
<b>a. From which partner/presenter/expert/LSG member(s) have you learnt the good practice which feeds this thematic action?</b>		<ul style="list-style-type: none"> <li>α. Wine Routes of Spain</li> <li>β. Buteo Environmental Initiatives and Medina 21</li> <li>χ. A21soCtenible</li> <li>δ. Delta 2000</li> </ul> Province of Drenthe		
<b>b. What have you learnt?</b>		<ul style="list-style-type: none"> <li>a. It has been learned from the Wine Routes of Spain, in general, and the Rueda Wine Route, in particular, the possibilities that an integrated tourism offer brings to the economy of the visitor.</li> <li>b. We learned that there are several possibilities for tourism exploitation based on unique spaces of environmental value. Medina 21 strategy mentions it.</li> <li>c. From the French experience "Welcome to the Farm", the LSG member A21soCtenible proposes to start up this action that tries to approach the livestock activity to the visitor.</li> <li>d. Delta 2000 has years of experience developing integrated touristic strategies, in order to put in value other resources different than sun and beach in Emilia Romagna Region (Italy). We learnt a lot about how culture and natural resources can represent an attractive resource for potential visitors. Delta 2000 interpret the natural area Delta del Po by an integrated-geographic point of view, combining nature with culture and touristic demands and high quality services.</li> <li>e. Also the Province of Drenthe is working to develop an integrated touristic product under the common brand of its Settlers past. It was also very interesting how they are combining natural resources with culture and historical heritage.</li> </ul>		
<b>c. How have you learnt (through a presentation, site visit, discussion, workshop etc)?</b>		All this information was obtained in several meetings of the LSG Through the study visits in Netherlands and Italy		
<b>Action Steps (What will be done)</b>	<b>Responsibility (Who will do it)</b>	<b>Resources (Information, money, materials)</b>	<b>Timeline Start and end dates*</b>	<b>1) Name of the PI to be influenced/ already</b>

				<b>influenced 2)Change needed (e.g. new project, new call).</b>
1. Creation of a tourism strategic plan	Rueda Wine Route, relying on the private and public entities responsible for the exploitation of the resources	<ul style="list-style-type: none"> <li>• Human Resources</li> <li>• Money (to contribute by the Rueda Wine Route, although it may come from some type of public funding that is awarded for projects)</li> </ul>	6 months	
2. Incorporation of lines already defined to the strategy of the plan: <b>Green tourism in the wetlands of the Rueda Wine Route area, Ornithological tourism in Natura2000, Nature moments with farmers - Welcome to the farm, Creation of a product related to Idiomatic Tourism or Language Tourist.</b>	Rueda Wine Route, relying on the private and public entities responsible for the exploitation of the resources	<ul style="list-style-type: none"> <li>• Information</li> </ul>	1 month	
3. Coordinated development of the different activities	Rueda Wine Route, relying on the private and public entities responsible for the exploitation of the resources	<ul style="list-style-type: none"> <li>• Money (to be provided by Ruta de Vino de Rueda, Town Halls or partially by the Castilla y León Government Council or Diputación de Valladolid, cultural and tourism areas, depending on the activity.) Financing by the students can also be proposed. case of tourism based on training activities)</li> <li>• GPS topography</li> <li>• Small public works (machines)</li> <li>• Information</li> <li>• Printed and digital materials</li> </ul>	12 months	

		<ul style="list-style-type: none"> <li>• Training Infrastructures, Technical Staff</li> </ul>		
4. Definition of promotional media and channels for the offered products	Rueda Wine Route leaning on a marketing company	Money (to contribute by Ruta de Vino de Rueda)	Stable in time	
<b>Implications for other sectors of rural economy? e.g increases demand for restaurants /locally grown food etc. Reduces skilled labour available for other operators</b> <b>Mitigation e.g. implement training courses</b>		It would include both public and private elements relevant for their value and uniqueness		
<b>Implications for other actions or policy objectives (e.g. conflicts, synergies, overlaps, possibility of double funding)</b>		<b>Action/Policy objective number:</b> <b>2.1, 2.2, 3.2, 3.3, 4.3, 4.4</b>	<b>Description of implications:</b> <b>In general, these are positive synergies</b>	

<b>Policy Objective Title: <u>Recover, preserve and promote the heritage</u></b> <b>Policy Objective Number: 2</b>	
<b>Action Title: Calendar of <u>intangible-cultural heritage</u> events (traditions, rites, folklore, arts)</b> <b>Action Number: 2.5.</b>	
<b>Background:</b> Through the information provided by the technicians of local entities, a calendar of events can be made, which will need to be updated at all times. Actions will be carried out to promote the calendar, to reinforce the attraction of visitors to each event	
<b>a. From which partner/presenter/expert/LSG member(s) have you learnt the good practice which feeds this thematic action?</b>	Commonwealth of Municipalities Tierras de Medina (all the towns of the County of Medina del Campo) Delta 2000 (Italy)

<p><b>b. What have you learnt?</b></p>	<p>This entity has developed a basic calendar of events and activities of cultural value that helps organize all the intangible heritage of the Commonwealth Territory. This work could be intensified and extended to the entire DO Rueda Area.</p> <p>The Delta 2000 also develops during the year an important calendar of events that moves a lot of visitors. Events like Birdwhatching congresses, Music festivals, etc. were very interesting for us. For example, “Spring in the park”, “Park by bicycle”, “Ocarina Delta Festival”, <u>Festa delle Oasi WWF nell'oasi Di Panarella</u>, etc. All of them help to deseasonalize the touristic period.</p>			
<p><b>c. How have you learnt (through a presentation, site visit, discussion, workshop etc)?</b></p>	<p>Contact with the entity and prior work with it, especially in the field of the creation of the Rueda Wine Route. This information was undoubtedly valuable in the preparation of the Marketing Plan and the initial Action Plan for the Rueda Wine Route.</p> <p>Through the study visit in Delta del Po and also through other project activities where we collaborated and interacted with Italian partners.</p>			
<p><b>Action Steps (What will be done)</b></p>	<p><b>Responsibility (Who will do it)</b></p>	<p><b>Resources (Information, money, materials)</b></p>	<p><b>Timeline Start and end dates*</b></p>	<p><b>1) Name of the PI to be influenced/ already influenced 2)Change needed (e.g. new project, new call).</b></p>
<p>1. Calendar establishing. It will be developed annually. In addition to sending it to companies in the tourism sector, it will also be available to the public on the Web.</p>	<p>The responsibility for the action would be developed by the Rueda Wine Route, coordinating technicians from local entities within the Rueda Wine Route</p>	<p>Information</p>	<p>3 months</p>	
<p>2. Advertising and joint</p>	<p>Rueda Wine Route leaning on a Marketing company</p>	<p>Money (to contribute by</p>	<p>Stable in time</p>	

promotion		Ruta de Vino de Rueda) Impresión de materiales		
<b>Implications for other sectors of rural economy? e.g increases demand for restaurants /locally grown food etc. Reduces skilled labour available for other operators Mitigation e.g. implement training courses</b>	It would include both public and private elements relevant for their value and uniqueness. Aimed to increase the number of visitors and the length of their stay in the Rueda Wine Route area. It must include events in almost all the municipalities of the Rueda Wine Route It must help avoid coincidences of highly relevant events on the same date It must help de-season tourism in the Rueda Wine Route			
<b>Implications for other actions or policy objectives (e.g. conflicts, synergies, overlaps, possibility of double funding)</b>	<b>Action/Policy objective number: 2.4, 3.3, 4.2. 4.3</b>	<b>Description of implications: In most cases they correspond to positive synergies.</b>		

