



## **PEER REVIEW**

**Interregional Learning and Exchange of  
Experience (ILEE) events**



**Mallorca**

**October 19-21 2021**

The fifth Interregional Learning and Exchange of Experience Event (ILEEE) took place in Mallorca from 19th to 21st October 2021 with the participation of partners and key stakeholders from six partner regions.

The learning process focused on the following topics:

- Cultural heritage assets (tangible & intangible)
- Traditional Ecological Knowledge
- Economic opportunities
- Stakeholder involvement

During three days of ILEEE in Mallorca, partners and stakeholders met and discussed the cultural heritage of local fishing communities, paying attention to the four themes of the Peer Review, and learned about the good local practices analysing their potential for transferability to other fishing communities in Europe.

The questions and comments contributed to creating a comprehensive and relevant picture regarding the current situation of the fishery community in Mallorca, providing a basis of reflection for Peer Review.



**THEME: Cultural Heritage Assets (tangible & intangible)**

This theme focuses on all local cultural heritage assets, either tangible or intangible (including myths to daily practices, traditions, ecological knowledge and crafts, gastronomy, harbours and boats and fishing nets). The theme provides an opportunity for peer reviewers to highlight the available Cultural Heritage Assets in the host region and its specific elements (such as processes or techniques) that are important for successful outcomes. It also focuses on the potential for meaningful dissemination and transferability to other regions and countries.

- Which cultural heritage assets can be found in the region?

During site visits in Mallorca, attendees discovered most of the tangible heritage (boats, tools, technics), and they were offered a storytelling on tour during their visit to *Port de Sóller*.

- What is particularly interesting and relevant?

Some partners experienced the same issues concerning maritime heritage, for example, the decline of fishing boats. Although, it exists a different level of readiness in identifying the problem and leading towards a potential solution. Some partners are already exploring solutions, trying to draw policies and strategies, while others are still in the identification process of the problem. Partners also expressed their interest in different building smart technics of boats. Finally, they highlighted the levels of importance in the auction methods.

- Have good practices been adopted or rolled out more widely?

The good practices were found very interesting, the methodology and knowledge was transferred.

- What could be done to boost this process and to stimulate transfer of good practices?

All partners expressed that a lack of funding or strategy is a pressing issue. It was stressed that maritime development funds and local strategies are crucial for maintaining the sustainability of maritime cultural heritage. Moreover, benefits to fishermen may incentivize them along with the support of NGOs that can advocate. Finally, the flow of information among multiple stakeholders is vital.

- What factors would need to be taken into account to transfer to other places with different heritage structures, historical, social, economic, political or cultural contexts?

All the above-mentioned are considered essential, including also legal and climate factors.

### THEME: Traditional Ecological Knowledge (TEK)

This theme provides the opportunity for peer reviewers to highlight the available Traditional Ecological Knowledge in the host region's policy, programme, projects and solutions – as well as specific elements (such as processes or techniques) that are important for successful outcomes. It also focuses on the extent of, and peer reviewers' judgement of the potential for meaningful dissemination and transferability to other regions and countries.

Regarding Traditional Ecological Knowledge, a cursory glance and the fact that host organization, the Sustainability and Environment Department of Consell de Mallorca, did not do any targeted research, record, documentation and presentation of TEK within the Cherish project, could result in the conclusion that the host region has no TEK. Nevertheless, a thorough look at what has been presented in Mallorca, could unavoidably lead to the ascertainment that TEK has been encountered.

TEK is connected to the boat theme, that is so cross-cutting in Mallorca's selected Good Practices (GP). All the GP presented compose a story with a very logical continuation:

- saving and preserving the skills to design a boat and the actual templates, thus making this heritage more visible on the island
- saving the actual boats from destruction
- promoting a specialized yacht club who sail these wooden boats
- and museum working on the relationship between society and sea.

The above seems a very focused and strong approach. All these projects brought together like this have a great potential to further promote solutions for the preservation of traditional wooden boat in Mallorca. They also combined together could create new funding opportunities to tackle this issue.

