

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Action: archaeological excavation, equipment and installation of a walkway at the Ciavieja site.

El Ejido Town Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

**"EL EJIDO SOSTENIBLE 2020".
EL EJIDO TOWN COUNCIL**

**ACTION: ARCHAEOLOGICAL EXCAVATION, EQUIPMENT AND
INSTALLATION OF A WALKWAY AT THE CIAVIEJA SITE**

This good practice consists of the recovery and enhancement of the Ciavieja site to promote the historical and cultural heritage of El Ejido as part of the economic development and tourist attraction.

This site is considered an Asset of Cultural Interest of the Andalusian Historical Heritage with the typology of Archaeological Zone, characterized by the presence of archaeological remains that reflect the occupation of the area from the Final Neolithic-Initial Copper in its first phase, to a Full Bronze (almost one thousand five hundred years of uninterrupted prehistoric occupation). Thus, the evolution of the first metallurgical societies in the southeastern peninsular, from its origin, through the Early and Full Copper (period also called Millares I), the Late Copper (Millares II), to the consolidation of the so-called Argar Culture and the presence of the Roman population in an urban environment, the city of Murgi, remains in the sequence of Ciavieja.

Consejería de CULTURA Dirección General de Bienes Culturales y Museos	Nº y año del exped. 130_17-CU Referencia 11.04.17
DENOMINACIÓN: DECRETO 57/2017, DE 11 DE ABRIL, POR EL QUE SE INSCRIBE EN EL CATÁLOGO GENERAL DEL PATRIMONIO HISTÓRICO ANDALUZ COMO BIEN DE INTERÉS CULTURAL , CON LA TIPOLOGÍA DE ZONA ARQUEOLÓGICA, EL YACIMIENTO ARQUEOLÓGICO DE CIAVIEJA, EN EL EJIDO, ALMERÍA.	

Through this action, new excavations have led to the discovery of very interesting archaeological remains that will enhance the cultural and touristic interest of the site. In addition, a visitor reception centre has been built to enhance the protection of the cultural heritage and the development of tourism in the municipality of El Ejido, all thanks to the aid from the European Regional Development Fund (ERDF).

The operation has an eligible cost of 603,251.00 €, being co-financed by the ERDF at 80%, which implies a contribution of **482,600.80 €**.

1. THE FEDER'S ROLE IN THE PROJECT HAS BEEN ADEQUATELY PUBLICIZED AMONG POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC.

The role of ERDF in the good practice has been adequately disseminated among the potential beneficiaries of the action, always in accordance with the recommendations issued by the Directorate General of Community Funds, as well as with the different regulatory provisions in this regard.

The communication carried out within the framework of this action has been carried out through the following elements:

- Temporary Poster



- Permanent plaque:



- Advertisement in provincial press



- Advertisement in national digital media



- Street event with citizens



- Merchandising



- National radio spots

2. THE PERFORMANCE INCORPORATES INNOVATIVE ELEMENTS

This action involves the preservation and enhancement of the archaeological site of Ciavieja, an emblematic enclave of the historical heritage of El Ejido that, until now, was underutilized and that, from now on, will be one of the main points of interest of both the city and the western region of Almeria.

The innovative perspective of the action can be found in the approach through which the intervention in the site has been carried out, since it has not been based solely on the conservation of the site but has been committed to the creation of an accessible space that can become a place for cultural exchange and a meeting place for citizens.

In this way, the site has been provided with a multi-functional room which, while respecting the archaeological value of the area and guaranteeing its correct conservation, can be used as an area for conferences, exhibitions, and workshops.

An innovative design has also been chosen to provide visitors with a sensory experience. To this end, a large transparent flared window has been designed at one end of the main square to act as a large "eye", allowing visitors to consult the site plan and its main landmarks while enjoying an excellent panoramic view of the site.

Finally, innovative technology has been incorporated to ensure that visitors get the most out of their visit. This is the case of the installation of walkways made up of backlit steel handrails that will act as signposting for the paths and will also improve visitor safety, as well as the use of LED lighting that will guarantee sufficient, high quality and environmentally friendly lighting.

3. ADEQUACY OF THE RESULTS OBTAINED WITH THE STABLISHED OBJECTIVES

The main objective of this action is the protection, promotion and development of the cultural heritage and tourist interest of El Ejido, through the conservation and enhancement of the archaeological site of Ciavieja, which will also lead to an increase in the number of visitors who come to the city attracted by its rich heritage.

Thanks to the ERDF, these objectives have been more than met, since the first step has been the identification, documentation, interpretation and conservation of the remains of the original buildings constructed in the Roman period, followed by the relevant archaeological excavations, which have made it possible to obtain greater knowledge of the different societies that settled on the site and of the paleoenvironmental evolution, all of which has contributed to the delimitation of the areas of greatest interest for research and the cultural and tourist enhancement of the site.



In addition, an important work has been carried out for the projection of an architectural element that performs the functions of access, reception and information point for visitors to the site which, together with the installation of signage, toilets and other elements necessary to facilitate the visit and accessibility to the area, have allowed the creation of an interpretation centre that represents the enhancement of one of the most important heritage and tourist resources for the city of El Ejido and which is expected to attract more than 3,000 visitors a year.