### OBJECTIVE 3: IMPROVEMENT OF TRANSPORT SYSTEMS, ACCESSIBILITY AND MOBILITY

<b>Policy Objective Title: <u>IMPROVEMENT OF TRANSPORT SYSTEMS, ACCESSIBILITY AND MOBILITY</u></b> <b>Policy Objective Number: 3</b>
<b>Action Title: Suppression of architectural barriers in buildings to improve visitor access</b> <b>Action Number: 3.1</b>
<b>Background:</b> First a study will be elaborated in which the constructions appear that more affluence of visitors have, or can have in the near future, and a study of valuation of the state in matter of accessibility that presents each construction, providing an estimation of the actions and resources necessary to adapt the construction. By means of meetings between a technical committee of people specialized in the subject, the actions on some buildings or others will be prioritized according to criteria of strategic importance, financing possibilities, ease of execution and expected benefits. It must be a very realistic

prioritization, to then be able to execute and evaluate the interventions.				
<b>a. From which partner/presenter/expert/LSG member(s) have you learnt the good practice which feeds this thematic action?</b>	Regional government of Castilla y León Drenthe (Netherlands) during the study visit and all the touristic buldings that we visited			
<b>b. What have you learnt?</b>	<p>Through different initiatives over the last decade, the Junta de Castilla y León has tried to solve the problems of transport and mobility of people in rural areas. The initiative to transport demand was a first attempt, still in force in some cases, to optimize resources by providing an effective service for the inhabitants of the rural areas of Castilla y León.</p> <p>Campaigns to improve the accessibility of urban roads and public and private buildings have also been launched by the Junta de Castilla y León.</p> <p>At the Drentse Koe farm in Drenthe, the constructions took into account aspects of accessibility for their visitors. It is an example to follow in terms of planning spaces for tourism.</p>			
<b>c. How have you learnt (through a presentation, site visit, discussion, workshop etc)?</b>	<p>Contact with this entity and knowledge through the physical and digital communication channels of the same Board.</p> <p>Through the study visits in Netherlands</p>			
<b>Action Steps (What will be done)</b>	<b>Responsibility (Who will do it)</b>	<b>Resources (Information, money, materials)</b>	<b>Timeline Start and end dates*</b>	<b>1) Name of the PI to be influenced/ already influenced 2)Change needed (e.g. new project, new call).</b>
1. Definition of the buildings to analyze	The responsibility for the action would be developed by the Rueda Wine Route, coordinating technicians from local entities within the Rueda Wine Route	<ul style="list-style-type: none"> <li>Information</li> <li>Inventory</li> </ul>	4 months	

2. State and measures audit	The responsibility for the action would be developed by the Rueda Wine Route, coordinating technicians from local entities within the Rueda Wine Route and / or consultancy	Technical sheet / technical visit Money (to be contributed by Ruta de Vino de Rueda and / or City Councils)	3-6 months	
3. Prioritization of actions	Rueda Wine Route and Technical Committee	Report with priorities	2 months	
4. Execution of the plan	Municipal architects / construction companies	Money (It could be done by the Town Hall, Diputación de Valladolid or Regional Government of Castilla y León. Also by private investors, for example, from the owners of the buildings.).	18 months (1 <sup>st</sup> phase)	
5. Evaluation	The responsibility for the action would be developed by the Rueda Wine Route, coordinating technical Committee	Technical sheets		
<b>Implications for other sectors of rural economy? e.g increases demand for restaurants /locally grown food etc. Reduces skilled labour available for other operators Mitigation e.g. implement training courses</b>	The action has a direct implication for the tourism activity and for the companies aimed to the visitor that will improve their accessibility. Directly related to the objectives referred to the built heritage, and to the visitor economy. Architectural barriers influence directly in the number of visitors. The solution of these problems would directly increases the competitiveness of tourism businesses and services.			
<b>Implications for other actions or policy objectives (e.g. conflicts, synergies, overlaps, possibility of double funding)</b>	<b>Action/Policy objective number: 2.3, 2.4</b>	<b>Description of implications: In most cases they correspond to positive synergies.</b>		

<b>Policy Objective Title: <u>IMPROVEMENT OF TRANSPORT SYSTEMS,</u></b>	<b>Policy Objective Number: 3</b>
---	-----------------------------------



<b>ACCESSIBILITY AND MOBILITY</b>	
<b>Action Title: Design of soft transport in the context of a Collaborative Circular Economy and a Slow Tourism</b>	<b>Action Number: 3.2</b>
<p><b>Background:</b> It begins with the realization of a study that assesses the possibility of introducing soft transport in some areas of the territory of the Rueda Wine Route. This type of transport should be based on concepts such as the Circular and Collaborative Economy, and Slow Tourism. Afterwards, we present the possibilities to local entities and companies specialized in transport, to validate the information provided in the study, as well as to invite these entities to participate in the creation of these new services, to proceed later to the implementation of the chosen actions. Just before implementing the actions, they can be disseminated to cause the necessary expectation. The objective is to promote its use from the start.</p>	
<b>a. From which partner/presenter/expert/LSG member(s) have you learnt the good practice which feeds this thematic action?</b>	A21soCtenible (external expert. Member of the PWG)  DELTA 2000 (Italy)
<b>b. What have you learnt?</b>	<p>At the proposal of this LSG member (Jose Luis Yustos, of A21soCtenible), this action is designed, based on his experience in the implementation of this type of initiative.</p> <p>In Italy, the company Atlantide is designing alternative transport initiatives, for example, bike renting, multi modal transport, etc. Atlantide is a cooperative that manages touristic services but also provides consultancy services, management, etc. It will represent a good model to follow.</p>
<b>c. How have you learnt (through a presentation, site visit, discussion, workshop etc)?</b>	<p>LSG Meeting</p> <p>Study visit in Italy but also during several discussion with representatives of Delta 2000.</p>