- Which cultural heritage assets can be found in the region?
- Compilation, documentation, archiving and digitalization of traditional wooden boat designs of current and ancient Mallorcan shipbuilders, through "GALIBS project" that has been presented as a GP.
- Safeguard, protection, conservation of twenty-five traditional wooden vessels from scrapping, especially those of professional fishing, through "La Nau project: Safeguard of traditional vessels in Mallorca", presented as a GP.
- Preservation of traditional artisan fleet and Latin sailing as a sport and cultural element, i.e., by organizing an annual regatta, also by providing financial incentives (e.g., financing part of the mooring charge), though the "Strategy for the preservation and promotion of Latin Sailing promoted by Gala Gamba Yacht Club", also presented as a GP.
- Guided interactive visits to traditional shipbuilders' centre, focused on pupils and university students and other members of the public, aiming to acquaint them with the trade and the world around and generally the traditions of the sea, through "Educational program "Discover the Sea", presented as a GP.
- Involving maritime community in the design of the Museum by adopting a participatory process. The museum has been actively reaching out to the local community on different levels through participation in local events. Also, more planned out discussions with stakeholders including reaching out to nautical and gastronomic sectors. All these have been accomplished through the "Participatory process for the creation of the Maritime Museum of Mallorca" project, also presented as a GP.

- Strengths, areas for improvement and gaps

The production of a boat design database through Gàlibs project that will safeguard all this information for the future generations, even if all traditional boats are lost, is considered a major strength of the host region. However, improvement should be made in order not to view these boat designs as separate from their true function, that is to make boats sail on the ocean. Boat building is also important to be included in order to keep these traditions alive. This could be done by paid master student apprenticeships for any young person showing interest in this field and also by planning and implementing programs to promote the techniques of sailing these boats encouraging interaction with their true function – sailing on the ocean.

Boats are representative of different types and can be used as blue prints for reinvigoration of traditional boat building in the future if needed. Saving old wooden boats from the brink of destruction makes a very powerful story. The story of one boat, with pictures, when possible, from its active fishing days to present day restoration, has a potential to give a lot of insight in the island history and the changes the one boat has experienced during its existence.

This knowledge will be static until these traditional boats are used on the ocean again. The host region could examine the possibility if there is any way that one of the saved ships would not all end up physically in a museum, but maybe as a floating museum, in a fishing port or even so that visitors could book a small trip in advance and experience the boat on the sea.

Cala Gamba Yacht Club actions for protecting traditional wooden boats and Latin sailing, are considered place-based knowledge, that is transferable intergenerationally, and is lived knowledge.

“Discover the sea” educational programs present great strengths, when one sees that this work is focused on the young people of Mallorca. But if traditional skill is to survive, there must be easily accessible pathways for them to learn and practice these skills, ideally linked with viable employment opportunities.

Area to improve would be to consider the possibility of paid master/student apprenticeships for any young person showing interest in this field, and / or offer some more lightweight possibilities for the interested students to explore the wooden vessels further. Some interesting subjects to be answered could be: “Does the tour contain discussion and perhaps also allow the students to ponder on why the preservation of these boats is so important, for what purpose they were used, who were the people using the boats, how far in the sea they were travelling with these boats, why these boats are designed as they are?”

The Maritime Museum of Mallorca focuses on the participatory process engaging members of the public in issues important to the maritime community. It also allows guidance of future direction by harvesting public opinion with the “Wish Net” exhibition. This process gives value to the maritime community and upgrades the status of people dealing with the maritime tangible and intangible heritage.

- Good practices and potential for transferability

The creation of a very important repository of information that can be accessed by current and future generations and the fact that all this information could be used by other boat builders showcase “GALIBS project” as the best good practice of Mallorca region with a very strong potentiality for transferability to the other Cherish partners’ area.

“La Nau project: Safeguard of traditional vessels in Mallorca” GP points out the fact that both NGO’s and public bodies have a role in maintaining traditional knowledge. Citizens can coalesce around an emblematic theme e.g. loss of traditional boats, which can then be used as a platform for tackling other issues like the disconnect between people and nature. This work can be transferred to other regions with similar issues.

“Strategy for the preservation and promotion of Latin Sailing promoted by Gala Gamba Yacht Club” GP entails a major belief, that traditions are kept alive by practicing them. So financial incentives have been provided to help facilitate the continuation of the Latin Sailing. Early identification of a loss of traditional knowledge allowed strategies to be created that could mitigate this loss e.g. the regatta. This GB can be also considered as transferable to the other partners.

“Educational program “Discover the Sea” includes guided tours with interactive learning tools and methods that can be considered a GB and transferred to other Cherish partners’ area. Also, the fact that students with additional needs have been included in the guided tours is also a good example of best practice.