Finally, it is worth highlighting another of the results obtained, which is directly linked to the increase in the number of visitors, such as the positive socio-economic impact that will have on the entire municipality and, specially, on sectors such as the hotel and catering industry and tourism.

4. CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNES IDENTIFIES ON THE TERRITORIA AREA OF IMPLEMENTATION

The archaeological site of Ciavieja, declared an Asset of Cultural Interest of the Andalusian Historical Heritage, presents a formidable and relevant chronological sequence of great transcendence for the recent prehistory of the southeast peninsular, as well as for other historical moments both in El Ejido and the rest of the Iberian Peninsula.

However, prior to its intervention thanks to the ERDF, it was an underused resource which, despite having been the subject of various actions in the past, was notably deteriorated, mainly because of its agricultural use, which caused changes in the original topography of the area; the systematic extraction of fill used in agricultural work during the 1970s and the construction of some houses by the population.

Therefore, the need arose to consolidate new archaeological remains and structures, as well as the museumization and cultural and touristic valorisation of them, in order to take advantage of the remarkable opportunities offered by the site of Ciavieja for the touristic and cultural development of El Ejido.

5. HIGH DEGREE OF COVERAGE OF THE TARGETED POPULATION

This good practice has a high degree of coverage of the target population, as it has not only contributed to the enhancement of the Ciavieja site but has also had a positive impact both on the areas adjacent to it and on the rest of the city, which has benefited from an increase in the number of visitors.

Therefore its effects will have a favourable impact on the total population of the municipality of El Ejido, which amounts to 84,005 people and, indirectly, on the population of the western Almeria region, which has around 210,000 inhabitants.

6. CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON-DISCRIMINATION, AS WELL AS SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY

The horizontal criteria of equal opportunities and non-discrimination are present throughout the entire action, as both are cross-cutting principles applicable to both the DUSI Strategy "El Ejido Sustainable 2020" and to the procedures carried out within El Ejido Town Council.

In this way, throughout the design and execution of the project for the recovery and enhancement of the site, compliance with the minimum requirements of safety, accessibility and non-discrimination has been guaranteed. This is materialised through the creation of accessible routes for people with disabilities in which signs accompanied by the SIA (International Symbol of Accessibility for mobility) have been installed, accessible routes as an alternative to all plant exits, refuge areas and main accesses, delimitation of a certain number of parking spaces whose built surface area exceeds 100 square metres or accessible toilets.

The adaptation of the site also means the creation of a space through which to bring the history and culture of El Ejido closer to the entire population, helping to generate a sense of belonging among its inhabitants and turning the archaeological heritage of the city into an element of social cohesion.

In addition, both in the implementation of the project and in the documentation generated in the files and in the communication and dissemination actions carried out for this purpose, special attention has been paid to the gender perspective, guaranteeing the incorporation of non-sexist language and images.

Likewise, special attention will be paid to ensuring that the programming of the activities carried out at the site, together with the stories and information provided to visitors, are designed and developed taking into account an inclusive historical narrative that highlights the role of women throughout the history of Ciavieja, as well as including people and groups that are less represented in the stories of past eras. This will help to raise public awareness of the presence of women in history and provide diverse references and models that lead to a more egalitarian way of relating to and understanding history.

The project also highlights the figure of the matron Porcia Maura and her important contribution to the development of Murgitanian society. She is the first woman of the city of 'Murgis' of whom there are documentary references, a pedestal dating from the second half of the 2nd century A.D. She was the wife of Lucius Pedanius Venustus and was defined by her family as an 'exemplary' person and mother.

Regarding social responsibility and environmental sustainability, throughout all the works and adaptation work carried out, care has been taken to ensure optimum waste

management and the use of environmentally friendly materials. Thus, numerous resources already existing on the site have been used as part of the building materials, such as earth or stones. In addition, LED luminaires have been installed throughout the site, which help to reduce the emission of polluting gases into the atmosphere and save energy.

7. SINERGIES WITH OTHER POLICIES OR PUBLIC INTERVENTION INSTRUMENTS

The action "Archaeological excavation, equipment and installation of a walkway at the archaeological site of Ciavieja" is part of one of the operations planned within the framework of the Sustainable and Integrated Urban Development Strategy "El Ejido Sostenible 2020", called "Valorisation of the archaeological site of Ciavieja as protection of cultural heritage and development of tourism".

This operation is part of the line of action "Protection, promotion and encouragement of heritage and cultural and natural assets of El Ejido", which in turn is related to other lines of action that are part of the Strategy "El Ejido Sostenible 2020", such as "Urban rehabilitation and improvement of the environment and urban environment", which is aimed, among others, at improving the physical environment of the city making it more attractive for tourism. This is because both are aimed at achieving "*Thematic Objective 6: Conserve and protect the environment and promote resource efficiency*".

Furthermore, as the Ciavieja site is an Asset of Cultural Interest (BIC), this action is in line with state and regional policies for the conservation of historical heritage and with the General Urban Development Plan (PGOU) of El Ejido, which states that the Ciavieja site will have the protection of "integral conservation" due to its high cultural value.



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