Action Steps (What will be done)	Responsibility (Who will do it)	Resources (Information, money, materials)	Timeline Start and end dates*	1) Name of the PI to be influenced/ already influenced 2)Change needed (e.g. new project, new call).
1. Study of the viability of possible soft means of transport	Wine Route of Rueda, coordinating the Municipalities of the area, with the support of companies specialized in transport	Money (to be contributed by Rueda Wine Route and / or City Councils), time, previous studies in other areas	3 months	
2. Critical evaluation of the possibilities	Wine Route of Rueda, coordinating the Municipalities of the area, with the support of companies specialized in transport	Previous study	2 months	
3. Definition of tools and platforms	Wine Route of Rueda, coordinating the Municipalities of the area, with the support of companies specialized in transport	Money (to be contributed by Ruta de Vino de Rueda and / or City Councils), / Applications or online platforms	3 months	
4. Promotion and dissemination of new networks	Wine Route of Rueda, coordinating the Municipalities of the area with the support of technological companies	Media / Web / Application / Money The City Councils could provide it. Also the Diputación de Valladolid and the regional government of Castilla y León	6 months	
5. Implementation of the new networks	Wine Route of Rueda, coordinating the Municipalities of	Money: The City Councils could provide it. Also the Diputación de Valladolid and the	12 months	

	the area with the support of technological companies	regional government of Castilla y León/ Online applications		
<b>Implications for other sectors of rural economy? e.g increases demand for restaurants /locally grown food etc. Reduces skilled labour available for other operators Mitigation e.g. implement training courses</b>	<p>The implementation of collaborative forms of transport can reduce costs and favour the mobility of the population with the greatest problems. Directly related to the regional transport plan, it can complement the more formal networks. This allows, in addition to benefiting the local population, that all types of visitors (regardless of their economic level) can enjoy a satisfactory experience in their trip to the area.</p> <p>This issue is relevant to the competitiveness of tourism companies, as has been said before, it is a demand of several types of visitors that require other types of transport options than the conventional one. Propose new ways of mobility can decant the choice of tourist destination to this territory, being that potential increase in customers an element that clearly favors the competitiveness of tourist companies in the area.</p>			
<b>Implications for other actions or policy objectives (e.g. conflicts, synergies, overlaps, possibility of double funding)</b>	<b>Action/Policy objective number:</b> 2.4, 3.3, 4.2, 4.3	<b>Description of implications:</b> There may be overlap with action 3.2		

<b>Policy Objective Title: <u>IMPROVEMENT OF TRANSPORT SYSTEMS, ACCESSIBILITY AND MOBILITY</u></b>	
<b>Policy Objective Number: 3</b>	
<b>Action Title: Creation of a transport network linked to the visits of tourists to wineries</b>	
<b>Action Number: 3.3</b>	
<b>Background:</b> It begins with the realization of a study that assesses the possibility of introducing transport services for winery visitors, proposing different solutions appropriate to each specific case. Through meetings with wineries and transport companies, the resulting study may be presented, receiving indications and corrections thereof. To finish, the necessary actions will be carried out so that the services are implemented in the wineries concerned, always taking into account the needs and peculiarities of each case, and the promotion and dissemination of these services, so that potential visitors can know that they are not they need private means of transport to be able to approach the participating wineries	
<b>a. From which partner/presenter/expert/LSG member(s) have you learnt</b>	Wine Routes of Spain, is a tourist product of state scope set in motion by ACEVIN (Spanish Association of Wine Cities). The Rueda Wine Route is a member of ACEVIN, as well as the Medina del Campo Town Hall and other partners of the Rueda Wine Route.

<b>the good practice which feeds this thematic action?</b>	Delta 2000			
<b>b. What have you learnt?</b>	<p>In some cases, such as the Somontano Wine Route, the visitor is offered an option to travel to wine-growing areas or events related to wine through collective transport.</p> <p>Transport Hub in Delta del Po is a good example that inspired us. It is related to the multi modal transport service. The transport hubs will be nodes where visitors can change their transport, for example, from bus to bike or from train to riding horse, etc.</p>			
<b>c. How have you learnt (through a presentation, site visit, discussion, workshop etc)?</b>	<p>Regional study visit in Somontano</p> <p>Study visit in Italy but also during different discussion with Delta 2000 representatives</p>			
<b>Action Steps (What will be done)</b>	<b>Responsibility (Who will do it)</b>	<b>Resources (Information, money, materials)</b>	<b>Timeline Start and end dates*</b>	<b>1) Name of the PI to be influenced/ already influenced 2)Change needed (e.g. new project, new call).</b>
1. Diagnostic study of mobility linked to the visit to wineries and transport systems and identification of solutions	Wine Route of Rueda (with special importance of the Regulatory Council of the Rueda Denomination of Origin), that could also contract a consultancy or specific support	Wineries information / Field work / Money (to be contributed by the Rueda Wine Route or the Rueda Designation of Origin Regulatory Council) / Mobility studies	4 months	
2. Presentation of the study to the wineries and transport companies	Wine Route of Rueda (with special importance of the Regulatory Council of the Rueda Denomination of Origin), that could also contract a consultancy or	Previous report, benchmarking	2 months	

	specific support			
3. Signing of a collaboration agreement between wineries for the transport of visitors	Wineries / Wine Route of Rueda	Previous study	3 months	
4. Implementation of the transport network for wineries	Wineries / Wine Route of Rueda/ Transport companies	Money (to be contributed by the Rueda Wine Route, the Rueda Designation of Origin Regulating Council or the participating wineries)/ web / applications	6 months	
5. Promotion of transport	Wineries / Wine Route of Rueda / transport company / Local governments	Web, digital platforms, information on paper, money (to be contributed by the Rueda Wine Route, the Rueda Designation of Origin Regulating Council or the participating wineries)	6 months	
<b>Implications for other sectors of rural economy? e.g increases demand for restaurants /locally grown food etc. Reduces skilled labour available for other operators Mitigation e.g. implement training courses</b>	<p>Improving access to wineries and their activities favours the economy of municipalities with poor public transport. It also favours economic activity in rural municipalities</p> <p>It is linked to the objectives related to heritage, transport and economic promotion. There is a transport problem linked to alcohol consumption and the promotion of activities in wineries. It is about facilitating mobility towards the wineries and the villages and towns with comfort for the visitors and without reducing the competitiveness of the wineries.</p> <p>In short, providing visitors with a form of mobility between tourism resources (SMEs), which solves the poor relationship between alcohol and private vehicles, is a great way to increase the competitiveness of tourism companies, as it is provided to the client be able to consume the main product that you want to offer.</p>			
<b>Implications for other actions or policy objectives (e.g. conflicts, synergies, overlaps, possibility of double funding)</b>	<b>Action/Policy objective number: 2.4, 4.2, 4.3</b>	<b>Description of implications: In most cases they correspond to positive synergies.</b>		

## OBJECTIVE 4: Social inclusion and youth empowerment

**Policy Objective Title: Social inclusion and development, youth empowerment and citizen participation**

**Policy Objective Number: 4**

**Action Title: Specialized and official trainings for SMEs in Tourism, Wine Tourism and Complementary Activities**

**Action Number: 4.1**

**Background:**

Conducting a study of training needs in the labour force and in the regional SMEs in the territory of the Rueda Wine Route. This study can be carried out based on the knowledge of the technicians of the local entities, although it is also convenient to ask the tourist companies, who will be able to give a clear idea of the types of professionals they usually need. Through the Official School of Enotourism, several training actions will be proposed, which may be complemented by others that come from other entities. To consolidate all this, an intense training campaign should be carried out aimed at **potential professionals**, who want to specialize themselves in wine tourism, and **also to entrepreneurs**, so that they have knowledge of the generation of professionals appropriate to their activity.