“Participatory process for the creation of the Maritime Museum of Mallorca” project is a transferable GP to the other partners. Undoubtedly, planning a new museum or the future direction of it by target participant groups, results in stakeholder buy-in.

- Lessons learnt and their implications

Loss of traditional knowledge and skill is a function of modernity and must be tackled on many levels if this trend is to be reversed. Repositories of designs are an integral part of this work. However, to keep knowledge truly alive it must be lived! More people must be attracted to learn traditional boat building techniques if it is to survive.

Certainly, both NGO’s and public bodies can play an important role in maintaining traditional knowledge.

It is crucial to be able to identify early any loss of traditional knowledge and also to reverse this loss e.g by giving the adequate essential financial incentives.

It is very disappointing the fact that there is a disconnection between environment and human interaction, that results in a limited understanding of the sea and its traditions. All the stakeholders must work in order to reverse it.

Involvement of stakeholders in a participatory process that has real world outcomes i.e. future direction of the Museum, is a major step towards stakeholder buy-in and future longevity of projects. This is an example of best practice involving stakeholder engagement. However, the

needed resources listed make the project seem super cost-effective, but it may have to be reconsidered in the future since the participatory work the museum is carrying out is rather labour-intensive and takes commitment also that requires the right kind of people to be involved.

- Recommendations for the host region

Encourage young people to learn the traditional skills and give them grants to those that would like to study shipbuilding, ship carpentry, history, anthropology etc.

Try and combine the database of boat designs as well as keeping the knowledge of sailing these boats on the ocean. Involve young people at all stages trying to keep this as lived knowledge.

A lot of things should be done towards an interdisciplinary approach of Mallorcan traditional boats. Historians, anthropologists, museologists, marketers, tourism planners etc. should work together towards preservation and enhancement of Mallorcan traditional ecological knowledge.

- Recommendations for other CHERISH regions

Databases of knowledge and skills that may be potential lost in the future are a fantastic and transferable idea.

Recognize the importance of decisive early action including financial support to reverse the loss of traditional knowledge.

Involve NGO's as well as public bodies in tackling your issues.

Follow the interactive model in the transmission of traditional ecological knowledge.

Purposeful and lasting collaboration with the young generations in order not only to keep TEK alive, but also to diffuse it.

### **THEME: Economic opportunities**

This theme focuses on economic opportunities from cultural heritage in the fishing communities within the host region. This theme provides the opportunity for peer reviewers to highlight the available economic opportunities in the host region as well as specific elements (such as processes or techniques) that are important for successful outcomes. It also focuses on the potential for meaningful dissemination and transferability to other regions and countries.

- What economic opportunities already exist?
- The Gàlibs project is a good economic opportunity since it leads to many young people learning new skills.
- Private ownership of boats.
- Regattas in the private clubs.
- Sale of Museum tickets.
- Documenting the details of the boats in a private database leads to good research material being produced and it can also be paid by the companies for private research.
- 3d models in the workshops attract the youth and make it more interactive.

- What possibilities are available?

More and more economic opportunities can be created through rebranding of the island as a sustainable (and niche) tourist destination. This rebranding can be done in the following ways:

- Improving the quality of tourism (niche product).
- Linking history of island to mainstream tourism; fishing heritage should be made more popular.
- Joint promotion and international cooperation for the boat projects.
- Projects like Gàlibs project can be established in other areas where traditional shipbuilding is alive, given that other areas are also willing to pay.
- Business model for renting boats to tourists; this can be a good source of income like for example boat trips on traditional boats.
- Sailing courses in particular for young people and to take part in the regatta's.
- Creation of an experience package: tourism routes and packages eg. Lighthouse route.
- Connections need to be established (inter-sectoral). This can include festivals, collaborations with gastronomy, local restaurants and businesses.
- Investment by international companies for the sponsorship for promoting environmental and cultural heritage (image making).

- What has already been achieved?

- Great work has gone into preserving the knowledge and skills of traditional ship building. This knowledge is also transferable, attractive for the youth and is accessible for everyone.



