



Una manera de hacer Europa



Crane Festival 2017

General Directorate of Tourism

Programa Operativo de Extremadura

Fondo Europeo de Desarrollo Regional

Año 2017



ORGANISATION OF THE ACTIVITIES, PERFORMANCES, ASSEMBLY AND REMOVAL OF MARQUEES, MODULAR STANDS AND OTHER COMPLEMENTARY INFRASTRUCTURE FOR THE EVENT OF THE 2017 CRANE FESTIVAL

DESCRIPTION OF THE PROJECT

Extremadura hosts a rich and diverse natural heritage, that as well as being conserved, should also be valued in supporting the sustainable development of the region and its inhabitants. One such way is through birdwatching tourism. Extremadura is one of the regions in Europe with the highest diversity of bird species, some of which are in danger of extinction. Bird watching is the principal motive for many visitors, both national and foreigners. To put value on these resources, as well as promoting Extremadura as a destination for nature tourism, especially bird watching, and in the context of the arrival of the cranes to Extremadura, we held the Crane Festival in the recreational park of Moheda Alta in Navalvillar De Pela on 2nd December 2017.

The General Directorate of Tourism developed the Crane Festival as a project co-financed by regional Structural Funds, through the Regional Operative Programme of the European Fund of Regional Development, enabling through these means greater visibility of the initiatives undertaken in Extremadura around promotion of tourism with European funding.

The Crane Festival takes place in the recreational park of Moheda Alta, an ideal location for watching cranes and where there is a large concentration of these birds that winter in Extremadura. It is an event organised in collaboration with environmental and tourism organisations, businesses and associations, with the key objective to promote tourism that is sustainable and respects the environment, taking the necessary means to ensure that in their work and services, there is as little environmental impact as possible.

The project consisted of contracting all the services needed for the organisation of the activities, performances, guided routes, assembly and removal of the marquees and stands, as well as other infrastructure planned for the event, with the necessary equipment for the effective implementation of the Crane Festival 2017.

A total of 17 large marquees were installed for the event, infrastructure for several activities, businesses, tourist information point, first aid point, a stage for performances and the inauguration...etc.

The activities undertaken during the event were:

- BREAKFAST WITH THE CRANES
- > BIRDWATCHING TOURS BY BUS
- > GUIDED WALKS
- > CYCLE TOUR OF MOHEDA ALTA
- > PERFORMANCE: PARTY OF THE THOUSAND CRANES
- > LECTURES. In the lecture room at the Moheda Alta Interpretation Centre
- > GAME OF CLUES TO GUESS THE BIRD
- DANCE PERFORMANCE
- > TETHERED HOT AIR BALLOON
- > CLOSING CEREMONY: PERFORMANCE BY FOLK GROUP "EL CALDERERO"
- > CHILDREN'S WORKSHOPS (Environmental and bird awareness workshops for children: face-painting, bird models, badge-making, birdfeeders...)
- CRAFT AND FOOD MARKET



1.- ZONA DE CARPAS



2.-JORNADASTÉCNICAS









3.-ACTIVIDADES

The body responsible for the operation is the Tourist Promotion Service of the General Directorate of Tourism, Council for the Economy and Infrastructure.

Budget awarded was 41,383.11 €, 80% co-financed by the European Fund for Regional Development.

The Number of people reached by the promotional activities and awareness about the environment and the protection and development of the natural and cultural heritage was 4,000 people. They were reached by the activities and promotional work across the Autonomous Community of Extremadura and awareness-raising about the environment.

The project is considered Good Practice because:

The action has been effectively disseminated across the beneficiaries, potential beneficiaries and the general public.

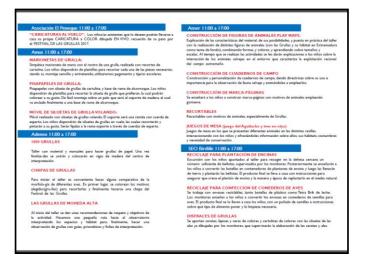
The dissemination has been carried out across the beneficiaries and general public. The materials used to achieve this have been the following:

- Webpage: <u>www.festivaldelasgrullas.com</u>
- Posters and leaflets









Merchandising materials





Marquees

• Plan for communication: press releases, publicity inserts, radio spots (channels such as Cadena Ser, Cope)....



The actions incorporated innovative elements.

The Crane Festival showed an innovative character considering the large number and variety of participants in the event, such as associations, organisations, businesses, federations, interpretation centres and other bodies very active in social networks and communication media. Equally, a very striking and effective creative image was designed for the theme of the event: cranes and their ecosystem.

Appropriateness of the results obtained in relation to established objectives.

The objective established for the organisation of the Crane Festival was fully coherent with that set out in the Information and Publicity Manual and Communication Plan of the European Fund of Regional Development, whose objective was to reach out to a wide national and international public and disseminate the actions undertaken and co-financed with the Structural Funds in Extremadura.

Contribution to the resolution of a problem or weakness detected in the area

The weaknesses detected are the lack of visitors to the area and weak positioning. For that, the event:

- > Positions the region in a new emerging sector with great possibilities.
- > Dynamizes an abundant local resource in the region, the bird life and

great biodiversity, that positions Extremadura globally in a privileged position for birdwatchers.

High level of coverage in the target population

The use of the new information technologies and applications for publicity and promotion, as well as visibility in social networks, enabled the full range of the target public to the reached, which was the priority objective.

Consideration of the cross-cutting criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability in implementation.

- ➤ It took place in unequalled natural surroundings, the Moheda Alta recreational park. This environmental component bestowed privileged advantages, positioning the event strategically compared to other festivals on a similar theme.
- > It has a significant environmental component.
- > It enhances the great importance given to environmental and natural habitat sustainability in the structural funds.

Synergies with other policies and tools of public intervention

The methodology and logistics of the organisation of the event, as well as the lecturers, participants, exhibitors and the high level of participation and recognition at the national level, together with the significant involvement of experts on the subject and the correct application of the visibility requirements of the European Funds, enabled the Crane Festival to have exceptional quality and with corresponding follow-up in terms of promotion of the resource and the destination concerned. It was developed in a form coherent to other public policies whose objective is environmental sustainability amongst others.