**a. From which partner/presenter/expert/LSG member(s) have you learnt the good practice which feeds this thematic action?**

In general, it has been learned from all partners. To which the knowledge of these nearby entities is complemented, which can solve our problems in this regard. Official School of Winetourism. Chamber of Commerce of Valladolid. There are several training actions that have been launched over the years. In this case, the Official School of Enotourism, recently inaugurated, promises to be a reference in the specific training in tourism linked to the world of wine. For its part, the Chamber of Commerce of Valladolid, through its International School of Cooking and its Business School, allows organizing and accessing specialized and quality training in gastronomic and business matters. We have also learned from Savolinn, and his training experience, in addition to the great information we got from IE held in Hungary.

**b. What have you learnt?**

Seeing the rest of the partners and the ability of their workers to develop the visitor's economy in their SMEs and entities, we have been able to see the lack of training that the human resources of the tourism sector in our region suffer from.

The generation of training activities related to tourism and wine tourism, through, above all, these two entities, are able to train the local labour force to develop professions related to tourism in a more appropriate way. This directly benefits tourism businesses, since they can have highly qualified workers without having to resort to professionals from other territories. The generation of training activities related to tourism and wine tourism, through, above all, these two entities, are able to train the local labour force to develop professions related to tourism in a more appropriate way. This directly benefits tourism businesses, since they can have highly qualified workers without having to resort to professionals from other territories.

<p>c. How have you learnt (through a presentation, site visit, discussion, workshop etc)?</p>	<p>Through Interregional meetings, "ad-hoc" visits to small businesses during those meetings, and direct contact with our partners. Also, through the direct contact with our local entities and observing the work that they have developed in recent years in this regard.</p>			
<p>Action Steps (What will be done)</p>	<p>Responsibility (Who will do it)</p>	<p>Resources (Information, money, materials)</p>	<p>Timeline Start and end dates*</p>	<p>1) Name of the PI to be influenced/ already influenced 2)Change needed (e.g. new project, new call).</p>
<p>1. Identification of training needs</p>	<p>The responsibility for the action would be developed by the Rueda Wine Route, coordinating technicians from local entities within the Rueda Wine Route</p>	<p>Information, Technical Staff</p>	<p>1 month</p>	<p><b>Policy Instrument: Operational Program ERDF Castilla y León 2014 – 2020</b></p>
<p>2. Creation and implementation of official trainings</p>	<p>The main responsibility of this training, in its enoturística scope will be borne by the Official School of Enotourism. For the rest of the topics, more closely linked to gastronomy and tourism, Rueda's Wine Route may be responsible for hiring, promoting or simply knowing the actions that can be developed by public entities, chambers of commerce, VET schools, and SME or non-profit entities specialized in the different topics</p>	<p>Technical Staff, Money (to contribute, according to the activity, beneficiaries and specific objectives, for the Wine Route, the students, the companies, the Town Halls, the Diputación de Valladolid or the Junta de Castilla y León)</p>	<p>12 months</p>	<p><b>Improvement of the SME competitiveness</b></p> <p><b>Investment priority:</b> 3a - Promotion of entrepreneurship, in particular, facilitating the economic exploitation of new ideas and promoting the creation of new companies, also through nurseries.</p> <p>Specifically, the Regional Government of Castilla y León has established in its OP ERDF 2014-2020 an action line based on: - Actions to promote entrepreneurial spirit and culture through workshops and practical workshops, for the birth of business projects and vocations.</p>
<p>3. Promotion of training and motivation of potential students. and dissemination to the companies</p>	<p>The responsibility for the action will be borne by the Rueda Wine Route</p>	<p>Technical Staff, Money (to be contributed by the Rueda Wine Route or by entities interested in attracting students to their courses), funding coming from political instrument (ERDF).</p>	<p>1 month</p>	

<p><b>Implications for other sectors of rural economy? e.g increases demand for restaurants /locally grown food etc. Reduces skilled labour available for other operators Mitigation e.g. implement training courses</b></p>	<p>It especially benefits the training and leisure sectors, in addition to tourism companies, since the training is aimed at workers, current and potential, of these companies.</p>	
<p><b>Implications for other actions or policy objectives (e.g. conflicts, synergies, overlaps, possibility of double funding)</b></p>	<p><b>Action/Policy objective number:</b> 2.3, 2.4, 4.2, 4.3, 5.2, 5.3</p>	<p><b>Description of implications:</b> It is estimated that the action can be started in 13 months, to reach its full potential in 14. Thereafter, it is recommended that the execution be continuous.</p>

<p><b>Policy Objective Title: Social inclusion and develop, youth empowerment and citizen participation</b> <b>Policy Objective Number: 4</b></p>	
<p><b>Action Title: Motivation, Integration and Training of citizens, especially young people, in the Economy of the Visitor</b> <b>Action Number: 4.2</b></p>	
<p><b>Background:</b> It begins with the realization of a study that identifies the real situation of different groups of people, especially young population, regarding their accessibility to employment and awareness actions that link these people, especially young population, to look for training opportunities and work related to tourism. From there we proceed to the design of training activities to adapt this population and professionals to what they need to develop tourism activities, to then be able to create activities designed to publicly recognize good work and training with merits to people and professionals who decide to start or continue their professional career in the field of wine tourism</p>	
<p><b>a. From which partner/presenter/expert/LSG member(s) have you learnt the good practice which feeds this thematic action?</b></p>	<p>a. Europoly Project, Europe for Citizens (Municipality of Medina del Campo) b. Medina 21</p>



<b>b. What have you learnt?</b>		<p>a. Through the Europoly European Project, consisting of networking of Medina del Campo's young people with young people from other parts of Europe, you can learn how to reach young people to emphasise that their participation and training are key in the field of Economy of the Visitor.</p> <p>b. The Medina 21 Strategic Plan encourages citizen participation in various issues related to the Local Development of Medina del Campo. With modifications and corrections, this system can be extrapolated to the DO Rueda Area, to guarantee an adequate citizen participation in the sector.</p>		
<b>c. How have you learnt (through a presentation, site visit, discussion, workshop etc)?</b>		Contact with the entity, being deeply related to this program both the Medina 21 Strategic Plan and the Europoly project, especially as regards the members of the participation groups.		
<b>Action Steps (What will be done)</b>	<b>Responsibility (Who will do it)</b>	<b>Resources (Information, money, materials)</b>	<b>Timeline Start and end dates*</b>	<b>1) Name of the PI to be influenced/ already influenced 2)Change needed (e.g. new project, new call).</b>
1. Study of the current situation of youth and others groups of people regarding local employment opportunities	Responsibility for the action would be developed by the Rueda Wine Route (through the Youth, Culture and Tourism technicians of the partner town councils) hiring a consultant	Information, Technical Staff, Money (to contribute through the Rueda Wine Route or City Councils)	2 months	<p><b>Policy Instrument: Operational Program ERDF Castilla y León 2014 – 2020</b></p> <p><b>Improvement of the SME competitiveness</b></p> <p><b>Investment priority: 3a - Promotion of entrepreneurship, in particular, facilitating the economic exploitation of new ideas and promoting the creation of new companies, also through nurseries.</b></p> <p>Specificly, the Regional Government of Castilla y León has stablished in its</p>
2. Raise awareness among young people about the importance of the Visitor's Economy, and the job opportunities that can be found in it.	Responsibility for the action would be developed by the Rueda Wine Route (through the Youth, Culture and Tourism technicians of the partner town councils) hiring a consultant	Information, Technical Staff, Money (to contribute through the Rueda Wine Route or City Councils)	3 months	
3. Design of motivation activities and Integration of citizenship in processes	Variable. City councils, Chamber of Commerce, Diputación de Valladolid, associations, Junta de Castilla y León, Rueda Wine Route. Any entity that sets	Training infrastructures, Money Technical Staff, Money (Each action will have its	1 month to start. Continuo	