- Relationship of trust between Consell de Mallorca (who provide continued funding and support) and private entities.
  - Direct contact with schools and students for workshops which generates interest in the youth in a young age.
  - Cala Gamba Club: grassroots level initiative (bottom up process), activities and project are very strong anchored in the community.
- What are the Key Success Factors?
    - Consistent networking between private initiative, municipality, people and other institutions.
    - Municipality responds to the demands of the fishermen.
- What are the Key Lessons?
    - Building trust is important among different stakeholders.
    - Effective raising of awareness on activities (cultural heritage).
    - Involvement of the young generation in the transfer of knowledge is essential.
- What are the key Challenges?
    - Too much reliance and dependency on regional funding.
    - Threat of mass tourism of yachts on small boats.
    - Need for a balance of the above point.
    - How to connect big businesses to traditional activities. How do you connect the 15 million visitors who visit Mallorca each year. > Storytelling – Sustainable tourism
    - Need for investment in the ‘story’ of the projects.
    - Inclusion of the options of sustainable tourism for cruise ships and visitors like the option for exploring the hiking route.
    - Dissemination of knowledge in the projects in a sustainable fashion (reliance not just on volunteers).
    - Ambassadors for approaching international audience.
    - There is a need for an investment in signs (for examples in museums) to be translated in English so that they are accessible to an international audience.
    - Connect more with eco-tourism and sustainability. The new trends in tourism.
    - International cooperation with other boat heritage projects, joint promotion and publicity and sustainable financing.

- Recommendations for other regions:
  - Integrated policy for preservation of boats (applicable in some countries but not in all); there should be a distinctive fishing cultural heritage access for tourists; more focus on maritime heritage.
  - Regions should have a long term business plan including private investment to preserve cultural assets
  - Transferring the responsibility to other stakeholders other than municipalities is crucial so that all the pressure is not just on the municipalities. Important for the long term engagement.
  - Partner regions need to find a way to approach mass tourism in such a way that there is a balance for ecological preservation and the needs of the local population that goes hand in hand with attracting tourists.
  - Creation of a niche market for sustainable tourism.
  - Connecting eco-tourism to traditional tourism (like the hiking route).

### **THEME: Stakeholders involvement**

The final theme focuses on stakeholder involvement in all other themes. The involvement of representatives from relevant stakeholder groups aims to support an active communication, public participation and the successful implementation of the results of the CHERISH project

- What stakeholders are involved and what role do they have?

Led by the Sustainability and Environment Department of the Consell de Mallorca, there is good evidence of active stakeholder involvement and effective engagement activities on the Island. The stakeholders playing a crucial and active role to implement the various fishing heritage initiatives at local level include:

- Consell Mallorca: Governing body
- Federation of Fishermen Guilds
- The local guilds and their representatives
- Heritage sites incl. management staff (incl. maritime museum in Palma)
- Traditional boat builders
- Fishermen
- Yacht Clubs, including Cala Gamba
- Local residents, incl. young people
- Tourists
- Tourist related businesses, e.g. hotels and restaurants

These stakeholders form a broad, multi-disciplinary network at different levels. Thanks to the Consell de Mallorca and their connections within the local communities, the Department of Sustainability and Environment is now a facilitator for communication, transnational exchange and implementation of best practices with respect to promoting fishing community heritage.

- Level of participation and communication between different stakeholders

Consell de Mallorca recognised that there is a need to improve stakeholder engagement, and to involve more actors from the fishing heritage sector and improve participation. CHERISH has enabled this and widened / opened up their vision for stakeholder cooperation. Before the project, things were different with not so much contact with the Island's Guilds and fishers. Stakeholders such as the fishermen's guilds, the Maritime Museum and traditional boatbuilders in the Gàlibs project now interact with each other and their collaboration, led by the Consell Mallorca, is crucial for creating awareness about all the initiatives among citizens and to some extent tourists alike. The creation of the museum has obviously been key to their successful stakeholder work and for communicating Mallorca's heritage 'story'. The museum is now a hub linking the fishermen, guilds, shipbuilders and the local community. The newly established hiking routes link other heritage attractions and tourist related businesses, e.g. hotels along the routes, and they also play an important role for tourist awareness and public experience. All these initiatives have shown effective stakeholder engagement and participation.

- Are events and workshops already a part of the participation process?