of touristic businesses creation	in motion any action for the motivation of young people, and other groups of people with potential interest, to participate in the Economy of the Visitor. The City Councils will be responsible for promoting the participation of their youth, and other groups of people with potential interest, in the actions implemented by other entities, as well as evaluating the results.	financing. The City Councils can support in it),materials	us task	OP ERDF 2014-2020 an action line based on: - Actions to promote entrepreneurial spirit and culture through workshops and practical workshops, for the birth of business projects and vocations.
4. Design of training activities	As above	Training infrastructures, Money (Each action will have its financing. The City Councils can support in it), materials	2 months to start. Continuous task	
5. Support for youth labor insertion and entrepreneurship and Recognition of merits of citizens participation to increase the bonding of trained and participating people with the Rueda Wine Route	As above	Technical Staff, Money-( Each action will have its financing. The City Councils can support in it),	2 months to start. Continuous task	
<b>Implications for other sectors of rural economy? e.g increases demand for restaurants /locally grown food etc. Reduces skilled labour available for other operators Mitigation e.g. implement training courses</b>		No special involvement beyond the action itself. Source of skilled labour for businesses. And this is very important, because current companies have the problem of not finding adequate and motivated staff to expand their activities focused on the visitor's economy. The limited involvement of local youth limits this growth, leaving resources untapped by companies, subtracting competitiveness. The motivation and involvement of the local population in the tourism sector directly benefits the competitiveness of tourism businesses.		
<b>Implications for other actions or policy objectives (e.g. conflicts, synergies, overlaps, possibility of double funding)</b>		<b>Action/Policy objective number:</b> 2.1, 2.2, 2.3, 2.4, 3.2	<b>Description of implications:</b> Since steps 2, 3, 4 and 5 can overlap, it is estimated that the action can be started in 3 months, to reach its full potential in 9. Thereafter, it is recommended that the execution be continuous.	

<p><b>Policy Objective Title: Social inclusion and develop, youth empowerment and citizen participation</b>  <b>Policy Objective Number: 4</b></p>	
<p><b>Action Title: Specialized Training on business skills, New Technologies and Innovation in touristic companies.</b>  <b>Action Number: 4.3</b></p>	
<p><b>Background:</b>  It begins by conducting a study of training needs, in business, in the territory of the Rueda Wine Route, which can generate a list of courses and activities that can meet the identified needs. Based on this, the different activities designed can be promoted, promoted and executed, motivating companies and professionals to participate and take advantage of the proposed activities. This motivation can be based on the realization of days of motivation and information, design of incentives for training, economic offers, etc.</p>	
<p><b>a. From which partner/presenter/expert/LSG member(s) have you learnt the good practice which feeds this thematic action?</b></p>	<p>In general, it has been learned from all partners. To which the knowledge of these nearby entities is complemented, which can solve our problems in this regard.</p> <p><b>Chamber of Commerce of Valladolid which has</b> decades of experience in commercial training for companies in the Province of Valladolid, both in short courses and in longer duration and entity. It can be a model to follow, or even an entity with which to continue collaborating.</p>
<p><b>b. What have you learnt?</b></p>	<p>Seeing the rest of the partners and the ability of their workers to develop the visitor's economy in their companies and entities, we have been able to see the lack of training that the human resources of the tourism sector in our region suffer from.</p> <p>The generation of training activities related to the New Technologies and Innovation, through, above all, the Chamber of Commerce of Valladolid, are able to train the local population to develop the professions linked, in this case, to the tourism of a most appropriate way. This directly benefits the tourist companies, since they can have highly qualified workers without having to resort to professionals from other territories.</p>
<p><b>c. How have you learnt (through a presentation, site visit, discussion, workshop</b></p>	<p>Through Interregional meetings, "ad-hoc" visits to the partner entities during those meetings, and direct contact with our partners. Also, through the direct contact the Chamber of Commerce and knowledge of the work developed by it during the last years.</p>

etc)?				
<b>Action Steps (What will be done)</b>	<b>Responsibility (Who will do it)</b>	<b>Resources (Information, money, materials)</b>	<b>Timeline Start and end dates*</b>	<b>1) Name of the PI to be influenced/ already influenced 2)Change needed (e.g. new project, new call).</b>
1. Identification of business training needs	The responsibility for the action would be developed by the Rueda Wine Route, coordinating Technicians from local entities within the Rueda Wine Route	Information, Technical Staff, Money (To contribute for the Rueda Wine Route)	2 months	
2. Definition of a list of training courses and activities for companies.	The responsibility for the action would be developed by the Rueda Wine Route, with the support of Training entities.	Technical Staff, Money (To contribute for the Rueda Wine Route)	2 months	
3. Proposal and execution of training actions	Responsibility for the action would be developed by the Rueda Wine Route, with the support of Training entities. Rueda's Wine Route will take into account other training actions launched by other entities but that meet the objectives proposed by the catalog.	Training Infrastructures, Technical Staff, Money (to contribute, according to the activity, beneficiaries and specific objectives, for the Wine Route, the students, the companies, the Town Halls, the Diputación de Valladolid or the Junta de Castilla y León). Funding coming from political instrument	1 month to start. Continuous task	

		(ERDF)		
4. Business motivation	The responsibility for the action would be developed by the Rueda Wine Route, coordinating technicians from local entities within the Rueda Wine Route	Training Infrastructures, Technical Staff	1 month to start. Continuous task	
<b>Implications for other sectors of rural economy? e.g increases demand for restaurants /locally grown food etc. Reduces skilled labour available for other operators Mitigation e.g. implement training courses</b>	It also benefits the training and leisure sectors. Improved competitiveness of some businesses (as a result of upskilling) may result in a declining market share for others.			
<b>Implications for other actions or policy objectives (e.g. conflicts, synergies, overlaps, possibility of double funding)</b>	<b>Action/Policy objective number:</b> 4.2, 4.4, 5.2, 5.3	<b>Description of implications:</b> Since steps 3 and 4 can overlap, it is estimated that the action can be started in 5 months, to reach its full potential in 6. From then on, it is recommended that the execution be continuous.		

<b>Policy Objective Title: Social inclusion and develop, youth empowerment and citizen participation</b>	
<b>Policy Objective Number: 4</b>	
<b>Action Title: Promotion of Innovation and New technologies, and others in Companies of tourism, wine tourism and complementary sectors</b>	
<b>Action Number: 4.4</b>	
<b>Background:</b> It begins with a study of identification of tourist companies susceptible to participate in programs of implementation of technological solutions and innovation and the specific needs in terms of New Technologies and Innovation that companies present. In turn, prioritization on what actions would be more important to develop, generally taking into account its transcendence and expected benefit. From there, an action plan is created that generates a road map to be able to develop all the proposed activities. Finally, economic resources are sought to execute the plan, and the actions are executed.	
<b>a. From which partner/presenter/expert/LSG member(s) have you learnt the good practice which feeds this thematic action?</b>	In general, it has been learned from all partners. To which the knowledge of these nearby entities is complemented, which can solve our problems in this regard.  Chamber of commerce of Valladolid. Diputación de Valladolid. Regional Government of Castilla y León

<p><b>b. What have you learnt?</b></p>	<p>Seeing the rest of the partners and the ability of their companies to develop the visitor's economy, we have been able to notice the shortcomings of the companies in the tourism sector in our region.</p> <p>With extensive experience developing programs to improve companies, your initiatives may be applicable to seek to improve the conditions of service provision of companies in this sector. In many cases these are initiatives in collaboration between these entities aimed at improving training, innovation or the implementation of New Technologies.</p>			
<p><b>c. How have you learnt (through a presentation, site visit, discussion, workshop etc)?</b></p>	<p>Through the interregional meetings and visiting regional practices in the different partner territories. Contact with entities and work developed by them during the last years.</p>			
<p><b>Action Steps (What will be done)</b></p>	<p><b>Responsibility (Who will do it)</b></p>	<p><b>Resources (Information, money, materials)</b></p>	<p><b>Timeline Start and end dates*</b></p>	<p><b>1) Name of the PI to be influenced/ already influenced 2)Change needed (e.g. new project, new call).</b></p>
<p>1. Identify companies and assets likely to participate in support programs</p>	<p>The responsibility for the action would be developed by the Rueda Wine Route, coordinating technicians from local entities within the Rueda Wine Route or Consultant</p>	<p>Information, Technical Staff, Money (to be contributed by the Rueda wine route.) You can consult Diputación de Valladolid and Junta de Castilla y León, in case it coincides with some of its objectives)</p>	<p>3 months</p>	
<p>2. Identify and prioritize needs related to innovation and the introduction of technology in companies</p>	<p>The responsibility for the action would be developed by the Rueda Wine Route, coordinating technicians from local entities within the Rueda Wine Route</p>	<p>Information, Technical Staff</p>	<p>1 month</p>	
<p>3. Action plan to order the implementation of technological and</p>	<p>The responsibility for the action would be developed by the Rueda Wine Route,</p>	<p>Information, Technical Staff, Money (to contribute through the Rueda</p>	<p>2 months</p>	

innovative solutions	coordinating technicians from local entities within the Rueda Wine Route	Wine Route)		
4. Search of resources, both related to the political instruments and with other sources of financing to implement the marked solutions.	The responsibility for the action would be developed by the Rueda Wine Route, coordinating technicians from local entities within the Rueda Wine Route	Technical staff	3 months	
5. Execution	Variable. City councils, Chamber of Commerce, Diputación de Valladolid, associations, Junta de Castilla y León, Rueda Wine Route. Any entity that sets in motion any action for the development of companies in the sector. The Rueda Wine Route will be responsible for promoting the participation of its partners in the actions implemented by other entities, as well as evaluating the results.	Technical Staff, Money (Each action will be financed, for which the Rueda Wine Route will be implemented, financing from the participating companies, contribution from partners or public financing can be obtained)	6 months to start. Continuous task.	
<b>Implications for other sectors of rural economy? e.g increases demand for restaurants /locally grown food etc. Reduces skilled labour available for other operators Mitigation e.g. implement training courses</b>	It especially benefits the productive sectors linked to different types of tourism and that of business services. It also benefits the financial sector.			
<b>Implications for other actions or policy objectives (e.g. conflicts, synergies, overlaps, possibility of double funding)</b>	<b>Action/Policy objective number:</b> 2.4, 4.1, 4.3	<b>Description of implications:</b> Since steps 4 and 5 can overlap, it is estimated that the action can be started in 9 months, to reach its full potential in 12. From then on, it is recommended that the execution be continuous.		

## Part VII – Policy context (Continuation of 1<sup>st</sup> Draft of Action Plan)

<b>PRE-DEFINED IN THE APPLICATION FORM: please fill in accordingly!</b>	
<b>Policy addressed: ERDF Regional Operational Programme of Castilla y León 2004-2020</b>	<b>Body responsible for the addressed policy:</b> General Directotate for Budget and Statistics: Regional Government of Castilla y León

<b>Self-defined performance indicator: Increased percentage of young entrepreneurs benefitting from ERDF support under the ROP of Castilla y León</b>	<b>Target value of the indicator: Percentage</b>

**Evaluation of the current operation of the policy:**

**A. THEMATIC OBJECTIVE 3 of Regional Operational Programme of Castilla y León 2004-2020: "IMPROVE THE COMPETITIVENESS OF SMES"**

Of the total number of companies in the Autonomous Community of Castilla y León, 99.93% are SMEs (0 to 249 employees) and 95.95% are micro-enterprises (1 to 9 employees), of which 54.42% are companies without employees. In addition, the number of large companies is below the national average: 0.07% vs. 0.12%. In this group are the provinces of Valladolid and Burgos which have a higher percentage, since 0.12% and 0.09%, respectively, of their companies have 250 or more employees, followed by Palencia with 0, 08%.

On the other hand, the percentage distribution of companies according to the production sector shows that in Castilla y León, 24.97% of the companies exercise their activity in the commerce sector, 16.57% in construction, and 7.68% in the industry and the remaining 50.78% is distributed in the rest of the services sector, especially in the hotel trade.

In recent years there has been a net reduction in companies, and it is worth mentioning that out of the total number of companies that are discharged, more than 95% are SMEs, of which almost half were companies without employees (ie, self-employed persons).

In relation to foreign trade, the provisional data for 2013 indicate that in Castilla y León, in the last year exports increased by 4.4% while imports decreased slightly (1.3%), which implies a rate of coverage of 113.9. Regarding the sectoral specialization of imports and exports and Castilla y León, note that these are concentrated in the automotive sector, assuming, respectively, 41.1% of the total imported and 35.7% of the total exported.

Although the political instrument has had a real impact on the Castilian and Leonés Rural Areas, an important transformation is necessary to guarantee the arrival to all the municipalities, without excessive dependence on the decisions made by the regional government. However, starting with small "gestures" or "details" can be the way, little by little, to generate new development paths linked to "bottom-up" decision-making that, although in some areas related to the Local Development if they have been worked on, it is not a concept too much practiced in these territories.



In that sense, that some partners of this project is the Junta de Castilla y León and the Diputación de Valladolid, opens the hope so that they can take as their own some measures of change of political instrument that may specify the plan of action. However, the limited activity of these entities in the project participation sessions imply the need to continue insisting so that they do not disassociate from this plan of action.

As a good sign, indicate that both the Regional Government of Castile and Leon and the Provincial Councils of Valladolid, Ávila and Segovia, consider tourism as a priority in their development plans. Although they are likely to improve in focus, adopting a concept of "Visitor Economy" that is still something alien to them, at least we find ourselves with a lot of work done in tourism.

Needs and strategic approach in relation to the Thematic Objective 3 "Improve the competitiveness of SMEs"

The region shows a productive structure based increasingly on the services and commerce sector. On the other hand, the growth of companies shows a negative balance since the beginning of the crisis, in addition to maintaining the business financing problems that limit the investment capacity and, above all, the availability of positive cash flows that facilitate the maintenance of activity.