The initiatives that have been implemented, such as the Maritime Museum, the Gàlibs project, traditional shipbuilder's workshops, the Hiking Route and the Lateen Sailing Strategy, all rely on events and workshops to engage with citizens and educate them about the cultural heritage of Mallorca. The Maritime Museum Director is proactively working to involve the public (mainly local residents) in the design of the museum. Communication, led by the Consell de Mallorca, between the museum and the Gàlibs project to restore/build exhibit examples of the old traditional boats seems to be bringing good results. It is clearly evident that through events and participatory activities at the museum, boatbuilding workshops and the regattas run by the Cala Gamba Yacht Club, that young people are now being engaged. The museum is particularly interested to address why young people are not visiting museums and why the younger generations are only really interested in parallel activities, e.g., festivals. It is good to see that social integration is important and that it is evident across all initiative activities. The hiking routes offer visitors a new cultural and quality experience. The various heritage sites positioned along the routes are collaborating with the administration of Mallorca e.g. guide writing, for the improvement of public (hikers) awareness of the islands heritage and cross promotion. These participatory tools enable a higher stakeholder involvement in the region, and also facilitates communication and social integration.

- Are all stakeholders actively involved?

Consell Mallorca has done a commendable job establishing trust and high levels of communication between them and the various stakeholders such as the Maritime Museum, the fisherman's guilds, Gàlibs project, etc. However, in general there does seem to be a lack of consideration for the tourists even though they are an important target group. Each year, Mallorca attracts millions of tourists, and tourism is the main economic activity of the island. While the shipbuilders' workshop is mostly geared towards school children, the Maritime museum and the hiking route should consider putting up signs in English and/or French and German. Mallorca sees a high number of international tourists each year, and a lack of signs in languages other than Spanish and Catalan reduces the accessibility to the cultural heritage of the region. Private clubs like the Cala Gamba also lack international public outreach. Even for the hiking route, a tourist feedback loop seems to be lacking.

- Which stakeholders are missing and what role should they have?

It has not been practical over the course of the project to invite fishermen to meetings as their daily routines / lifestyles prevent them from taking part in weekday/office day events. The fishermen have instead been represented by the individual guilds and the Federation of Guilds at meetings/workshops. Apart from the hiking route, tourists' opinions, their interests and needs also seem to be low on the agenda for the department of Culture of Consell de Mallorca. More feedback and accessibility for visitors is needed, e.g. information in English is often lacking. Another stakeholder group that seems to be missing is business/private enterprise. Public – private cooperation is currently quite low and apart from the Hiking routes, it is not really evident in the region's best practices or action plan. Apparently, it is not easy for Consell de Mallorca to work with private companies due to competition/fairness.

- What the host region has done

Mallorca has put a number of actions in place which have been an inspiration for other regions, including the creation of the museum, the Gàlibs project and the new lighthouse hiking route. Through these initiatives, stakeholder engagement has improved significantly. CHERISH has magnified the benefits and has instigated the sharing of ideas/best practices with other regions. The stakeholder engagement model implemented through CHERISH is also transferable. Additionally, the relationship of trust between Consell de Mallorca and other stakeholders such as the Fishermen's guild, private clubs and the Gàlibs project is commendable. For future steps, it is imperative to increase this involvement and try to include and involve more stakeholders, such as the fishermen themselves and the citizens.

- Recommendations for the host region

Ambassadorship could bring great benefits for the Island. It would be good to see the public being encouraged to share their good experiences with other travellers which in turn may help change the tourist destination image of Mallorca. Ambassadorship is also relevant for businesses, such as hotels and restaurants, since they are usually the organisations with which the public has most contact. Businesses could be more involved to offer quality experiences, to help raise awareness and promote the Island's identity / heritage. With private sponsors for the traditional boats, regattas and other public events traditional/cultural fishing activities may become more visible, innovative, reach a broader audience and reduce public costs. To address the lack of public-private cooperation, it was suggested that the Consell could define and work with a sustainable business criterion that companies need to meet – if the companies meet the defined criteria then they can collaborate, be mentioned in guides and be cross promoted etc. This would be an incentive for the businesses but also give confidence to the public/tourists that companies are sustainable and care for the Island's heritage. We observed that a lot of the interesting and promising initiatives targeting the public are only directed and reaching local residents. It would be beneficial if more of the heritage activities/participation processes were tailored towards the huge number of tourists that the island receives per year. This could be achieved by involving private travel firms with cross promotion of quality and cultural experiences, an active online presence geared up to international visitors, i.e. more use of QR codes and more widely spread international language signage. The inclusion of ambassadorship and making the cultural heritage of the region more accessible for tourists will ensure the involvement and engagement of additional stakeholders. While the stakeholder engagement done up until now by Consell de Mallorca is commendable, there is room for improvement, and one way to facilitate that would be through the inclusion of additional stakeholder groups and expanding the reach of the project to a greater international touristic audience.