Faced with this situation, the ERDF Operational Program 2014-2020 should propose a strategy of aid to companies, especially SMEs, both financially and as a provider of services, among others, of advice and protection of intellectual property.

These aids, in coherence with the rest of the program, should be directed at investment projects that imply the creation of new establishments in priority sectors, as it is extracted from the RIS3 of Castilla y León. In addition, actions must be developed to raise awareness of the entrepreneurial spirit in all areas, especially in the field of education (such as university and vocational training) through workshops and workshops that encourage the birth of entrepreneurial projects and vocations.

In this way, within the framework of the actions programmed in the Thematic Objective 3, it is worth highlighting the typology of the same:

- Sensitization of the entrepreneur spirit in the educational field;
- Support to companies with specialized services in innovation.
- Promotion of the technological investment of SMEs and,
- Development of actions that facilitate business financing.

The programming in this Thematic Objective will be made in the following investment priorities and specific objectives:

PI.3.1. Promotion of entrepreneurship, in particular facilitating the economic use of new ideas and promoting the creation of new companies, also through business incubators.

OE.3.1.1. Promotion of the spirit and values of the entrepreneur, improving their image and social recognition and supporting the development of entrepreneur ecosystems.

OE.3.1.2. Creation of new companies and business incubators, in particular by improving access to financing and advanced support services.

PI.3.2. Development and application of new business models for SMEs, in particular for their internationalization

SO.3.2.1. Promotion of new business models for SMEs and their international projection, improving access to financing and advanced support services; particularly in the tourism and cultural sectors.

PI.3.4. Support to the capacity of SMEs to grow in regional, national and international markets and in innovation processes.

OE.3.4.1. Promote the growth and consolidation of SMEs, in particular by improving their financing, technology and access to advanced support services; including the agricultural, fishing, marine, maritime and tourism sectors, as well as SMEs and freelancers engaged in retail or street vending.

SO.3.4.2 Promote innovation of SMEs and cooperation for innovation in all areas; in particular

However, the news that may happen in this programming will be taken into account, especially considering that the end of the current period is close, and that it is usual for calls to "close" to emerge before opening the new periods.

**Kind of change and why it is needed:**

At present, the Junta de Castilla y León, the main channel for European funds in the region, does not clearly contemplate support for activities related to the Economy of the Visitor.

In this sense, one of the main objectives of this project is to modify some announcements of the Regional Government of Castilla y León, so that they prioritize or value in a special way the activities that improve or work with the Economy of the Visitor. No modification has yet been achieved, although efforts are being made to do so. It will be attempted that calls for proposals for ERDF funds, or others that may be published, include these concepts.

In addition, work will be considered a priority to improve all types of heritage that can enrich the general tourism product that Castilla y León can offer. In general, the architectural heritage, the historical-cultural and the environmental must attract funds to consolidate Castilla y León as a tourist destination, and thus help small and medium-sized businesses related to tourism to complement their offer and improve their occupation. The role of Medina del Campo and the rest of the participating entities of the project will be to such entities as the Junta de Castilla y León about the need to promote heritage and its tourist use, as well as serving as an example in some actions that can be developed. The planning carried out in this project can also serve as an example for other territories.

It is also intended that, from the Regional Government of Castilla y León and other entities, the accessibility and internal mobility of rural areas be

improved, with the main objective of improving the distribution of visits, ensuring that all localities can receive visitors and therefore, generate wealth derived from these activities. In addition, working in this direction will also improve the tourist product, facilitating the visit and use of more resources and showing Castilla y León as a more attractive region to visit. Although, aware of the difficulty of modifying the regional transport plan, the focus will be on creating new forms of internal mobility based on soft and / or private transport, to provide a more personalized service that meets the needs of visitors.

Finally, generate policies that focus their efforts on improving and optimizing human capital for the Economy of the Visitor. These improvements may be oriented towards training, citizen participation and the generation of networks of interest.

The way in which you want to modify the political instrument in a specific way to improve activities related to the Economy of the Visitor are the following:

- Calls for direct aid for training, implementation of improvements, creation of new activities, etc., that appear in the action plan, valuing specifically its relation with the Economy of the Visitor.
- Generation of specific support programs for advice or technical service to facilitate the activity of Small and Medium Enterprises in the sector.
- Start-up of co-financing programs for the recovery and promotion of all types of assets available for the Economy of the Visitor.
- Programming of public transport services to improve internal mobility in rural areas. Also the implementation of programs to improve accessibility.

The technical conferences held in 2017 in Amarante (Portugal) and in Barbastro (Somontano) in 2018 have contributed to the achievement of several very relevant results for the Rural Growth project and for the Rueda Wine Route in general:

In the first place, they have served to cohere the relationship between the different socio-economic agents involved in the project in a few days of coexistence full of activities linked to the economy of the visitor and the slow tourism.

They have also served to make contacts with counterparts in other territories, knowing first hand the answers given in these areas to common problems and how local resources have been optimized there.

In both territories, the Rural Growth project has been disseminated and publicized with public presentations.

We also visited good practices applicable in our area of small rural businesses that have recently started their activity in each of the places where these meetings were held.

In both cases, regional representatives of entities from a field superior to that of our region and Ruta del Vino participated, such as the representatives of the Douro Douro Heritage AECI Cluster, linked to the Castilla y León Regional Government or the Provincial Councils of Valladolid and Segovia.

At the level of ERDF funding and through the Junta de Castilla y León and the Directorate General of Tourism, this conference has contributed to the creation of its own territorial brand in Castilla y León called Wine Routes of Castilla y León that receives direct financing from FEDER funds and supports the different enoturism initiatives of the 8 existing wine routes in the region, including Rueda. In this sense, it also highlights the funding of seminars and seminars in the same sense of those organized within the framework of the Rural Growth project, taking these as references when replicating this model

of work in other wine routes. In the case of the Rueda route, these actions will continue in the future with the organization, for example, in the month of May of a Regional Congress of Enotourism where the results of the actions that are being implemented in Rural Growth will be exhibited.

In the case of the conference held in 2018 in Madrigal de las Altas Torres, a small town near Medina del Campo with 1,500 inhabitants, its relevance was very high both for the contents there and for the people who attended it from all over the world. Castilla y León and that had the assistance of the responsible person of Spain in the European Parliament of the policies of fight against the depopulation in the territory.

Detected the basic problem of this region in the initial phase of the project in relation to the constant loss of population and the permanent exit of qualified young people to other regions of Spain and the European Union, we proposed a thematic day in this regard to try to communicate and discuss with the audience the capacity of programs such as Rural Growth to stop this population drain through entrepreneurial initiatives at the business level taking advantage of the resources of the area.

The day was successfully developed and with a high participation rate, closing it with a declaration called "Letter of Madrigal" which is a document that includes the objectives set in the day and the need to act from the local to alleviate this situation with concrete actions and the need to improve the financing instruments of the regional, Spanish and European administrations to face the demographic challenge.

This declaration has been signed by many people and entities later and has become part of the actions of Rural Growth and the Plan to Combat the Depopulation of Medina del Campo and its surroundings. Likewise, its relevance and that of the Rural Growth program, which is expressly mentioned in the Madrigal Declaration, has been one of the references taken by the High Commissioner for the Fight against Depopulation in Spain, an entity of the Government of Spain created in 2018 and directed by one of the expert coordinators of the LSG of Rural Growth, Ignacio Molina.

**Table a.) linkage between the required policy change and the actions**

Action Number (1.1. etc)	Action Title	What policy change is linked to the Action
2.1	Identification and diagnosis of tangible (material), intangible and cultural heritage	It is needed direct funds for actions with a strong touristic interest. The existing calls for proposals to rehabilitate heritage, should be more oriented for touristic projects.

	resources which are recoverable (RECOVERY Diagnosis)	The public entities should open more calls. It is an ambitious objective but it would be very useful. The strategy will be that from Medina del Campo and the Ruta del Vino area, pilot experiences will be generated and then extrapolated to other wine tourism areas of Castilla y León. It is also intended that with this plan, some direct help lines may come out to promote some aspects of interest for these wine tourism areas.
2.4	Development of an integrated tourism offer	In this case, money is not fundamental. It would be more interesting the political support provided by the Regional Government, Provincial Government or Municipalities, especially when involving companies and entities in charge of touristic resources. Also, It is needed an internal system of information, where all the data is structured at regional level, and the different touristic entities and bodies, can manage this information. It would be very interesting in order to generate new touristic integrated products.
3.1	Suppression of architectural barriers in buildings (public and private) to improve visitor access	Given the poor situation in accessibility material of some buildings for tourist use (doors and access stairs, interior mobility, lack of non-visual signaling, etc.). It could be added to the existing calls, the concept of Visitor Economy, so that projects of arrangement of several buildings that are destined to generate a tourist route can increase options of receiving aid.
3.2	Design of soft transport in the context of a Collaborative Circular Economy and a Slow Tourism	It could be of interest that in existing calls for generation of transport or environmental projects, some category was added to enable routes based on soft transport and slow tourism, preferably in actions that could be used by visitors
4.1	Specialized and official training in Tourism, Wine Tourism and Complementary Activities	The capture of public co-financing for the realization of this type of training activities, which may mean less economic effort for the potential students, may be of interest to consolidate a group of wine tourism professionals in the area. It is a priority to have a group of professionals who comply with guarantees in order to properly attend to visitors. With specialized training it is intended to achieve.
4.3	Specialized Training on business skills, New Technologies and Innovation para empresas del sector turístico	The capture of public co-financing for the realization of this type of training activities, which may thus imply less economic effort to students, may be of interest for professionals in tourism and wine tourism who will be updated in fields like New Technologies or Innovation. It is a priority to have a group of professionals and businessmen who comply with guarantees in order to properly attend to visitors, and to ensure that their businesses are as competitive as possible. With specialized training it is intended to achieve.

Table b.) Policy-influencing activity

Policy Influencing Activities (What will be done)	Responsibility (Who will do it)	Resources (Information, money, materials, workshops, meetings)	Timeline Start and end dates*
<p><b>1. Institutional meetings and study visits in Amarante (Portugal) and Somontano (Aragón) with Municipalities and other regional stakeholders in order to introduce the project and its main objectives</b></p>	<p>The Municipality of Medina del Campo is responsible of this.</p>	<p>The Municipality of Medina del Campo has organized several institutional meetings through rural growth resources but it also has invested its own resources to organize several activities as the study visits in Amarante (Portugal) and Somontano (Rioja).</p>	<ul style="list-style-type: none"> <li>– Regional institutional meeting in the Castle of la Mota. First semester.</li> <li>– Study visit in Amarante (Portugal). February 2017;</li> <li>– Study visit in Somontano (Aragón). March 2018</li> </ul>
<p><b>2. Participation in promotional events to share the Action Plan, as the Conference about European Funds and demographic challenge in Madrigal de las Altas Torres (Avila) with the European Deputy Iratxe García.</b></p>	<p>The responsible is the Municipality of Medina del Campo who has organized its participation in both events.</p>	<p>The initiatives were organized by the Municipality of Medina del Campo with Rural Growth resources. In the Case of Madrigal de las Altas Torres, the European Deputy Ms. Iratxe García has participated, involving and attracting several mayors and representatives of different regional institutions.</p>	<ul style="list-style-type: none"> <li>– Conference in Madrigal de las Altas Torres. May 2018.</li> <li>– It will be necessary to participate in more events were institutional representatives will also participate, as tourism fairs.</li> </ul>
<p><b>1. Meetings with the Regional Government of Castilla y León and its departments related to the Rural Growth project</b></p>	<p>The responsibility will be shared between the technicians and representatives of the</p>	<p>For the meetings it will be necessary only human resources and transport resources. Some meetings were already made in Aguilar de Campoo</p>	<ul style="list-style-type: none"> <li>– These meetings should be continuous, every two or three months (if possible),</li> </ul>

	<p>Municipality of Medina del Campo, Wine Route of Rueda and other stakeholders, with the regional government of Castilla y León. Castilla y León manages its ERDF through different departments as the Foundation Santa María la Real (Department of Heritage) or the Foundation Siglo (Department of Culture).</p>	<p>(headquarter of the Foundation Santa María la Real) but also in Valladolid or Medina del Campo.</p>	<p>because the Regional Government is the main responsible of the regional policies and ERDF applications.</p> <ul style="list-style-type: none"> <li>- As example, the meeting in Aguilar de Campoo. November 2017</li> <li>- Another example, the meeting with the regional government of Castilla y León, the Foundation Siglo and all the Wine Routes of Castilla y León. June 2017</li> </ul>
<p><b>2. Contact with Provincial governments in our target area as Avila, Valladolid and Segovia, in order to attract alternative resources.</b></p>	<p>The responsibility falls on the technician of the Board of the Provincial Council of Valladolid participating in Rural Growth, accompanied by the Wine Route, City Councils and Provincial Councils.</p>	<p>A meeting will be held with the positions responsible for financing in the field of tourism, culture, economic development, etc. Or directly with the people who hold the presidency positions.</p>	<p>There were established some contacts and discussions with the Province of Valladolid and the Province of Avila, through activities as the study visit in Amarante.</p> <p>There will be necessary to establish more formal meetings during the first semester of the second phase in order to find alternative sources to implement in our target area.</p>

RuralGrowth as an engine for change:

How has the RuralGrowth project contributed to identifying and possibly achieving the proposed change(s) to the policy?

– The RuralGrowth project has contributing through the LSG meetings, where stakeholders analyzed the main features of the policy instrument and its needs. It was also very interesting to contrast our policy instrument with the reality of our partners through the different international meetings organized in Drenthe, Savonlinna, Nagykanizsa, Harghita, Delta del Po or Medina del Campo. Furthermore, it was very important to work with different experts as Mr. José Luís Yustos and Mr. Ignacio Molina in our working group. As well as CRE and the project coordinators who supported us in our works regarding the policy instrument. Finally, the institutional meetings and activities were very useful in order to discover the main issues, structures and dynamics of the policy instrument in our region, as we didn't know exactly how they were, until we met with the main policy instrument responsible.